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Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, APRIL 10, 1907

Number 1229

Who Would Not Be A Boy?

All Things Considered,
He Is a Lucky Little Mortal,
Though Perhaps
He Does Not Always
Realize It Until He
Has Passed That Age
"When Thought Is Speech
And Speech Is Truth."



I wouldn't be a single thing on earth
Except a boy;
And it's just an accident of birth
That I am a boy;
And, goodness gracious! When I stop and think
That I once trembled on the very brink
Of making my appearance here a girl
It fairly makes my ears and eyebrows curl—
But I'm a boy.

Just think of all the jolly fun there is
When you're a boy!
I tell you, you're just full of business
When you're a boy;
There's fires to build in all the vacant lots,
Go swimmin', tie the fel'ers' clothes in knots,
Tie tin-cans on the tails of dogs—why, gee!
The days ain't half as long as they should be
When you're a boy.

There's lots of foolish things that make you tired
When you're a boy;
There's heaps of grouchy men that can't be hired
To like a boy;
There's wood to chop at home, and coal to bring,
And "Here, do this—do that—the other thing!"
And, worse than all, there's girls—oh, holy smoke!
Are they a crime, or are they just a joke
Upon a boy?

And then there's always somebody to jaw
When you're a boy—
Somebody always layin' down the law
To every boy;
"Pick up your coat; see where you've put your hat;
Don't stone the dog, don't tease the poor old cat;
Don't race around the house"—why, suff'rin' Moses!
The only time you have to practice things like these is
When you're a boy!

And yet, I don't believe I'd change a thing
For any boy;
You've got to laugh, to cry, to work, to sing,
To be a boy;
With all his thoughtless noise and careless play,
With all his heartfelt trials day by day,
With all his boyish hopes and all his fears,
I'd like to live on earth a thousand years
And be a boy.

W. H. Pierce

DO IT NOW

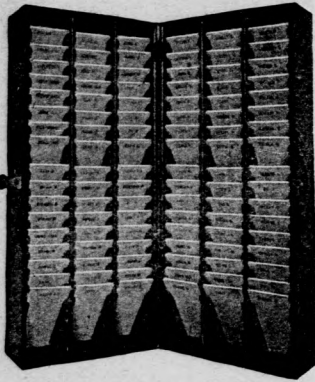
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YELLOW LABEL YEAST you sell not only increases your profits, but also gives complete satisfaction to your patrons.



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O.A.B.
Cheese

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Exclusive Brands

O.A.B.
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Ceresota Flour

Made From Minnesota Spring Wheat

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Made From Kansas Hard Wheat

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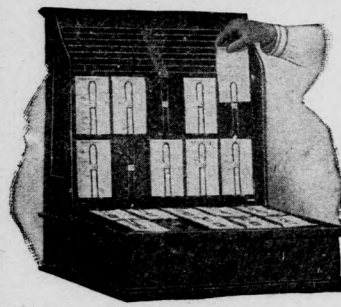
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None Better

O.A.B.
Cheese

Judson Grocer Co.
Grand Rapids, Mich.

O.A.B.
Cheese



The Customer Who Intends To Pay

Buys his goods where he has confidence in the merchant. He wants to KNOW how his ACCOUNT stands at ALL times.

When the ACCOUNTS are kept on the McCASKEY ACCOUNT REGISTER, the customer KNOWS and the merchant KNOWS. It's UP-TO-DATE.

Extract from letter just received:

"We have operated the register 25 days and have gotten 25 new customers. We do not need a bookkeeper.

Our customers come up and pay their bills without any squabbling NOW and TELL US what they OWE instead of asking, 'What do I owe you?'

Yours, truly,
CARTER & SANDERS."

The McCASKEY draws the good customers.

Would 25 good customers added to your present list be worth anything to you? If so, let us tell you HOW to get them.

Information is FREE.

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Alliance, Ohio

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Agencies in all Principal Cities

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, APRIL 10, 1907

Number 1229

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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Banking By Mail

Resources Exceed 3 Million Dollars

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SAFES

Tradesman Company
Grand Rapids

ROOSEVELT KNOWS.

"Clear the stage—last act," shouts the stage manager with the opening of the final week of the Thaw trial, and almost in the same breath he calls: "Everybody ready for the second act," referring to the new mystery play: the "Dinner Party Cabal."

Who is this stage manager?

He is that multifarious individual known as the Daily Press, who knows that there must be something doing every instant of time, and that that something must be fresh and interesting or he will lose his job.

As to the Thaw trial it has held the boards three months and has the fault, as a dramatic composition, of having too many anti-climaxes; so that when the stage manager introduced a strong cast—Senator Penrose, Senator Hansbrough, Secretary Loeb and the Rockefeller-Harriman cabal, with its five million dollar fund—in the mystery play people began to sit up and take notice.

That this new attraction will prove all that the stage manager hoped for is a question. The setting of the piece is faulty and the "Omnes" relied upon are too uncertain, too indefinite, to constitute deep-seated factors in the working out of the enigma. Then, too, thus far at least, there is no authentic demonstration on the part of Mr. Roosevelt; and to cast that gentleman in a sort of "Lone Fisherman" part is a fatal mistake and bespeaks the death of the composition.

The history of the larger monied corporations and of the methods of such men as Harriman et al. does not warrant the assumption that such a group would give a dinner party for the promulgation of a campaign to defeat the President's plans or that, if they did give such a dinner, they would have among their guests one individual who would so far show himself a mucker as to divulge any detail of any plan that may have been propounded.

In fact, the daily press has, in its exploitation of its latest mystery play, relied too much on time-worn resources. There is the importunate Washington correspondent who haunts the White House and vibrates wildly, in his search for proof that he is telling the truth, between the office of Secretary Loeb, the Arlington and the Senate end of the capitol; then, too, the imperturbable, non-committal attitude of Mr. Loeb and the long-continued silence of Mr. Roosevelt cause the play to drag.

The way in which the mammoth figures in finance are lugged in just for the sake of making blunt denials is not at all theatrical and certainly shows an absence of the dramatic sense. It may be that the author of the play made a good guess when he

developed the idea that certain moneyed interests are opposed to Mr. Roosevelt or any candidate committed to a continuation of his methods, and it is quite possible that those interests would gladly contribute toward a campaign to defeat the big stick policy.

It is doubtful if the "Dinner Party Cabal" in its present form will hold the stage any great length of time, even although, as has been rumored, Thomas W. Lawson be incorporated in the cast as a sort of "Hawkshaw," who, snatching his wig-and-beard disguise from his head, is to cry out: "And I could prove it, too, if old Bill Jones was alive."

After all, the effort to popularize this mystery play was based upon one good corner stone. It was an effort along the lines of human interest, as at present expressed by the people of this country. The fact that Mr. Taft (through his brother) has agreed with Mr. Foraker to rest their respective cases upon the verdict of Ohio voters is interesting, of course, but it is a pigmy feature in comparison with the national suspicion and fear that millions of dollars will be disbursed in an effort to prevent a continuation for another four years of Mr. Roosevelt's strenuous policy as Chief Executive. There are many strong and very palpable evidences to this effect and the wonder is that the playwrights did not handle such material more effectually in the development of their puzzle plot.

On the other hand, it may be that the entire case is but a cleverly ingenious ruse to kill some other and opposing play that was about ready to go before the people. If this was the end aimed at our remarkable mystery play is a phenomenal success. Under the present temper of the people it would be the height of folly to attempt to conspire by the use of millions of dollars; by the purchase of National, state or county committees; by the use of straw men for candidates; or by utilizing any of the well-known tricks of politics to bring about a cessation of the publicity now being given to the affairs of great corporations and the methods of railroad magnates and Wall street sharks. The spell of indignation is on and its chief executive is the President of the United States, just as it should be. The railways may prate about doing business at a loss, about precipitating an industrial, commercial and financial panic; they may arbitrarily increase freight rates and threaten to diminish the service, but the straightening out of things, the abolition of the vampire practices in Wall street and the literal, actual living up to the laws of our country will continue to be demanded and the fight unabated until those results are achieved.

Strange as it may seem to the hide-bound, practical politician this fight has welded together all partisans and Theodore Roosevelt, by great statesmanship, fearlessness for right, stupendous industry and faithful adherence to the best interests of the entire country, is a leader who can not be beaten out of that united support by both Democrats and Republicans. His administration has scanned the entire land clearly, carefully, accurately and fairly. He has learned the facts in the case and he has given those facts to the people so honestly, so courageously, that everywhere he has held up, for each section, its own particular case in its relation to the whole. The people know the situation through and through, and knowing the man who has made the revelation they believe in him implicitly.

This being the case the people should extend the courtesy, bestow the reward he has earned so well, by realizing and believing him when he says that he will not accept a nomination for re-election. Theodore Roosevelt is not the man to take such a stand if he believed that by so doing he would in any degree whatever endanger the welfare of the nation. And he would not take such a stand unless he had long before this worked out to an absolute certainty just exactly how and why he can, without incurring any risk to the nation's weal, decline to stand for re-election.

It is quite clear that Mr. Roosevelt's choice as his successor is our present Secretary of War, Mr. Taft, and that the President proposes to step over tradition and precedent by doing a specifically Rooseveltian thing. He is going into the open to work for the nomination of his successor. Just why heretofore the Presidents of the United States have seen fit to play the game of indicating and working for the nomination of their successors surreptitiously and cunningly is not clear, and in the light of present conditions is not important. When the right time comes to declare himself upon any problem Theodore Roosevelt speaks out squarely and without equivocation, and he stands by what he says until he finds—which very, very rarely happens—he is mistaken.

The people of the United States can make no mistake in yielding to President Roosevelt in the present instance.

Glendon A. Richards, who conducts a plumbing establishment at 42 West Bridge street, has merged his business into a stock company under the style of the Glendon A. Richards Co., with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,393 being paid in in cash and \$3,607 in property.

DONE IN SLEEP.

Intellectual Feats Impossible in Waking Hours.

Some people are not satisfied with having done a fair day's work at their regular occupation, but insist upon keeping busy even while they sleep. Most of this work, done unconsciously during the dead hours of the night, is worthless, but sometimes intellectual feats are accomplished during sleep which during waking hours prove quite impossible.

From his early childhood Robert Louis Stevenson was a dreamer, and his dreams were horrible. Later in life he began to dream of journeys wherein he would see strange towns. In the next phase he could read in his sleep, and such wonderful books that never afterward was he content with ordinary literature. Lastly he began to dream in sequence, and he would continue the dream from the place where he left off the previous night.

It is admitted that Stevenson dreamed the window scene in "Jekyll and Hyde," and some of his friends are sure that the central theme of the strange book came to the author while he was asleep. "His Brownies showed it to him in the night."

The idea of the terrible romance of Frankenstein came to Mrs. Shelley in a dream, and she wrote it out for her husband as a curiosity. He saw the literary value of the incident and persuaded her to elaborate it into book form.

Sometimes people not only do their work in their dreams but actually write it down without being aware of the fact. A lawyer who was puzzling over a case awoke one morning and told his wife he had dreamed a logical answer to the question that vexed him, but that he could not remember the solution.

"But you were working hard for three hours during the night," she said. She went to the table and took up a number of sheets of paper and brought them to him. He found his case briefed in the clearest manner, and the puzzle was solved in a form that never had occurred to him during his days of deep thought.

A pupil of Prof. von Swinden in Amsterdam solved a difficult problem in his sleep, after the professor and ten of the brightest students in the class had worked for days in the effort to find the answer. Marquis de Condorcet, the famous French mathematician, solved a problem in integral calculus while he was asleep, although the matter had puzzled him for days. He did not write the answer and process down as von Swinden's pupil had done, but he remembered the solution that came in his dream and put it on paper as soon as he awoke.

The poet Coleridge, while he was ill, was given an opiate, and during three hours of sleep dreamed two hundred lines of the poem "Kubla Khan." When he awoke the words still were vivid in his memory and he immediately started to write them down. "The images," he said, "rose up before me as things with a parallel production of the corresponding expression, without any sensation or con-

sciousness of effort." Unfortunately a visitor called, and Coleridge saw him. When the poet went back to his desk he found to his dismay that he had forgotten the rest of the poem and it never was finished. With the utmost effort of his waking mind he could not compose lines that would fit in well with his dream poem.

Prof. Hilprecht, of the University of Pennsylvania, led an exploring expedition to Babylon for the University and was greatly puzzled over two fragments of agate on which there were inscriptions. According to Andrew Lang, a tall priest appeared to Prof. Hilprecht as he slept and told him how to put the two fragments together so that the inscription could be read. It never had occurred to the explorer that the two pieces of agate belonged together, for they were of different colors.

One of the most prolific workers during sleep undoubtedly was the late Dr. Anna Kingsford, who published a book of dream stories and explained that none of them were the result of conscious imagination. All the stories had come to her in dreams, and she had written them down in the morning just as she had dreamed them. She never took any drugs nor narcotics to stimulate her dreams, but says: "The priceless insight and illuminations I have acquired by means of dreams have gone far to elucidate for me many difficulties and enigmas of life and even of religion which might otherwise have remained dark to me."

It was a remarkable circumstance that at home at her residence, on the banks of the Severn, she never dreamed, but as soon as she went to Paris or Switzerland her faculty for dreaming was restored. These dreams generally came at dawn or after sunrise, during a second sleep.

Cabanis, the eminent French physician, says that Franklin told him, during one of his political missions to Paris, that over and over again he had gone to bed puzzled by political events, which became quite clear to him during his sleep.

Dante is said to have dreamed "The Divine Comedy," or at least the plot and characters, and some part of the details. This vision appeared to him when he was only 9 years old, according to some of the stories, while, as others tell it, the dream came to another child during a trance which came with a long illness.

Voltaire composed the first canto of the "Henriade" while he was asleep. "Ideas occurred to me," he says, "in spite of myself, and in which I had no part whatever."

Tartini's famous "Devil's Sonata" came to him while he slept. The great violinist dreamed that he made a compact with the devil and gave his violin to His Satanic Majesty and asked for a solo. The devil took the instrument and played so wonderfully that Tartini lay entranced at the extraordinary beauty of the composition. When the music stopped Tartini awoke in an ecstasy of delight, jumped out of bed, and seizing his violin began to play the delicious sounds he had heard in his dream. He never could reproduce the exact notes,

but all he could remember he wrote down and published under the curious title by which the piece always has been known. It may be said that Tartini was a firm believer in the devil, and that he thought it only just to give the fiend the credit for the beauty of the music. It was really a case of "Give the Devil his due."

While he was writing the famous scene of Lochiel's warning, with which most school boys are familiar, Thomas Campbell was stuck for eight or ten days after the line, "'Tis the sunset of life gives me mystical lore," and could find nothing to complete the stanza satisfactorily. One night he went to sleep with various rhymes running in his head, and he dreamed the words, "Coming events cast their shadows before." He jumped out of bed and wrote the line down then and there, without even waiting to make a light.

Some useful and prosaic things also have come from dreams. It long has been known that the making of shot resulted from an idea that came to a Bristol mechanic in his sleep. The man was employed cutting up strips of lead out of which his fellow workmen made shot. The process was slow and expensive. One night this workman had been drinking, and after he went to bed he dreamed that it was raining. As he watched the rain it turned to lead, and the earth was covered with shot. He awoke and, filled with his dream, went up into the tower of St. Mary Redcliffe, in Bristol, and melting some lead poured it out from the top of the tower. When he went to look for the lead he found it had taken the form of shot. Thus the shot tower became a fact, and the workman made a fortune out of his dream.

Ben Burbanks.

First Readers.

Thomas B. Shoaf, a well-known politician of Southern Illinois, while in Chicago recently, deplored the changes in school books since he was a boy.

"When I was a boy," he said, "I read my first reader in school something like this:

"I see a cow. She is a nice cow. Can the cow run? No, the cow can not run as fast as the horse."

"Now, that sounds all right. But how is it nowadays? The up-to-date first reader has it something like this:

"Gee! get next to the cow. Ain't she a peach? She's a corker. Can the cow get a move on herself? Well, can she? You bet she can hike. Nope, she can't hump herself like the horse."

Credit the little things in life for all success and debit them for each failure. The man who wins has an eye for them like the camera lens which photographs stars we can not see with a telescope. Two cents buys a morning newspaper, tens of thousands of dollars bought the press which prints it, but the power which runs the press was born of a few tiny sparks generated from the friction of wood by the ancients. Success seems to be a capability in making the spark more powerful.

Enormous Growth of the Portland Cement Industry.

The production of Portland cement in this country has increased in thirty-five years from 3,000 barrels a year to 4,000,000 barrels last year, and this with the prospect of an increase during next year of 20 per cent. Without being in the hands of a trust, the prices have increased in the past eighteen months from 15 to 20 per cent. from legitimate demand.

This enormous output for 1906 would be sufficient to build a first-class cement sidewalk five feet wide three and six-tenths times around the world, or build a sidewalk 456 feet wide reaching from Chicago to New York.

The uses to which this material, mixed with sand or crushed stone, is put are almost unlimited. They range from the smallest culvert to the enormous concrete arches spanning our largest streams; from the humblest cottage made of concrete blocks to the finest skyscraper and office buildings built, of reinforced concrete.

To the farmer alone Portland cement concrete presents an enormous range of possibilities. With it he makes his fence posts, drain tile, culvert pipe, well curbing, feeding floors, watering troughs, stable floors, silos, granaries, stables, residences; in fact, he can almost make it take the place of everything heretofore made of wood.

Get the Plan.

Success is always on the defensive. You have to take it one way or another, and the best way is to lay out a plan. Be sure that you have the adequacy with which to carry out your plan and a defined plan—not hallucination. You must consider your forces like a general. Because some man takes success one way is no reason that you can do the same. He may have entirely different resources than you. If you had a way of comparing your forces with his, fact for fact, you might duplicate his footsteps, but this can not be done. Sometime when times are right you can talk to Mother Necessity. Talk all night to her if necessary and she will help you map out a plan. Go to work in dead earnest the next day and each succeeding day. Searles Patterson.

The flood of homeseekers rises to high tide when some new territory is opened in the West, but there is always a constant stream in that direction. With the coming of spring every train is carrying into the great depots of the Western cities hundreds of young men from 18 to 25 years of age, who are just as eager and a great deal better equipped than those who filed across the mountains in 1849. It is an inspiring spectacle; it revives again the spirit of the old adventurous days and indicates that the great mass of our people are still the plodders, men of determination who want to make a home of their own in the old-fashioned way. A few great men are doing wonders in financial undertakings of vast magnitude, but these others are typical of the worthy and enduring mettle of the race.

The Man Who Sells Things Should Have a Degree.

These are prosperous days in business circles. Printeries and binderies are busy making order books wherein can be entered the tremendous demands for materials of all kinds flowing in to the factories of our country.

What does this prosperity mean in its generic sense? What causes railroads to buy cars by the thousands and locomotives by the hundreds?

It means and it is because there have been sales made of all kinds of material entering into the consumption of busy mankind in all quarters of the country.

Sales necessitate transportation, transportation calls for power and vehicles, and so the results of sales ramify into every nook and cranny of civilization.

Sales light the furnace fires, blacken the sky with smoke, set ponderous machinery in motion, quicken the demands for labor, and spread the smile of plenty over the land.

He who sells things is the apostle of happiness, the bulwark of prosperity.

Who fills the hotels, crowds the trains, and loads the freight cars with tonnage? The man who sells things.

Of what commercial value is the most useful and wonderful device that was ever invented, unless it is exploited by the man who knows how to sell it?

Oh, you who pride yourself upon the possession of inventive genius, cudgel your brains, burn the mid-

night oil, wallow in problems of sky-high mathematics, produce, if you can, something for which you think a waiting world is languishing, and when it is done, unless you can get next to a man who can make people believe they need it and sell it to them, your trousers will be frayed at the edges, and your stomachs will know the pangs of hunger.

The best friend of everybody is the man who sells things.

He who would sell things must be patient, tactful, broad-gauged, generous, good natured and tireless. For him no whistle blows to sound the end of his daily toil. For him there are but few peaceful evenings at his home fireside. For him it is hustle; hustle, hustle.

In his travels up and down the highways he seeks audience with and tells his tale to men of varying titles. In the railway trade he goes to presidents, general managers, superintendents of motive power, civil engineers, mechanical engineers, electrical engineers, sanitary engineers, engineers of tests, and in fact runs the gamut of every conceivable degree of titled importance, and, besides, he is ever and always up against that most august personality, the office boy, and to all of these the man who sells things comes under the general characterization of "Drummer" or a "Supply Man," terms that are not intended to dignify and are more or less terms of opprobrium.

Now, I think that after a man has a record of service in selling things,

has attended the severest of all schools, namely, contact with the world; after he has been chilled to the marrow by refrigerated receptions; after he has been tried out in the crucible of competition; after he has overcome the mountains of obstacles that beset his path, and "made good" I think he should have a degree conferred upon him.

Our universities are turning loose Doctors, Masters and Bachelors of this and that and the other thing, and engineers of all kinds and descriptions, to gain which degree the recipients have undergone not one tithe of the hard work and self-sacrifice of the man who sells things, and have not learned half as much in the same period of time.

Fit up the most luxurious offices, take a whole floor in the most conspicuous block in Pittsburgh, go out and buy broad acres and erect magnificent works, fit them up with all the most modern machinery, and you would never pay the laboring man one cent, the landlord would evict you for the non-payment of the rent of your luxurious offices, if the fellow with the carpet-bag, away from home, plunging through midnight blackness, putting up with all sorts of discomforts, was not sending in his orders so that the wheels might go round and so that a cross-grained auditor might earn his salary by finding fault with the expense account.

Let's give the man who sells things—so that the other fellows with degrees may receive their salaries promptly—a degree.

What shall it be? I confess I am fond of the "Engineer" style. Now, if I remember the definition of an "Engineer" as recorded in the dictionary, it is not confined to those who have to do only with technical work, but it also calls it "Engineering" where one carries through by skill and contrivance a business deal.

What's the matter with calling him a "Commercial Engineer?"

If there is anybody who knows more than the man who sells things about wheels within wheels, slipping a cog, eccentrics, joints, bulldozers, lost motion, making connections, laying pipe, pumping, plugging, and working under high pressure, just trot him out and we will give him a degree that will fit him.

All honor, I say, to the man who sells things. When he is not abroad in the land there is "nothing doing." So sure as the rising sun foretells the coming of the day, so does the appearance of the man who sells things foretell commercial activity, and just in proportion as he succeeds, the tide of prosperity ebbs or flows. The man who brusquely turns him down, or who affects to be bored by his presence, or who bars him from his office, does an injustice to the interests confided to his care, and also robs himself of a large amount of information that he needs in his business. Geo. A. Post.

Take care of your secret life and the surface life will take care of itself.

STAPLE AS GOLD

Grocers are wise to sell more Royal Baking Powder, because in the end it yields a greater profit than the low-priced powders, many of which contain alum, which is injurious to health.

Royal Baking Powder is always worth one hundred cents on the dollar, and no grocer need hesitate to carry a large amount of it in stock.

Royal Baking Powder retains its full strength in all climates all the time.

Varying atmospheres do not lessen its leavening qualities. You have no spoiled stock.

It is absolutely pure and healthful and always sure in results.

It never fails to satisfy the consumer.

It is sold the world over and is as staple as gold.

AROUND THE STATE

Movements of Merchants.

Holland—Peter Maas has sold his grocery stock to Derk Waander.

Muskegon—The A. P. Connor Co. is closing out its stock of clothing.

Kalamazoo—A new grocery store has been opened by C. B. Duxtater.

Tustin—R. C. Merrifield will shortly engage in the furniture business here.

Carson—H. P. Fitzpatrick has sold his cheese factory to Wilson & Ligrow.

Alpena—Wilford White succeeds E. R. DesJardins & Son in the meat business.

Charlevoix—W. Vandercook & Son succeed W. H. Smith & Son in the grocery business.

Jackson—The Starr Hardware Co. has increased its capital stock from \$15,000 to \$25,000.

Tecumseh—Emery & Peters are succeeded in the cigar business by Pockington & Peters.

Kent City—John G. Squires, of Hart, announces his intention of opening a drug store at this place.

Ionia—Guy A. Cone, of Toledo, has purchased the Godfrey meat market and taken possession of same.

Harriette—Geo. Rose will continue the general merchandise business formerly conducted by Rose Bros.

St. Johns—The business formerly conducted by Tromp & Post will be continued under the style of the Post Shoe Co.

Burr Oak—Ray Himebaugh has purchased the interest of his partner, Nelson H. Garter and will continue the clothing business.

Berrien Springs—R. C. Atkinson has sold his stock of implements to James Gillespie, who will continue the business, retaining Jay Caldwell as manager.

Ann Arbor—The clothing firm of Staebler & Wuerth has been dissolved by mutual consent, Robert E. Staebler retiring and J. Fred Wuerth continuing same.

Burr Oak—DeWitt & Carl, furniture dealers, will move their stock to the building soon to be vacated by Van Husan & Spencer, which will give them more floor space.

Detroit—J. Major Lemen, the well-known druggist, was recently married to Miss Agnes A. Bent, of Shepherd. The happy couple have taken up their residence at 1005 Twelfth street.

Muskegon—Jake Hoekenga has purchased the grocery stock of the Peterson Grocer Co. The Peterson Grocer Co. succeeded the veteran grocer, Albert Towl, about a year ago.

Monterey—Henry Kibby & Son have purchased the general stock of Mrs. Max Eggleston and the store building of David Cornwell, of Allegan, and already taken possession of same.

Pickford—F. J. Smith, employed as a clerk for H. P. Hossack & Co., of Cedarville, has purchased the Crawford store building and will shortly

after May 1 occupy same with a stock of general merchandise.

Cadillac—The dry goods stock of the Wm. M. Gow Co. has been sold by the receiver, the stock and fixtures and accounts being sold in bulk. Goldman Bros., of Cadillac, secured the stock on a bid of \$3,650.

Northville—B. Cohen has sold his stock of dry goods, clothing, shoes, carpet and wall paper to Latonsky & Son, of Detroit, who will re-open the store in a few days. They have taken a lease on the store building.

Coldwater—J. M. Crocker has sold his stock of furniture to Will Tuttle, who has been in his employ for the past sixteen years. Mr. Tuttle will continue the business and Mr. Crocker will take a rest from business life.

Saginaw—The Stone-Purser Fruit Co. has engaged in the fruit and produce business at 103-107 Tilden street. S. W. Purser is President, E. V. Stone is Vice-President and W. H. Dawson is Secretary and Treasurer.

Detroit—Notice has been given of the dissolution of the Keith Cigar Co. by mutual agreement. F. M. Boyles is to have the store at 931 Champlain street and W. O. Keith the store at 114 Grand River Avenue, the latter to continue as the Keith Cigar Co.

Adrian—J. Will Kirk, who has been engaged in the jewelry business here for twenty-five years, will shortly merge his business into a stock company under the style of the Kirk & Judge Co. Mr. Judge has been in Mr. Kirk's employ for twenty-four years.

Birmingham—After a business career of twenty-six years, Whitehead & Mitchell have sold their drug and grocery stock to Charles J. Shain. The retiring firm will now devote its time to its bank and real estate business and the publication of the local paper.

Lake Odessa—F. J. Bretz, of Lakeview, having sold his meat market and grocery stock at that place, has purchased the grocery stock of Thos. Lowery and will continue the business. Mr. Lowery will not engage in trade for the present at least, but will take a vacation.

Burr Oak—VanHusan & Spencer have purchased the dry goods and shoe stock of Hogel Bros., having taken possession. The new firm announces its intention of disposing of the shoe stock and carrying dry goods and groceries. They will move their stock to the Kessler block.

Chelsea—Freeman, Cummings & Co. have acquired the stock of Freeman Bros., J. S. Cummings and the Bank Drug Store. Until the building now occupied by J. S. Cummings can be enlarged and remodeled the company will occupy the buildings in which the respective stocks are located.

Pullman—J. U. Gilpin has sold his stock of groceries, dry goods and shoes to A. E. Leiby, who will continue the business at the same location. Mr. Gilpin retains the postoffice and possession of one-half of the store building and will hereafter handle crockery, glassware, notions and cigars.

South Range—Some of the Croats employed in the mines here have organized the South Range Croatian Store Co., with a capital stock of \$7,000, to engage in the general store business. Anton Stimac has assumed the management temporarily, but a man of broad mercantile experience will be employed to act in that capacity very shortly.

Manufacturing Matters.

Chelsea—The Glazier Stove Co. has increased its capital stock from \$600,000 to \$1,500,000.

Port Huron—The Port Huron Lumber Co. has increased its capital stock from \$10,000 to \$20,000.

Detroit—The capital stock of the American Lamp Co. has been increased from \$10,000 to \$50,000.

Marquette—The Consumer Lumber Co. has changed its name to the Presque Isle Sash & Door Co.

Sault Ste. Marie—The capital stock of the Soo Woolen Mills Co. has been increased from \$60,000 to \$120,000.

Detroit—The business formerly conducted by the Wolverine Saw Co. will be continued under the new name of the Wolverine Saw Machine & Brazing Co.

Allegan—The Allegan Furniture Co. has been organized with a capital stock of \$25,000 to engage in the manufacture of dining room furniture of medium grade.

Coldwater—The Coldwater Cement Product Co. has been incorporated to manufacture cement products with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Milne Auto Start Co. has been incorporated to manufacture and sell gas engines with an authorized capital stock of \$30,000, all of which has been subscribed, \$1,000 being paid in in cash and \$29,000 in property.

Niles—A corporation has been formed under the style of the Harriet Hartman Medical Co. to manufacture medical remedies with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and paid in in property.

Gogebic Station—The Chicago & Northwestern Railroad will build a branch line from this place to Gogebic Lake this spring. The new line will reach a good timber country and a Grand Rapids firm purposes building a sawmill next summer on the lake near the terminus of the railroad.

Temperance—A corporation has been formed under the style of the Toledo Granite Brick Manufacturing Co. to manufacture crushed sand stone, brick and stone. The company has an authorized capital stock of \$50,000, of which amount \$27,000 has been subscribed and \$14,000 paid in in property.

Garden—Residents of this place expect a boom during the summer through the building of the proposed new railroad and operations of the Van's Harbor Land & Lumber Co. This company bought the entire holdings of Louis Van Winkle one year ago. The sawmill has been enlarged and there is sufficient timber to supply it for twenty-five years.

Manistique—Providing a sufficient supply of lumber can be secured to keep it in operation the Goodwillie Company, of Chicago, proposes to buy the plant of the Weston Manufacturing Co. here. The price made is satisfactory. E. L. Goodwillie, at the head of the enterprise, is endeavoring to pick up lumber to supplement the supply the Chicago Lumbering Co. will be able to furnish.

Howard City—A corporation has been formed under the style of the Michigan Case Goods Co., which has an authorized capital stock of \$80,000, \$63,000 common and \$17,000 preferred, of which amount \$61,900 has been subscribed, \$23,000 being paid in in cash and \$38,900 in property. The company will manufacture fixtures and furniture and supplies for private and public buildings.

Butternut—The Isham-Miller Co., which operates a foundry here and manufactures the Isham-Miller sectional iron road culverts, has taken over the entire business, tools, etc., of the Lisk Bridge & Construction Co., of Howard City, and will do all kinds of bridge and concrete construction in connection with culvert business. E. E. Filkins, contracting engineer, and W. L. Morris, erector, both of the old company, are transferred to the new management.

Cut Loose from Bonus Seeker.

Lansing, April 9—The Business Men's Association has broken off negotiations with the Standard Lamp and Manufacturing Co., which, it was expected, would move its factory to this city from Chicago. This conclusion on the part of the directors was reached after a committee had visited the plant in Chicago.

This company had a plant established in Charlotte, where it had entered into a contract with the Charlotte Business Men's Association. It was intended to continue that plant, but do the greater part of the manufacturing in this city. A dispatch says that the company has assigned its contract at Charlotte to the Hancock Manufacturing Co., of Chicago, which makes lubricators of all kinds. Hence the Standard Lamp and Manufacturing Co. stays in Chicago.

The Boys Behind the Counter.

Petoskey—B. L. King has been made assistant manager of the Brackett Hardware Co. He has been with the company for a long time.

Traverse City—George L. Hamlin, an experienced shoe man, lately with A. V. Friedrich, has taken the position of manager of the shoe division of the Hannah & Lay Mercantile Co., made vacant by the resignation of Charles Koenig. Mr. Hamlin was the first clerk and assistant manager for A. V. Friedrich for nearly five years.

Will Meet in Grand Rapids.

Fred G. Clark, Secretary of the Michigan Retail Shoe Dealers' Association, writes the Tradesman that the annual meeting of that organization will be held in Grand Rapids the last week in August or the first week in September.

He who has no faith in goodness has no experience of it.



The Produce Market.

Apples—The market is steady, with not much doing. Supplies of fancy stock are pretty well cleaned up. 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 remains unchanged and has shown during the week a very fair consumptive demand for all grades. The make has not departed in any way from a normal seasonable output, and if present conditions continue there will probably be a firm market at unchanged prices for two or three weeks. After that time there will probably be an increase in the make and some decline. Creamery is held at 30c for No. 1 and 31c for extras. Dairy grades are held at 25c for No. 1 and 18c 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—\$1.35 per doz. for hot house.

Eggs—Receipts are enormous—the largest this market has ever witnessed. The consumptive demand continues good, and there is also a good speculative business. The demand for storage has increased, and this may cause an advance over present prices. Eggs are running especially fine in quality, and the market will probably remain healthy on about present conditions until the weather becomes warmer. Dealers are paying 15c for stock to-day, finding a ready market for their stock on the basis of 16c.

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 \$4.75@5 per box.

Lettuce—12c per lb. for hot house.

New Beets—50c per doz.

New Carrots—50c per doz.

Onions—The market has weakened on home grown, in consequence of which the price has dropped to 75c per bu. Texas Bermudas are now in market, commanding \$2.50 per crate for white and \$2.25 for yellow. Spanish meet a limited demand at \$1.65 per 40 lb. crate.

Oranges—\$3.25 for large stock and \$4 for the more desirable sizes. The smaller sizes of California navels are in much greater demand than the larger ones, and all are higher, owing to the difficulty experienced by California shippers in getting cars and also to transportation delays after the cars have been loaded. There will be fewer seedlings this year than usual, as more attention is being paid to the navels, and this will probably result in a continued firm market for the navels.

Parsley—35c per doz. bunches.

Pieplant—\$1.65 per 40 lb. box of hothouse.

Potatoes—Country buyers pay 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; 6½@7½ for fair to good; 8½@9c for good white kidney from 90 lbs. up. Receipts are light and the demand is strong.

The Grain Market.

May wheat in Chicago ten days ago was selling at 76½c per bushel; to-day it is 76¾@76¾c per bushel. July wheat ten days ago was 78¼@78¾c; to-day it is 79c per bushel. The past week the visible supply has shown an increase of 2,864,000 bushels, which makes the present visible supply 49,659,000 bushels, as compared with 46,322,000 bushels for the same period last year. The principal feature in the wheat market the past ten days has been the crop damage reports. There has probably been some serious damage in the Southwest to the growing crop more, particularly in Texas and Oklahoma, although there have been some reports of damage from Ohio, Indiana and Michigan, but nothing serious as yet. Exports from this country have been comparatively light. Argentine has been exporting freely and at prices a little too low for our markets. Now with reference to the local paying price for wheat: Our market is to-day bidding 79c per bushel for No. 2 red and 78c per bushel for No. 1 white, while ten days ago our market was 8c per bushel cheaper. This has been brought about entirely by local conditions, and the grain shipper must not take it for granted that he can follow these prices and still come out whole. The local movement of wheat even at this strong advance is very light, but it forces the country mills and grain elevators to either pay the price or get out of the market temporarily. This, of course, is true with points within hauling distance of Grand Rapids, while stations outside of this immediate territory are still buying wheat at what it is worth for shipment to mills and grain centers.

The corn market has shown more strength the past few days, cash corn having advanced practically 2c per bushel, with the demand for corn and oat feeds much improved.

Oats are also stronger; local markets are up about 1c per bushel, with the white oats selling in Detroit at 46½c, an advance of 1½c per bushel. The visible supply shows a decrease of 183,000 bushels for the week, making the present visible 9,218,000 bushels, as compared with 19,673,000 bushels for the same period last year.

L. Fred Peabody.

The Grocery Market.

Sugar—Raw sugars are higher in Europe, reports of drouth in Cuba are coming in and refiners have had to increase their meltings in order to meet demand. Refined grades are so strong that an advance is hourly expected.

Tea—The demand is light. Nobody is in the market for anything but immediate wants and most buyers apparently have to be pushed into buying even for those.

Coffee—If the syndicate were not in control the market for Brazil coffee would probably be weaker, as the regular report of the world's visible supply shows an increase of 275,000 bags. The Brazilian syndicate still controls the situation, however, and may be able to tide the market over this weak spot as it has done before. Mild coffees are steady, unchanged and in small demand. Javas and Mochas are steady to firm and in moderate demand.

Canned Goods—Tomatoes are steady at prices of a week ago. The stocks in canners' hands are small and the feeling is that prices will be maintained. Futures are very firmly held and packers are rather indifferent as to whether they make sales or not. Corn is steady and in good demand for spot. Peas are scarce, old packing, and there are few offerings of futures, as the canners are already very well sold up. String beans are wanted for both spot and future delivery. Spot stocks are very small indeed. In view of the present conditions of supplies in first hands some authorities venture the opinion that the market for canned vegetables is more likely to be higher than lower as spring advances. The consumptive demand for canned peaches is very satisfactory. Prices are very firm as stocks of all kinds of canned fruits, peaches, apricots, berries, etc., are very short now. Sardines are firm at the recent advance made by the packers. Stocks of domestic sardines in the canners' hands are reported practically exhausted. Offerings of salmon from first hands are extremely small. Reports from the Pacific coast indicate supplies about cleaned up, so that the tendency is toward higher prices and the expectation is that opening quotations on the 1907 pack of all grades of salmon will be considerably higher than last year's opening.

Dried Fruits—Apricots are firm and quiet. The coming crop will be very short. Currants are still in moderate demand at unchanged prices. Raisins are gradually working up, and on the coast 10½c is now asked for fancy seeded. That is equivalent to 11½c delivered in the East, while stock can still be bought on spot at 10¾c. The demand for raisins is only fair. Apples show a decline of about ¼c. The demand is moderate. The prune market is dull and shows a decline of ¼@½c per pound in all sizes. The lack of demand seems to be the cause. From present indications the supply will be ample to finish the season, although there will probably be no heavy carry-over. The growing prune crop is said to be damaged by the storms, but to what extent can not yet be told. Peaches

are still choked off by the unduly high prices, and since the public has been so thoroughly weaned away from them it is a question whether even a sharp decline in price could inspire much business in peaches.

Syrup and Molasses—Sugar syrup is quiet at unchanged prices and under unchanged conditions. Molasses is dull at firm ruling prices.

Cheese—The market is steady and unchanged. There seems to be a desire on the part of holders to part with goods on the present market basis. Stocks are light and as prices are already about 10 per cent. above normal there will probably be no further material advance at this time. Under grades are in light demand, but stocks are also very light. The consumptive demand is about normal, and there is likely to be a steady and unchanged market until new cheese is available, which will probably not be before six weeks at least.

Provisions—Stocks continue very light and the consumptive demand is still comparatively good. No change seems likely in the near future. Pure lard has recovered the decline of a week ago and is now in good demand at full prices. Compound lard is unchanged and active. Barrel pork, canned meats and dried beef are all unchanged and in fair demand.

Fish—Norway mackerel is scarce and firm. Irish mackerel is in fair supply and light demand. Prices are accordingly weak. Cod, hake and haddock are in light supply and were there any demand would be firm. Salmon is unchanged and steady to firm. Domestic sardines are unchanged at the last advance and in fair demand. Imported sardines are steady and in moderate demand.

Speak in No Uncertain Sound.

Much credit is due the John V. Farwell Company in taking a definite stand and discontinuing all business relations with the mail order houses located in Chicago or elsewhere, even going a step farther in helping the retailers by "placing their purchases wherever possible for brands which will not be catalogued by mail order houses."

In confirmation of the decision the following letter was sent to all the salesmen, which states their position positively:

"If you are asked our position on mail order houses, you can say that our department heads have been instructed not to sell them under any circumstances.

"We are also placing our purchases in such a way that wherever possible brands which we carry will not be in the catalogue of mail order houses. This we think is an advance step on the part of any jobber and will be of some effective benefit to the retailers in their effort to meet the competition of these houses.

John V. Farwell Company."

E. W. Smith has sold his grocery stock at 3 Robinson avenue to M. H. Barber, who will continue the business at the same place as a branch of his Fulton street store. Mr. Smith will remove to Calgary, Alberta, where he will conduct a tea, coffee and spice store.

WINDOW TRIMMING

Some of the New Shapes in Millinery Windows.

To one who does not know the bat from the ball, the windows being devoted just now to exhibits of all the stuff necessary to the National Game are not interesting save from the standpoint of mere curiosity; but, judging from the many who pause in front of these self-same windows, the merchandise smacking of fun on the diamond (excuse me, Mr. B. B. Enthusiast, I should have begun Diamond with a great big D) is to these of intense concern.

Spring was harbingered by the small boy with his "miggs." Don't know what we'd do without this perennial little usher.

* * *

From what concerns the other sex to what are doted on by the women, let's talk about chapeaux:

As we become a trifle more accustomed to the strange creations of '07, the knowledge that there is really a "method in their madness" begins slowly to dawn on our benighted condition; there seems to be really some excuse for their existence: Restless Woman is ever demanding something new, something startling, something approaching the outlandish in her effort to get away from the conventional. She certainly has the desire of her heart in the vernal selections, for "queerness" is the keynote of the season's output. Anything goes so long as it is different in shape from what ever went before, and so long as it is piled more than to the verge of cluttered-upness with facsimiles of Nature's garden productions. In fact, "the more the merrier" seems to be what Madame (or Mademoiselle) Marchande des Modes is striving at, and her frantic efforts are producing a conglomeration that is, indeed, "fearfully and wonderfully" thrown together. On the same hat may be viewed all the colors of the prismatic spectrum and all sorts and conditions of flowers: coarse and fine, full-blown and half blown and unblown (to coin a word), and even common barnyard grass and other herbage and hitherto despised weeds are called into requisition. The hat-maker has ransacked every nook and cranny of Nature's domain for materials for her work.

In shapes there are single-deckers and double-deckers and eke the triple-deckers. There is a wire thing you might call a half-moon plastron, or elongated pancake, which is frequently added to the hat after one would think it had enough flowers on to smother it out of existence. This is set on evenly, near the front, tilted towards the rear, or it may be adjusted at any crazy angle of jauntiness. It is almost impossible to describe the thing if you haven't beheld it, but it looks as much like the pocket to a woman's apron as anything else you might think of. This "pocket" is sometimes filled with pos-

ies, or, if you wish, you may have the outside plastered with them. Few women have the temerity to tackle this variety of ridiculous decoration, but the brave one who attempts the "pocket" can revel in the consciousness that she hath that in her possession which once she would have faced battle rather than bedeck herself with.

Gaze at the windows, then enter an "emporium" and you are at once so bewildered by the unheard-of, undreamed-of spectacle that you are completely at sea and need a mariner's compass in the shape of Madame's advice as to "what's what" in the maze of millinery.

"This is very good this spring," she volunteers.

You think the object poised on her dainty fingers is "very bad," instead, but at her request you give yourself into the protecting embrace of the triple mirror. Then Madame "tries on" hat after hat the likes of which were never seen in the wildest imaginings of a Munchausen.

"Is that a hat?" you gasp, as a particularly monstrous monstrosity is mounted on your devoted cranium.

"Yes," smiles the one to whose charge you have temporarily succumbed. "Yes, that's a hat," she unblushingly declares. "Of course," she continues, pitying your ignorance but secure in her position as Dictator, "it may appear a wee bit odd because you are not accustomed to exactly this style, but I assure you it is in the height of fashion. This came from Paris and is one of our choicest models."

If that abnormal contrivance is a "choice model" you secretly wonder what a hat would be that could not be described by that unctuous adjective. If you are in Madame's confidence you are treated to the sight and fitting of more "choice" headgear until you come to the conclusion that you wish you'd never been born if it is obligatory on you to wear one of those extravagant examples of her art. And they are extravagant in more senses than one.

"How much?" Madame repeats your apprehensive question.

And then you are astonished some more when she states that the fright she calls a hat is:

"Only \$5!"

You fail to see 55 cents' worth in it to you and pass it up. But the next "sweet thing" is valued(?) at \$75. You see no prospect, if you took it, of the purchase of the dress, underwear, boots and gloves that you had to get out of half that amount, and so silently and with a secret tearful heart take your departure, only to run a gauntlet the exact counterpart of this in the next hat store you enter. Oh, you take your life in your hands, you might say, when you set out to find something, if not cheap, at least commensurate with your own or your husband's pocketbook, and Heaven pity whichever one of you has to "foot the bills!"

"Everything's gone up but wages," is the lamentation of her who must earn her own salt in these costly times. "I don't see how I'm going to live."

My heart goes out to the girl of

slender means who is "alone in the world." She must live; she must put the bread and butter in her mouth. If she's properly independent in spirit she will not "sponge" on her relation, and so she is obliged to forego almost all the pleasures of youth "just to live." And she's certainly up against a hard proposition this year on the hat question, for, as one of the exponents of the business observed to me:

"Seven or eight dollars is now but a 'drop in the bucket,' when it comes to buying a hat."

Deal With Holly Fallen Through.

Holly, April 9—Announcement by the Holly Cabinet Co. that it would occupy the plant of the Patterson & Brown Bros. Manufacturing Co. caused surprise as the impression generally was that a new factory building would be erected.

The deal is practically the same in most respects, however, as the wagon works and bending company will be moved to a location in some other part of town.

The proposition as submitted by Mr. Patterson was to the effect that for \$5,000 they would bring a new industry to Holly employing at least seventy-five men and would put up a bond satisfactory to the Council that their agreement would be carried out.

Nothing was said about where the new concern was to be located, and the announcement of the company has caused a slight difference of opinion to arise between the company and the members of the Improvement

Association. The latter are reluctant about granting the request.

Mr. Patterson and the other members of the company deny that they have ever made any statements about the new company putting up a building and so that the Improvement Association and the Council must abide by the agreement or they will seek a location in another town, as they have a number of offers.

The Improvement Association has an option on the Cyclone Fence Co.'s plant and Mr. Patterson has requested that this property or some other suitable site be turned over to him, as they are desirous of erecting whatever new buildings are required, installing a new engine and boiler and getting the wagon works moved so the Cabinet Company can commence operations by May 1.

The Uses of Adversity.

A politician who was once making a canvass of a county of Arkansas stopped at a certain farmhouse for a drink of water. Said he to the woman who answered his knock:

"I observe that there is a great deal of ague in this country. A great drawback. It must unfit a man for work entirely."

"Generly it do," said the woman. "Still, when my man Tom has a right hard fit of the shakes we fasten the churn-dasher to him, and he brings the butter inside of fifteen minutes."

Flight toward preferment will be slow without some golden feathers.

Character is the only absolutely indispensable capital.

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

Manager and Salesmen of the Sears Branch of the National Biscuit Company

MICHIGAN TRADESMAN



From left to right. First row—F. J. Seibel, J. N. Riste, A. C. Rockwell, A. E. Hollway, Fred Hanifin, H. H. Herrick, J. H. Dawley, A. W. Ridley, A. H. Wise, Fred Shadbolt, P. J. VanAnrooy
 Second row—O. E. Rasmus, C. O. Whitbeck, C. C. Collins, M. J. Moore, W. K. Plumb, H. W. Sears, W. H. Wanamaker, J. J. McMahon
 Third row—H. R. Bradfield, Bert Bartlett, C. W. Anderson, W. A. Smith, A. H. Scholtens, G. L. Chriswell



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of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, April 10, 1907

GLORIOUS CO-OPERATION.

Seventy gentlemen, representing the jobbing interests of Grand Rapids, were at a banquet a few evenings ago given under the auspices of the Wholesale Dealers' Committee of the Grand Rapids Board of Trade. All of this would mean nothing at all were it not for the unqualified, spontaneous example of hearty co-operation in the interests of the city at large there given.

The banquet was given in order to bring our jobbers together to consider under agreeable conditions two propositions: The repetition, much enlarged, of the Merchants' Week experience of last June and the continuation of the Perpetual Half Fare Trade Excursions to Grand Rapids, which have been so successfully conducted during the past three years.

These enterprises have proven beneficial to the jobbing trade of our city. They have done more than that: They have benefited retail merchants here, and have advertised Grand Rapids all over the United States as a city where the merchants co-operate; where competitors in business understand and appreciate the value of getting together and striving harmoniously toward a common end for the good of the entire community.

The banquet in question was a cheery affair, informal and chock full of good fellowship. Both of the projects under consideration were endorsed heartily, the cash to carry them out was guaranteed and committees were appointed to see that the Merchants' Week—which, it is expected, will be attended by about 900 merchants in Michigan and Northern Indiana—is made a pattern gala time, with hospitality as its chief feature.

To the credit of the Board of Trade it may be said that the Perpetual Half Fare Trade Excursion, so splendidly endorsed at the banquet, was devised and has been carried out by the Wholesale Dealers' Committee annually for three years. It originated in Grand Rapids and to-day it is being copied in various large cities in the United States and Canada. It relieves the railways of importunings for special rate excursions; it is available any day in the year, to any merchant who visits Grand Rapids and buys goods. He may come when he

pleases and leave at will, the half fare refund will be allowed, and it comes from the merchants with whom he deals, through the Secretary of the Board of Trade. The only stipulation is that purchases must be made in proportion to the distance the merchant is required to travel in order to reach our city.

Another good result of the banquet in question was a unanimous resolution to repeat the Trade Extension Excursion experience indulged in last fall by our jobbers. That one experiment, which resolved itself into a jolly hand-shaking, neighborly call by our jobbers upon their customers—a visit without the liquor-drinking feature—proved a delightful outing to all who participated. They called personally upon hundreds of men whose places of business they had known only by hearsay; they were received with that genuine hospitality so natural to the smaller communities; they were surprised and delighted by the appearance of establishments much larger, better kept, more attractive and more prosperous than they had supposed. It was a veritable revelation and reassurance to them, and it paid all that it cost in increased business brought to Grand Rapids. No wonder, then, that other Trade Extension Excursions were authorized at the banquet and that committees were appointed to see that they are taken.

Just so long as Grand Rapids business men get together, no matter what may be the industries, the merchandising or the other interests they represent, and plan and carry out co-operative efforts as was done by the jobbers last week, just so long will Grand Rapids expand and grow stronger and stronger. May our co-operative spirit never cease to develop!

TIME TO PLAY FAIR.

Mayor Ellis has appointed a commission to enquire into and report upon the problem of taking our city's water supply from Lake Michigan, and it is a well-selected body of men, thoroughly competent to perform the duty to which they have been assigned. These men are not to build the plant, whatever the character that may be decided upon, and they are not to issue the bonds necessary to pay for the plant. They are simply to investigate and report, and the citizens of Grand Rapids in general can render no greater service to the Commission than to keep these facts in mind.

In making their investigation these gentlemen are authorized to employ the services of men who are qualified to unravel the technical features of the problem and to recommend the best and most modern methods, so that when the report is finally submitted the people will know beyond peradventure that the recommendations, whatever they may be, are authentic at least. It may be, indeed, it is more than likely, that the Commission will report upon two alternatives, two methods for taking water from Lake Michigan and distributing it about the city. And those people who are truly patriotic and loyal to Grand Rapids will withhold their own

amateurish suggestions and criticisms until the report is submitted and has been thoroughly considered. This they will do in loyalty to the city, in justice to our Mayor and as a matter of fairness to the Commission.

SHOULD BE ASPHYXIATED.

There is a bill now before the House Committee on Public Health which in plain terms aims at giving authority to members of what is traditionally known as the Regular School of Medicine—otherwise the Allopathic School—to formulate, establish and control the curriculum and standard of excellence of every high school, every academy, every secondary school, every college and university in the State of Michigan.

This bill, introduced by (lawyer) Representative L'Esperance, of Detroit, had its conception in the joint intellects of Beverly D. Harison, of Sault Ste. Marie, who is Secretary of the State Board of Registration in Medicine and desires to hold on to and improve the income value of his position, and Victor C. Vaughan, M. D., Dean of the Department of Medicine and Surgery at the University of Michigan. Ostensibly, the measure is for the improvement of the standard and practice of medicine and surgery in this State. In reality, it is but another chapter in the old story of allopathy against all other schools of medicine and an effort not only to lessen the annual quota of graduated physicians and surgeons, but to permit no students to graduate unless their studies, their experience, their skill and their faith shall be in accordance with the teachings of allopathy.

As Dean of the Medical Department of the University of Michigan, Dr. Vaughan has been brought to a keen realization of the fact that all students who attend the State University to study medicine and surgery do not and will not subscribe to or study in accordance with the tenets of allopathy. Indeed, the rapid increase of students in the homeopathic branch of his department irritates him and alarms him. And so, with the aid of Secretary Harison and Lawyer L'Esperance, he proposes to grab the high schools, the academies, the secondary schools and the colleges in Michigan by their respective throats and force them to teach allopathy or nothing, so far as the practice of medicine is concerned.

There is another boggy-man facing Dr. Vaughan: The medical colleges in Detroit, Saginaw and Grand Rapids are dividing honors with his own department and as Dean he declines to stand for that sort of thing. Moreover, there are thousands of people who have faith in the efficacy of osteopathy; other thousands who abide serenely by the results of Christian Science treatment and yet other thousands who pick and choose as they like, confident that the Eclectic School of Medicine is best. And so Dr. Vaughan, the Dean, proposes to wipe out all of these beliefs and practices by stepping over the heads of the State Board of Education and the State Superintendent of Education and to stand as oracle and master of

the high schools, the academies and the colleges of Michigan.

If the allopathists are truly desirous of bettering conditions in this State as to the practice of medicine and surgery let them show it by broad minded, intelligent fairness, and not so saturate their efforts with bigotry, selfishness and arrogance that it is positively nauseating. They should permit the knowledge to enter their souls that the "sun do move" and that all the knowledge of materia medica, anatomy, pathology and bacteriology is not forever and exclusively vested in any single school of medicine.

In order to add strength to their efforts let them clear the skirts of the State Board of Registration in Medicine of the persistent and widespread suspicion that it is an instrument for graft and favoritism.

THE PEOPLE RULE.

The 2 cent rate bill, which comes up for final action in the House of Representatives to-morrow, will be passed by an overwhelming vote and Governor Warner will probably not delay very long in affixing his signature thereto.

As long ago as last December it was conceded by railway officials that lower passenger rates were "in the air." C. F. Daly, the wizard of the New York Central system, informed the editor of the Tradesman in December that a dozen states would probably adopt the 2 cent rate this year. As a matter of fact, sixteen states, including Michigan, have enacted 2 cent laws and others will probably follow in line next year, so that ultimately the 2 cent rate will be in existence all over the country.

While the railroad officials of Michigan made a show of opposition to the rate legislation, they conceded from the beginning that their efforts were useless and remained in the game solely for the purpose of introducing some joker into the bill which would possibly nullify the measure. With this end in view they adopted tactics which would disgrace a wire puller in a ward caucus and resorted to tricks and practices which are thoroughly in keeping with the previous history of railway legislation in this State. The Tradesman is utterly unable to understand why the railroads continue to treat the public with such insincerity, realizing, as they must, that they invariably get the worst of it as a penalty for their nefarious methods.

As soon as the rate bill is out of the way the railway commission bill will be brought out. The history of this bill is a repetition of the imbecility and deceit which have characterized the conduct of the railroads in the rate bill, but in the end the railway influence will be entirely eliminated and a bill will be presented to the Legislature that will command the respect of shippers and the commendation and co-operation of fair-minded men generally.

They who think only of themselves waste a great deal of thought on a small subject.

THEY TOUCH ELBOWS.

Seventy Representatives of Wholesale Trade.

Seventy representatives of the wholesale trade of Grand Rapids met at the Peninsular Club last Friday evening for the purpose of discussing the continuance of the present half fare trade excursion, the repetition of merchants' week and the repetition of the trade extension trip of last fall. After the menu had been fully discussed F. E. Leonard, chairman of the Committee, addressed the gathering as follows:

I will first recall to your minds that there was a committee appointed last year to consider the subject of a closer association of the wholesalers than we now have. The plan considered by that Committee was reported adversely, as it was thought that our present form accomplished our purpose as we saw it and that an independent organization would be much more expensive and very little, if any, more advantageous. But there are many broad questions as well as many fine questions of detail which it is impossible to touch upon at an annual banquet like this, and perhaps this was the underlying idea in the proposal offered us a year ago. It would not become me as your chairman to permit any suggestion that could possibly be turned to your advantage to drop out of sight until you had considered all its phases, no matter what I might personally think of it, and in this case I am not at all sure that the final word has been spoken. We must remember that there are young men about us who will have the burden of carrying on the plans of this Association in the years to come, and if we can open the doors to a more active organization of Grand Rapids wholesale business men devoted to the idea of seeking the greatest good for this business community I think we should not be in haste to turn it down. Of course, the only way to get our wholesalers together is by means of a banquet. We can meet after the day's work is over for a dinner at \$1 apiece to cover the expense that would be attached to such a plan. We could have a Banquet and Programme Committee appointed to have charge of such subjects as would be interesting for discussion, and have such a meeting perhaps five or six times a year. I believe you could not get a body of men together working upon a carefully-thought-out programme without the speakers developing ideas that would give valuable hints of greater possibilities. I know that I have never attended a banquet and listened to remarks from business men without having been benefited, as well as entertained, and for advantages to our successors and to promote acquaintance among ourselves I will venture to remind you of this resolution and leave it for any consideration you may think best to give it.

The Committee has asked me to refer to the subject of our half fare trade excursion plan, which has now completed its third year. As there are, undoubtedly, many here who do not understand the exact workings of the plan, I will very briefly show the prominent features of it. This was devised in response to a constant demand upon the wholesalers in this city for some idea or plan which would give Grand Rapids a place in the buying world in competition with the reduced excursion rates which were being constantly offered by merchants in the several jobbing cities, Chicago, Cleveland, Toledo, Milwaukee and New York. These larger cities enjoy the advantages of having the railroads offer them reduced rates so that you can go to Chicago or New York any time within the buying season at one and one-third fare. Of course, they

are advertising this and their circulars are constantly in front of our customers, suggesting a trip to this or that city. Up to the time we established this half fare rebate plan we had tried for two years the one and one-third fare plan as offered by the railroads, as they, not to show any favoritism, offered the same plan to us, but for some reason we could not attract to this city the required number of buyers, so that the plan was a failure from every point of view. It was only good for two or three days in the whole year, and the one hundred buyers that we were required to get were never obtained and as a consequence I believe we had to pay the difference between full fare and reduced fare back to the railroad companies. At that time our Association of wholesalers was scarcely established; we had not pulled together as yet and we had no trade coming regularly into this city. The very failure to make this plan work resulted in a closer association. We soon got together for our first ban-

his clerk and collects the amount so refunded from the firms which sold the goods. The cost is very slight. No firm has ever hesitated on this payment as the total amount is now known to be less than three-quarters of 1 per cent. of the sales.

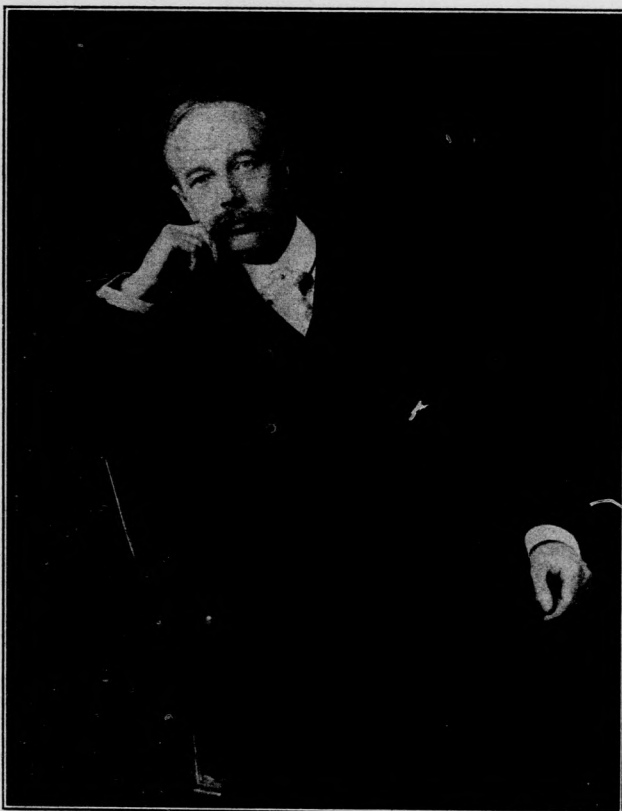
We have tried various ways of advertising this plan. At first we advertised it by circulars sent out by the individual firms, but this was found not to work as the circulars were mislaid and did not get out. Therefore, two years ago we changed to advertising twenty-six times, or every other issue, in the Michigan Tradesman, and after due consideration this plan was continued during the year 1906. This certainly keeps the idea before the greatest number of customers as this paper has an extraordinary circulation among the retailers in this section.

There is in the Wholesale Dealers' Committee of the Board of Trade a special Advertising Committee appointed for this year. This Committee will have full charge of any plan

that the idea this year is to put out the advertisement once a month instead of every other week and use the sum thus saved for some of our other expenses.

As to the workings of this plan would say that some firms have used it and some have not. All, however, have had the advantage of the advertising in their line of business in the Tradesman. The sales as reported by the Board of Trade as having been made by those members who have used the plan, that is, those wholesalers who have instructed their salesmen to ask their customers if they desired the rebate, all show an increased business over last year, and particularly over the year before.

If we seek to have our trade come into this city, and if we ask every one of our customers if they wish to purchase goods under the half fare rebate plan, we will find that they grow more and more used to it and come into the city oftener prepared to buy the necessary amount of goods. If you do not care for trade to come into your Grand Rapids office, then the plan does not cost you anything to speak of, but you have the advantage of having your name in connection with all the other wholesale co-operating members under your trade or business. No one knows how much these advertisements are studied by our country customers. Our names become familiar to them from seeing them standing together in this way. There are very few subscribers to the Michigan Tradesman who are not buyers in some market, and if they read the paper at all they must frequently come across the list of wholesalers from this city, which seems to me good advertising. The Tradesman has a steady circulation in over seven thousand retail stores. It is not sold on the news stands and can only be procured by bonafide subscriptions. Even advertisers can not secure a copy of this paper without paying \$2 for a year's subscription for it, so the fact that it has this large circulation proves conclusively that it is approved by the retail trade. Let us keep our names before this great body of retailers; let the jobbers realize their full opportunities to draw trade to their places of business. You can nearly always sell a man two or three times as much in your store as he will order by mail, and if our stores and offices are put in first class shape and we earnestly seek our customers' presence and stand ready to rebate this insignificant amount on our sales to them, they will increasingly accept our offers and will more and more come to this city to do their trading. It is very easy, however, to stop their coming by never offering them the advantages of this rebate plan. If we never offer it they would naturally think that we would just as soon save it as not, when the fact is we should be glad to give it to them as we know only too well that they can visit other cities on reduced rates.



Frank E. Leonard

quet and after consideration and reflection we devised this plan to meet the constant circulars and advertisements of our sister jobbing cities. As you know, it is a perpetual half fare rebate, and in this respect is better than the offers made by other cities. It is good every day in the year, so that it makes no difference when a buyer starts for Grand Rapids he is assured that he can come on one-half fare provided he buys a sufficient quantity of goods. His half fare rebate is paid back to him in cash by the Secretary of the Board of Trade, who in turn collects it from wholesalers from whom the goods were purchased. If a man lives forty miles away he must buy a total of \$80 worth of goods from members of our Association. If he lives one-hundred miles away he must buy \$200 worth of goods, if two hundred miles away he must buy \$400 worth of goods in order to secure the cash rebate on one-half of his railroad fare. The rebate is paid in cash by the Secretary of the Board of Trade, who then sends out

of advertising that may be suggested here to-night. I will say for it

WHY YOU OUGHT TO CARRY OUR FULL LINE

There is a growing demand for improved roofing and shingles to take the place of wood and metal.



H. M. R. Prepared Roofings—the Granite Coated Kind—fill the rigid requirements of a good roofing and are handsome and durable.



They take the place of wood and metal—last longer, look better. No warp, no rot; fire and waterproof. Our entire line is a money-maker for the dealer. Proof and prices if you'll write.

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

I would say that this plan has been copied by other cities since it was proposed here, even to the advertising in the trade papers; as, for instance, in Minneapolis, only instead of taking one page they have copied our plan verbatim and have such an extraordinary list of subscribers that they are forced to take two pages to place the matter before their trade.

Besides this half-fare plan you will all remember the Merchants' Week of last June, which was proposed for this city at our banquet one year ago and which you so enthusiastically endorsed at that time. We have all heard of it many times and many of our customers have told us that we may surely count on them again this year, showing they are looking forward with confidence to its repetition, and I believe we should take full advantage of our opportunity and make this more of a trade-producer than we did last year. Not that I question the value of personal visits from our customers even if there is no money in it on that day. It is anyway a time of renewing friendships or perhaps shaking hands with our customers for the first time. But we must not forget that they are business men, and if we can sell them something they can sell at a profit they will have additional pleasant memories of their trip and we could estimate direct results, a feature not to be ignored. Therefore, let us put our best foot forward and by personal invitation, circulars, etc., make use of this plan to the very greatest extent of its possibilities.

There is no need for me to speak of our Trade Extension Trip of last fall. That "junket," as some very disrespectfully termed it, will live forever in the memories of those who were there, and the jolly time we had and the pleasant acquaintances we made are yet referred to whenever any of the thirty-five immortals of Trip One get together. It was without question a profitable trip, as we yet hear of its results from every side. It was like our other plans, a good advertisement of the city. The papers of Western Michigan, as well as our own dailies, which have a very large country circulation, gave full reports of our progress, and the pleasure with which we were received by innumerable town committees added greatly to our enjoyment. I do not see how any one can doubt the advantages of these advertising plans, and I confess that it is my earnest hope that you will not let one of them drop, as advertising is something which we must keep everlastingly at. But I do not see any signs of it, and in the splendid attendance this evening and the promise it gives of hearty co-operation I feel assured of greater results than ever before.

I suppose we might talk to-night upon any number of subjects that would be interesting to us as wholesalers; for instance, there are the railroad bills, good roads bills or salesmanship or the ethics involved in selling prison-made goods and many other topics, in all of which we would be indirectly concerned and the discussion would, no doubt, be interesting and profitable, but, fortunately, the Committee has directed our attention towards a subject in which we are all directly and personally interested; a topic that is before us for only the second time, although for the last five years we have been trying to think of the right thing to do and to say in regard to it. That subject

is, as I understand it, to consider plans for extending and increasing the trade of this city as a jobbing or wholesale center. This is worthy of our deepest thought. It is that idea I am sure that has brought out this splendid attendance: the thought that by co-operating and combining we will be able to increase our trade by inducing a greater number of buyers to make this city their headquarters for supplies of all kinds. This does not mean any great increase of expenses, but if the eyes of a thousand or two merchants are turned this way instead of towards Chicago and other cities they would merely make use of the facilities we have, as I suppose most of us could increase our trade without putting on an extra force.

I can see how one firm might increase its trade very materially; in fact, I know of one that has doubled its business in the past six or seven years and sells a million dollars now where it formerly sold four or five hundred thousand. But you will observe even that figure, large as it is, is comparatively insignificant when the whole body of wholesalers is taken into consideration, and two or three such increases would not add to our power in the business world. But supposing that all of us here to-night, for instance, should increase our business twenty thousand a year for five years, that would be an increase of ten or twelve million dollars over our present jobbing sales, to say nothing of the new firms and new lines we would attract to add their quota to the total.

Then you would, indeed, have a stand in the world of business. Rating clerks would know where Grand Rapids was on the map and it would not take three days or a week to deliver goods seventy-five or one hundred miles away. Freight facilities and railroad traffic of all kinds would be enormously increased and many of the present evils that vex us, and where complaining does no good, would disappear.

It is with these possibilities before it, with the encouragement given by your attitude in the past, that your Committee has again taken up its work, and hopes to suggest and to have suggested thoughts and plans which will redound to our credit and prosperity.

A. B. Merritt then spoke at some length in commendation of another Merchants' Week, concluding his talk with the following resolution:

Whereas—An invitation was extended last year by the wholesale dealers and jobbers of the Grand Rapids Board of Trade to the merchants of Michigan to come to our city, to investigate its advantages personally as a buying center and to meet our business men; and

Whereas—The merchants of Michigan accepted our invitation in the same spirit of friendship and good will with which it was offered, laying aside their business cares for that purpose; and

Whereas—They expressed themselves as greatly pleased with the heartiness of our greeting and the generosity of our entertainment; and

Whereas—We told them then that we would like to have them come again and that if they would do so we would do our level best to give them as good a time as before; and

Whereas—We meant every word of it; therefore

Resolved—That the wholesale dealers and jobbers of the Grand Rapids Board of Trade repeat, herewith, their invitation to the merchants of Michigan to visit this city during a period to be set aside for that purpose and to be known as Merchants' Week.

Mr. Wm. Judson then addressed the meeting. His address will be found published verbatim elsewhere in this week's paper.

Remarks of an encouraging character were made by G. W. Rouse and L. M. Hutchins.

C. D. Crittenden spoke as follows:

As far as my butter and egg business is concerned my position relative to the country merchant is unique. Jobbers in other lines have something to sell country merchants and improve every opportunity to meet and cater to out-of-town dealers. On the other hand, country merchants have something to sell me and during Merchants' Week they come pouring in with memoranda of losses they have sustained because they paid more than the market price for their produce and think that they received less than quotations from me. They strive to convince me of the inconsistency of commission men in general and myself in particular. Occasionally some are bold enough to insinuate that our generally accepted reputation for honesty and veracity has been truly earned, and seem to regret ex-

ceedingly that they have had the misfortune to make our acquaintance. For this reason I have decided to take my vacation this year during Merchants' Week.

I used to wonder why every wholesale grocer did not have a produce department. It seemed to me that he could then trim dealers both ways and reap a double harvest, with practically the same fixed expense. I soon learned, however, that this idea was impractical. Because the average jobber sells the country merchant, that merchant would expect at least as much from him as he gave for his produce if the jobber had a produce department, and I can readily see that such a department would eventually bankrupt any jobber.

In my case it is different. If the out-of-town merchants do not wish to accept my price for their produce there is nothing particularly at stake, because I am not selling them.

In the next place I am at a loss to explain why I am here tonight. It is true that I received an invitation and was told that I would be called upon to speak.

Perhaps the reason is the same as was given by the Committee who called upon me last year when they were raising a fund for the entertainment of out-of-town merchants. They said, "You know these people from the country are all hearty eaters and you will find that your sales of butter and eggs will be greatly increased that

When Ordering
Don't Forget the Quaker Brands

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

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

ESTABLISHED
1883

WYKES & CO.

SUCCESSORS TO WYKES-SCHROEDER CO.

THOS. E. WYKES
CLAUDE P. WYKES

MANUFACTURERS AND
WHOLESALE DEALERS IN

FLOUR, GRAIN & MILL-PRODUCTS

WEALTHY AVE. AND S. IONIA ST.

GRAND RAPIDS MICH.

week." Gentlemen, I didn't have any such experience. I found that all those country merchants came to town so full of butter and eggs and with such an appetite for city beef-steak and such meals as are served at the Pantlind that my sales were actually less than usual. One thing is certain, they didn't get full on what I handle.

Seriously, I am pleased to assist in welcoming to Grand Rapids all merchants naturally tributary to our city. We have a growing city, of which we are justly proud, and we want every merchant in Western and Northern Michigan to learn that he can supply all his needs from Grand Rapids.

Remarks were also made by Richard Prendergast, Richard Bean, John Suitseler and A. B. Merritt, when the resolution offered by Mr. Merritt was adopted and the Chairman was instructed to appoint a committee of nine members to carry the resolution into effect.

Chairman Leonard then introduced the subject of the trade excursion, on which topic addresses were made by H. A. Knott, S. F. Stevens, A. W. Brown, Mark Hall, H. J. Vinkemulder, Wm. Logie, E. B. Fisher and John Sehler.

Samuel Krause sent in a letter reading as follows:

I present these views from the standpoint of my experience in the shoe business in this city, in connection with what has been my observation of the business of our fellow townsmen.

One of the greatest needs at present in Grand Rapids, and what we ask for most earnestly, is more healthy competition. We want more shoe factories, more hardware houses, more crockery houses, a few clothing houses and more dry goods houses; in fact, more wholesale houses in every line of goods.

We, as jobbers and manufacturers, believe that no one shoe house could make Grand Rapids headquarters for shoes. What has made Grand Rapids world wide famous on her furniture? It is the large amount manufactured and the high grade of same. This can also be done in other lines and we certainly hope, so far as our line is concerned, that we will in the near future have more shoe factories in this city, that their products maintain their present high standard, and that the name Grand Rapids shall become a synonym for quality in shoes as well as furniture.

We would like to have general merchants come to this city, knowing that their wants, no matter how extended, could be supplied by our market. So often we find that merchants come to Grand Rapids for shoes and then go to Detroit or Chicago for other goods. Grand Rapids is more centrally located than Detroit and we should be the larger wholesale distributing point for Michigan.

Now, the question arises, How are we to bring about this result? My answer would first and always be, "The encouragement of healthy competition by co-operation." Let me repeat, that we may all realize the significance of this statement, that the first and greatest requisite for making Grand Rapids a great wholesale center is the encouragement of healthy competition by co-operation among the wholesale merchants.

We are like a large family. Discord is bound to bring about destruction. Through perfect harmony only can we exist and prosper. As the chieftain said, "We have got to hang together or we are likely to hang separately," and this applies very fittingly to our each and every line of business.

I do not wish to be regarded as holding the shoe wholesalers up as examples, but to illustrate what I mean by co-operation among com-

petitors I beg to refer to a practice that is universal among us: When one of us is short on goods for which we have a call we do not hesitate to call upon another to aid us in filling the order; in fact, sometimes receiving requests from our trade to call upon one of the other firms for a certain shoe to be shipped with their goods, and we are glad to accommodate each other in this way. In addition to supplying the goods a discount is granted over the regular wholesale price, thus sharing the profits on the goods.

Furthermore, when anything comes to our knowledge that we feel would be of benefit to one or another of our competitors we are eager to communicate with each other and talk the matter over. We find it much easier to do business in this way and derive a great deal of pleasure in thus making our interests mutual. To what extent this is practiced in other lines I am not in a position to say.

Price cutting, seesawing, pulling and bucking among wholesale merchants should be discouraged at every point, as it inevitably works evil to all concerned.

Harmony and co-operation are the open sesame to a great and glorious wholesale center in Grand Rapids.

J. J. Rutka sent in the following communication:

How can we bring the largest number of retail dealers to Grand Rapids and how can Grand Rapids jobbers and manufacturers best secure their business?

This question has been asked me and I scarcely know how to handle it. There are several things necessary. Within the last few months I have made a number of short trips to various parts of territory usually covered by our traveling men and while I have been nicely received and well treated, still I found that the home feeling for Grand Rapids was not as strong as I had hoped to see.

This feeling which takes possession of a customer to make him want to call Grand Rapids his home, his place to get supplies, his trading point, is not as strong in the Grand Rapids territory as it should be. I was sorry to find the impulse generally shown was that mail orders should go to Detroit, to Cleveland, to Saginaw and in some cases to Chicago and Milwaukee, and now and then to Toledo. I found that, while the traveling men would get orders and in some cases fairly good ones, when the retailers wanted to send mail orders they more frequently sent to some one of the other points than to Grand Rapids.

I have made some enquiries among the trade in an effort to discover why this condition existed; why the retailers do not naturally turn to Grand Rapids with their mail orders when this city is their nearest point of supplies, and in nearly all cases I found the reason to be that Grand Rapids jobbers would not work together as harmoniously as jobbers in other cities. The idea has been given me that if a jobber in Grand Rapids was out of an article it was practically impossible for him to buy it from anyone else in the city at a price that would enable him to bill it to his customer at a competitive price; that each jobber wanted all the business himself and did not care to divide.

The statement was made that when a mail order was sent to Grand Rapids the sender expected all the goods he ordered; that if the order went to some of the other and larger towns he usually got all that he ordered, but in Grand Rapids he did not always get all he ordered, and the reason given him was: "We were out and could not buy at the price and have canceled so-and-so."

I have, therefore, come to the conclusion that I would like to urge a greater co-operation among all the jobbers in all lines of goods in Grand

Rapids. If we could overcome this one thing among the retail dealers the business to Grand Rapids jobbers would materially increase. I am glad to say that some of the jobbers of this city are already doing the best they can to help each other, and I have been pleased to be able to say this to my customers, but we need more improvement in that line.

Another matter I wish to speak of is our system of advertising as jobbers; not individual advertising, but, for instance, the Trade excursion advertisement that we now have in the Tradesman. For a time after this first came out it worked nicely, but it has gotten to be an old story, and has been so long unchanged that it is no longer read by very many. In my opinion an advertisement of any kind or shape, when of so much importance as this one, should be changed at least every month. You could say the same thing in another way and you could change the style of it in shape and dress, and if we had a committee whose business it would be to especially look after this part of it, and it was allowed a reasonable sum of money so that it could occasionally pay for a few locals referring to the advertisement, calling the attention of retailers to the jobbing excursions, I think we would be doing a good thing.

Grand Rapids is growing. Its jobbing industries are growing, both in size and number, and every new one that starts out strengthens all those already established.

I wish also to refer to the trip that was made by the Grand Rapids business men last fall. I think I can safely say that our firm never made an investment in the advertising line that brought them as many returns for the money and time spent as this excursion. I would be glad to see several more inaugurated; not very long ones at a time and not too close together, but those things pay. I think a personal interview with his customers is the best advertisement a jobber or any business man can possibly enter into, and at the same time it gives each jobber an idea as to the location of the town, the surroundings and what his customers look like, whether prosperous or otherwise. It makes a difference if you really know how it is. Traveling men will from time to time make reports, but they are never just as satisfactory as an actual personal inspection.

I would urge a more hearty co-operation on the part of Grand Rapids jobbers. Suppose we don't all make our regulation profit on every article, yet we have this much to fig-

ure on, that an order, no matter by whom received, has been filled; that Grand Rapids has the reputation of filling orders complete and at the right price, and that Grand Rapids jobbers are the ones who are entitled to the trade in Grand Rapids territory at least.

On motion of Mr. Brown the meeting endorsed the trade excursion plan and on motion of Mr. Knott the chairman was instructed to appoint a committee of five members to carry the plan into execution.

Use a little judgment. Many a young man has begun work fired with a noble ambition, and ended it the same way—fired, with a noble ambition.

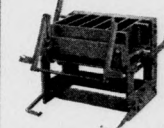
A young man has got to have a certain amount of principle before he can command his employer's interest.



J. W. York & Sons

Manufacturers of
Band Instruments and Music Publishers
Grand Rapids, Michigan
Send for Catalogue

DYKEMA CEMENT BRICK MACHINE \$35



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

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

TYPEWRITING, ADDRESSING, ETC.

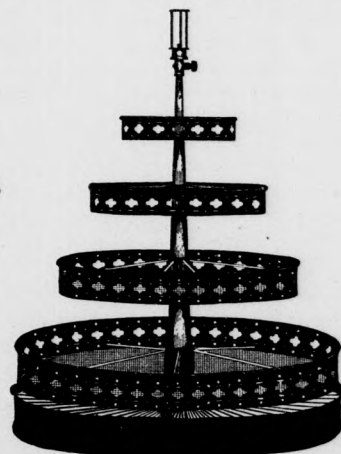
Grand Rapids Typewriting and Addressing Co.
Write, call on or phone
A. E. HOWELL, Manager
23 So. Division St. Citizens 5897-2R.

HATS At Wholesale

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

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 CORNICER WORKS
149 E. Ferris St. GALESBURG, ILL.

WORKING TOGETHER.

Interesting Talk To Grand Rapids Wholesalers.*

I am very much complimented to meet with the wholesalers of this fine market this evening and to have this appreciated opportunity to get better acquainted with all of you.

I see many of my old friends here to-night and many new faces as well, and this reminds me of the changing conditions, the shifting of the responsibilities, the younger generation that is taking up the burdens and the gradual passing off the stage of the strong men who were at the very forefront twenty years ago, when I first became a wholesaler. I appreciate the founders of this fine jobbing market more and more as I grow older. I prize more highly every day the foundation they so wisely laid. I am thankful to have the opportunity to follow in their footsteps. I am reminded of the story of the little boy who was forbidden to play with the boys in the street. His mother called him in one day and said, "My son, don't you know those rough boys are not good associates for you to play with?" He said, "I know, but, Mother, I am a good associate for them to play with." It is good for men as well as boys to meet with other men. One of the strong characteristics of an American citizen is to be a good mixer and to meet with his fellows on an equal basis and to be content with even chance. The seeker for an unfair advantage is never a leader. The man who fears wholesome competition is not big enough to be a wholesaler. It is always a fair question how to meet competition. My answer is by friendly co-operation—co-operation upon the basis of a reasonable margin of profit, always bearing in mind the just rights of the other fellow, never forgetting the care within your own house that is necessary to perfect your own organization. Bring up to the highest state of perfection the individual worker. Dignify him by your friendship and your confidence.

Nearly every business has some dull days. Sometimes these dull days prolong their stay uncomfortably long, but, long or short, when they come it is a good time to take counsel with wisdom on the state of business. An old definition of wisdom states that it is the use of the best means to accomplish the best ends.

There is probably not a business establishment in our fair city which can not make use of a period of dulness to advantage by way of considering whether its standard of efficiency is still maintained and, if not, in what respect it is lacking and how it may be improved. Those responsible for success must be ready at all times to entertain the thought of the possibility of improvement which eliminates the mistakes of the past and incorporates the results of superior experience. Self examination is most necessary. Your organization should be gone over often and its main features looked at critically to see whether all the lines are properly drawn to define clearly and fully the

*Address by William Judson at annual banquet Wholesale Dealers' Committee of Grand Rapids Board of Trade.

responsibilities involved in every department.

Is each department working to its best advantage? If not, why not? It is easy to ask these questions and there is nothing so profitable as an honest attempt to answer them with substantial accuracy. There should be a drawing together of the entire staff of workers. There should be a time of receiving suggestions as the result of observation and experience, the formulating in some serviceable shape of the fruits of experience. The most valuable asset in your business may be lost by not having a time for the gathering in of the fund of judgment which is developed in the experience of each individual connected with your establishment. By drawing out from each worker an expression of his opinion on the things which immediately concern his part of the work great value can be obtained for any firm. On the contrary, nothing



William Judson

can be more fatal to success than the arbitrary attitude which assumes that it "knows it all" and scorns to seek counsel from subordinates. No concern that has an eye to future prosperity can afford to deprive itself of the vast fund of undeveloped resources which lie in the experience of those who have helped to make it what it is at the present day.

I have said I believe in friendly co-operation. I firmly believe there is great value in meeting together as we have this evening. It is well for any firm to join with other firms to promote the general welfare. It is my wish—it is the desire of my house—to assist in every way that is wholesome in the upbuilding of this growing market; to make Grand Rapids a big jobbing center; to dignify our beautiful city by high grade merchandising. I believe in business men's organizations. I believe in the Grand Rapids Board of Trade and in Ernest A. Stowe, our President, and H. D. C. VanAsmus, our Secretary. I have high regard for druggists' associations, bankers' associations and wholesale grocers' associations. Sometimes we are prone to criticize. Sometimes we deserve criticism. A voluntary association should always be conservative. A safe rule is to go as far in such work as you would in your own business, but no farther. Bind your Association by resolutions only as you would pledge your own

house or your own credit. A voluntary association is as strong as the individual member—no stronger. To my mind most important is the protection, the personal upbuilding of the individual, the creation within him of a sense of personal responsibility. I hope we may meet often. I wish to do my share always. You will, through your fine organization, do much to uplift us all and to smooth out all that is awry or, crooked and all that is sharp or sore.

It's in the Quality where our Harness Excel

Made of the very best selected oak leather, sold at reasonable prices and **absolute satisfaction guaranteed.**

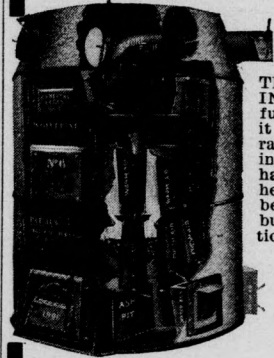
Write for our new price list and catalog.

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

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.



THE WOLVERINE is the best furnace because it has the most radiating or heating surface. It has the most heating surface because it is tubular in construction.

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.

Address:

Marshall Furnace Co.
200 Exchange St.
Marshall, Michigan



The Ben-Hur Cigar

Has Always Won Out Through Long Maintained Merit

Run through your minds the number of cigars which have been trotted out in the last ten, or even five years, which were lauded from the housetops as the acme of merit, stability and salability, and count how many of them are live wires in your show case to-day.

Each showed a little dash of speed at the get-a-way, but when they settled down to the long course of everyday trade, they were distanced very quickly on competition's track.

Fads and fancies of the day never have any effect on the multitude of smokers who have found that the Ben-Hur is the best brand to tie to. You can sell a million and not sell a poor one.

GUSTAV A. MOEBS & CO., Makers

Detroit, Michigan, U. S. A.

BEN-HUR CIGARS MADE ON HONOR
SOLD ON MERIT

WORDEN GROCER COMPANY

Wholesale Distributors for Western Michigan

REPRESENTATIVE RETAILERS.

F. A. Cowlbeck, the Kalamazoo Furnishing Goods Dealer.

Frank A. Cowlbeck, whose fame as the proprietor of a high grade and up-to-the-minute haberdashery is a favorite theme for fireside conversation in every household in Kalamazoo, and who has more warm friends and admirers than almost any other man in the celery belt, combines the rare qualities of being a most excellent business man and a royal good fellow. He is Chesterfieldian in manner, jovial to a degree and has more than his share of good looks. In addition he has a flow of language—both social and business—that is most engaging, a laugh that stamps him as a true son of the merry Mr. Momus, and there never was a time yet that he didn't have some cheerful suggestion to make for the good of the order. That, at a glance, is Mr. Cowlbeck—one of the kind of fellows, by the way, that you read about, but do not often meet in real life.

Mr. Cowlbeck caught his first glimpse of things mundane at Blackbrook, New York, on April 23, 1873. It was a great day for him, although at the time, in spite of the fact that he was the central figure of interest, he absolutely refused to talk for publication. He distinctly remembers the first year of his life in particular from the fact that he used to have the peculiar habit of waking up about 1 o'clock every night and calling loudly for food. Strange as it may seem he would haughtily spurn all offers of bread and pie, remarking to those

about him that somehow he didn't seem to care for solid nourishment. But this is more or less irrelevant to the serious consideration of later facts in the case, so to speak.

When Frank was 9 years of age and had begun to have visions of wearing long pants and being captain of a baseball nine, he decided he would like to go West and fight Indians, so he bade a tearful adieu to the scenes of his childhood, took one last dive in the old swimming hole and headed for Michigan, in company with his folks, settling in Jackson. For six brief months he remained a resident of the town where so many widely known citizens of our commonwealth are entertained as guests of the State, and then he went to Kalamazoo to live, having been told at Blackbrook that there was a fine opening there for a haberdashery.

In order to train himself for the work of being a business man and having folks address him as "Mister," he took a course of study in the Kalamazoo public schools. It was not long until he was known as the best scholar in the geography class. He even got so he could draw a map of any old state from memory and fix it all up with colored chalk until it looked like a piece of fancy calico shot full of holes. A fellow can not always go to school, even although he is a crackerjack at telling which way the Timbuctoo country slants and why they raise more peat than huckleberries in Ireland, so Frank finally said good-bye to the recitation room and "teacher dear" and was given his

license to go out into the cold world and hunt for a job.

He was not long in landing right side up, his first position as a hustler for a business reputation and a nice yellow pay envelope once a week being in the laundry operated by Frank A. Bush. He made good there and it was not long until he had an offer to clerk for H. B. Hoyt, who operated a men's furnishing goods store at the same location where Cowlbeck now conducts his business. This was where Mr. Cowlbeck commenced to "come on," for we next hear of him as part owner of the business formerly belonging to Mr. Hoyt, his partner being Albert E. Waldo and the firm name Cowlbeck & Waldo. Several years ago he bought out the interest of Mr. Waldo, added largely to the stock, and now has one of the finest establishments of its kind in Michigan. Very few cities in the country, in fact, of the size of Kalamazoo can boast of as complete and up-to-date a haberdashery as Cowlbeck's. It is a business that is a credit to its owner and the town.

Like most men Mr. Cowlbeck has his hobbies, one of which is looking on the bright side of life and another is a fondness for all sorts of athletic sports, baseball in particular. As much as Frank loves to linger around the festal board and dally with epicurean bon mots he would willingly pass up the food any time to see a hot skirmish between two good nines. He has been known to become so deeply interested in a ball game and so worked up over the play

that he has lifted his voice in loud, harsh tones against the gentleman known as the umpire and urged that he be killed!

It is quite needless to say that Mr. Cowlbeck is an Elk, and a brother of the first degree at that. He was one of the founders of the lodge of "Buffaloes," which flourished for a time several years ago, and it was said of him that he could exemplify the work better than any other man in Kalamazoo.

It is doubtful if there is a better known or more popular business young man in Kalamazoo than Frank A. Cowlbeck. He's a square, clean-cut, clever, likeable citizen socially, commercially, morally and in every other way and, if the wishes of his friends count for anything, he'll be happy as a clam all his life, live to be a hundred years old and make so much money that it will give him a hump on his shoulders carrying it to the bank.

The other day a man said he was going into consumption and was seriously thinking of making his will. He also believed he had a touch of rheumatism, also of malaria, and his heart was not acting right. Certainly he was to have a big sick spell, then went home and put on a pair of slippers; he became much better at once. His troubles were caused by a pair of tight shoes.

The sermon that drives men to pray for the Amen does not promote devotion.

This Is the Jar People Are Buying

The Hazel-Atlas is the one perfect jar on the market and last season's enormous sales prove that the people know it. We had thousands of inquiries and worked hard to meet orders. This year's business is bound to be greater—can't help but be—because our advertising in women's papers is "pulling" steadily. Where do you come in on this? Don't stock up with goods the people don't want—carry the

ATLAS SPECIAL JAR

—get in on the "ground floor" and have the benefit of our advertising. The **ATLAS SPECIAL** is a WIDE MOUTH jar convenient for filling, convenient for emptying Extra strong at top and a perfect sealer. The

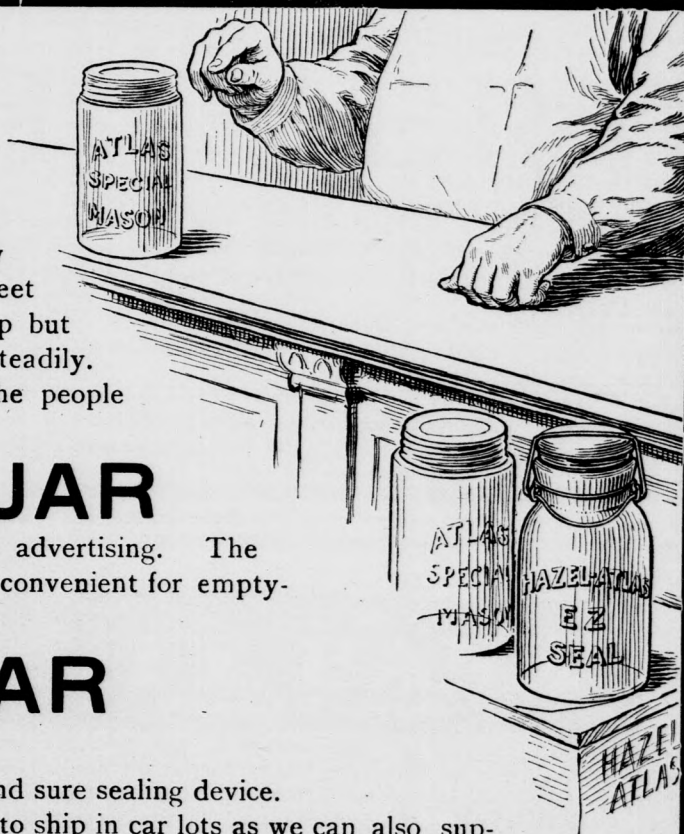
E. Z. SEAL JAR (Lightning Trimmings)

is also a wide mouth jar and very popular because of its quick and sure sealing device.

You can get these jars of your nearest jobber. We expect to ship in car lots as we can also supply Atlas Mason Jars, Atlas Mason Improved, and Atlas E. Z. Seal Jars with Lightning Trimmings and with wider mouth than other similar jars.

If not with your jobber write us before it's too late. We have done our part. Now it's up to you, and really it's "ALL IN THE JAR."

HAZEL-ATLAS GLASS COMPANY, WHEELING, W. VA.



DRY GOODS

Weekly Market Review of the Principal Staples.

Cotton Goods—That there is somewhat of a cessation of the volume of business in these goods at the present time is not at all surprising, and indicates a far healthier situation than were conditions to remain the same as they have been during the past few months. As the lessening in the volume of business affects only contracts to be delivered a year hence, it is not freighted with the importance that might be possible under other conditions. Many of the more conservative in the market have seriously questioned the advisability of contracting too far ahead, giving as their reason that many things are liable to happen in the intervening time which might work against the best interests of the market. The prevailing high rates for money make the carrying of large stocks a serious business and the slightest turn in affairs makes the principals in these cases somewhat timorous. The selling of their stock by second hands is practically the only reasonable ground for fear and up to the present time none of this has been done of any importance. Should a movement of this kind start on foot, doubtless a disposition to take the first loss would manifest itself, but as all buyers and holders of goods absolutely need the full amount of their purchases there is no reason to fear the appearance in reality of a move, now more or less vague in its possibilities, for a long time. It has been universally understood that the ultimate success of the situation rests with the ability of the retailer to successfully market his purchases at prices which must represent large increases. In view of recent developments it is therefore only natural that a period of quietude of greater or less magnitude should be the result. That it was liable to come at any time was well known, although sellers thought possibly it might be prolonged somewhat until later in the year. An extremely quiet period during the summer months is anticipated from the fact that the mills are entirely sold up in most cases and do not encourage the earnest solicitation of new business.

Dress Goods—This market moves along under very much the same conditions as heretofore. The interest is of a general although somewhat limited character. Buying for spring is still in force in a very moderate way because of the lateness of the season in which to buy for immediate use. The good weather which has been vouchsafed retailers recently augurs well for the future, not only so far as the retailers themselves are concerned, but as far as first hands are concerned also.

Underwear—As the year grows older the situation of these goods becomes more and more unique. That it is now in a condition of which it has given promise for a long time is not at all surprising, and if buyers can

not secure all that they might like to of certain lines it is rather their own fault than otherwise. In the first opening of the present season it will be remembered that the demand was something phenomenal, and exceeded former records for large orders and quick buying by such a wide margin that it established new precedents. In view of this and subsequent events, the fact that for a long time there have been no halbriggans for sale can not be considered surprising. The selling up of other lines was not marked by such surprising rapidity; nevertheless it is impossible to do much in other than very small odd lots. The fall season is in practically the same position. All lines are completely sold up so far as initial orders are concerned, and the market is for the time very quiet. Higher prices must be the result of the untoward producing conditions if manufacturers are to realize a living profit as the result of their labors. A good test of conditions should be found in the manner in which ladies' carded yarn ribbed goods weather the year so far as making a profit is concerned. They have, for the most part, done fairly well so far as placing their output is concerned, and it now rests with the reorder business to determine their success or failure.

Hosiery—Misses' goods are for the most part occupying the center of the arena at the present time, the best orders taken in any connection being in these goods. For the most part, orders being taken now are for delivery after December first, as the mills making these goods are sold up to that period. The fact that goods are still owing in large quantities on back orders does not deter buyers from going ahead on next season's business. The recommendation of the Hosiery Manufacturers' Association to advance prices 15 per cent. came in for no small amount of discussion in the market, where the proposition was looked upon as more or less unavailable for the present season. For next season, however, it is very feasible. Many lines have already been advanced to such an extent this year that sellers hardly think that they would bear a further advance of 15 per cent. However, if such an advance became general and it was rigidly adhered to, there is no reason why such an advance could not be obtained.

Bore Ceased His Visits.

James C. Dahlman, the mayor of Omaha, was talking about bores. "I used to be pestered to death with a bore," he said. "My door-keeper was a good-natured, obliging chap and he could never find it in his heart to turn the bore away. Just as sure as I was in, the bore was certain to be admitted. One day, after an hour's martyrdom at the man's hands I determined to end that persecution. So I called my door-keeper and said to him mysteriously: 'Jim, do you know what keeps Smith coming here so regularly?' 'No, sir,' said Jim, 'I can't say as I do.' 'Well, Jim,' said I, 'I don't mind telling you in confidence that he's after your job.' From that day," Mayor Dahlman concluded, "I saw no more of the bore."

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

SOLE AGENTS

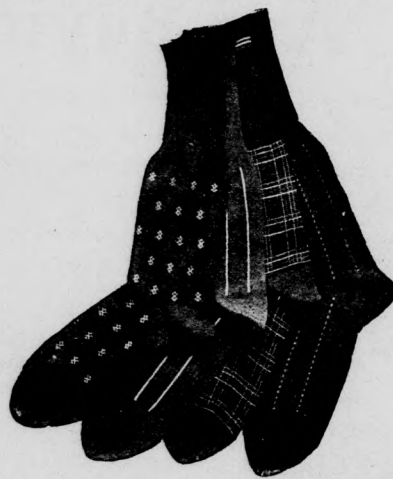
Sleepy Hollow Blankets

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.

Hosiery and Socks



One of our best selling lines is that of hosiery and socks. We attribute this largely to close attention given quality rather than profit when placing our contracts. We were fortunate this season in placing early orders, so with very few exceptions have our numbers in stock for delivery.

We Carry Several

popular and well advertised numbers, such as "Soldiers and Sailors," "Rider and Driver," "Middlesex," "Ipswich," "Pilling & Madley," "Shaw Knit," "Buster Brown," "Bear Skin" and other brands. Try us when in need of this class of merchandise.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

Put Prices in Plain Figures for the Women.

If your business depends upon the trade of women, there is one thing that you want always to remember—give the women facts. A woman is not naturally mathematical, as is a man. You have to give her plain figures and plainly mark the goods at a flat price if you want to get and keep her trade.

A dry goods merchant in one city advertises extensively through handbills. His advertisements mostly are prices. It is on that that he lays most stress. One of his ads appears like this:

"BIG SALE.

"95c value black taffeta silk 85c
"20c value cambric14c
"\$2.00 parasols reduced to \$1.18"

If you were to ask him why he did this he would tell you that the women understand it better. If they want to buy they want first to know just what the price is, down to one penny. He will tell you, also, that when he first started in the business he made a great many mistakes, one of which was in advertising like this:

"GREAT REDUCTION SALE.

"Beginning to-morrow, for one week I will conduct a big bargain sale.

"The price on all the goods in the house will be REDUCED 33 1/3 per cent."

He prepared for a big week, but no new business came. He explains it, now, that the women didn't care whether he was giving 33 1/3 per cent. off or not, in fact, they didn't understand it at all—what they wanted to know was how cheap they could buy a certain thing.

Most merchants know that the natural bargain hunting instinct of a woman will cause her to buy a 98 cent article twice as quickly as she would buy an article marked \$1.00, and most merchants take advantage of this thrifty instinct. There are other little peculiarities of shoppers which every dealer knows and caters to.

One prosperous city merchant stated the other day that he could buy a half bolt of cheap silk from a jobbing house, cut it up into short pieces, and sell them for remnants at a better price than he could sell the same silk off the piece. This looks like an exaggeration, and, in fact, he may have stretched it a little, but it proved his point, that women will buy remnants quicker than regular goods, because they think they are getting a bargain.

Another peculiarity of women shoppers is their fondness for substitutes, or something just as good at a little less money. You would have a hard time selling a man a substitute, but a woman will usually take a dealer's word and buy anything that's cheaper, if he assures her it's just as good.

Of course, the fad always helps a dealer in selling to women. If he can get something novel and induce a few of his customers to buy it the other women will see it and flock in. Anything new, any new fashion or novelty of any kind, appeals to the women buyers.

"Leaders" are found most profitable among dealers who cater to the women's fancy. If your competitors are selling a staple article at a standard price make a leader of the staple article, cut the price, advertise the price, and you will draw a great deal of new trade.

There are many other peculiarities of women which are known to most dealers; it pays to find them out and cater to them. But never make the mistake which the man did who advertised a 33 1/3 per cent. cut in prices. The majority of women don't care for that kind of a reduction; they don't understand it; what they want is price. If you are selling a 50 cent article for 34 cents tell them so in figures, and your chances will be a great deal better to get their business. Put prices in your show window, make the price cards bigger than the articles they advertise, if necessary.

Robert Carleton Brown.

Electricity Becomes a Divining Rod.

How and whence the light? The fact that a luminous emanation of variable shape will appear in the dark at such points on the surface of the earth below which there are extensive ore deposits was recorded in Germany as far back as 1757. Immediately before or during an electric storm these phenomena are striking. Similar observations more recently have been made in America in the vicinity of ore deposits. Although much has been ascribed to superstition and to errors of observation, the fact nevertheless remains, as confirmed by recent scientific investigation. The electric emanation has been frequently ascertained by Mr. K. Zenger photographically. It therefore has been taken for granted that the emanations occur with an especially high intensity at those points of the ground where good conductors of electricity are found in large amounts in the neighborhood of the surface of the earth; in other words, above ore deposits which are good conductors. Lignite and coal, especially when they contain pyrites, are fairly good conductors. The difference in the intensity of radiation, as compared with points free from any ore, would seem to be recognized by means of photography. Geologists thus have a simple way of locating ore and even coal deposits.

The Length of His Life.

A rich man out in the suburbs who owns a large place has among the people employed to keep it in shape an Irishman of whom he is particularly fond on account of his unconscionable wit. This Irishman is something of a hard drinker and, as his income is limited, he is more particular as regards the quantity than the quality of his liquors. The other day the employer, who had been awaiting a good opportunity, remarked in a kind tone, as the closing sentence of a friendly lecture:

"Now, Pat, how long do you think you can keep on drinking this cheap whisky?"

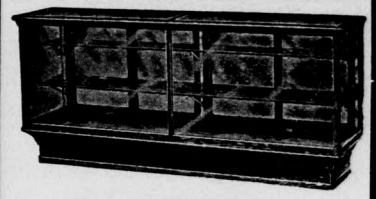
To which Pat instantly replied: "All my life if it doesn't kill me."

Seed Oats

Send us your orders for thoroughly re-cleaned Michigan White Seed Oats. Can supply promptly car lots or less. ❁ ❁ ❁ ❁

We manufacture Buckwheat and Rye Flour, Graham, Whole Wheat Flours and all grades of Corn and Oat Feeds. Try our Screened Street Car Feed, also Screened Cracked Corn, no dirt, no dust, costs no more than others. ❁ ❁

Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan



A CASE WITH A CONSCIENCE

is known through our advertising, but sells on its merit.

The same can be said of our DEPENDABLE FIXTURES.

They are all sold under a guarantee that means satisfaction.

GRAND RAPIDS FIXTURES CO.
So. Ionia and Bartlett Sts. Grand Rapids, Mich

PILES CURED
...without...
Chloroform, Knife or Pain
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

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.

FREE! FREE! FREE!

To all merchants for the writing

Practical Plans, Etc. FOR Holding Special Sale

State amount of stock, various departments, population, etc.

Wilson Mercantile Co.
Suite 708 Security Bldg.
Chicago, Ill.

(Expert Advertisers)

P. Steketee & Sons
HOSIERY

Our line is comprised of the best numbers from the leading manufacturers in the country. We have the exclusive agency in Western Michigan for several especially good numbers.

P. STEKETEE & SONS
Jobbers and Importers Grand Rapids, Mich.

THE NATIONAL CITY BANK
GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

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

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT



The Importance of Courtesy Greater Than Ever.

A customer recently brought back an overcoat to a clothing merchant with the complaint that it had not given satisfaction. The customer was in a fighting mood. He was dissatisfied and consequently sullen. He had not got his money's worth and did not expect to get it. He simply came in to make known his dissatisfaction and then forever after hold his peace and buy his overcoats and sundry other vestments in some other store.

The clothing merchant who figures in this story, however, is not by any means an ordinary man. He looked the coat over carefully and could not find a flaw. It had been purchased three months previously and showed about the average wear for that length of service. It was of a rough-finish cloth and the nap had worn off around the sleeves. That was all. It did not take the practiced eye of the clothing man long to assure him that it was not the coat but the man that was at fault. He did not fly into a passion at this, however, and call the customer names. He wanted very much to relieve his pent-up indignation with strong, plain language. Instead he very politely asked the customer what should be done about it. The customer didn't care—only thought he'd come in and show the coat and tell the man who sold it to him that it was the last thing he would ever buy of him, etc., etc.

"I will place the coat to your credit," said the merchant, "and if you want a new suit or a new overcoat, pick it out. If there is any difference in your favor we will pay it."

The irritable customer was so struck by the generosity of this proposal that he gladly agreed to it, and before the salesman finished with him he had picked out merchandise to the value of fifty dollars. More than that, he had become a staunch patron of the house that had treated him so courteously. He even went so far as to make a collection of the cards of the salesman in order that he might distribute them among his friends.

This same clothing merchant relates another incident that happened when he was assistant buyer in a large department store. A man bought a pair of trousers for his boy. Soon after he brought them back and made a very strenuous kick without any plausible grounds. He didn't like them. That was all there was about it. The buyer, who was a hot-tempered man, after some parley and attempt at persuasion, was about to "raise a rumpus" when the diplomatic assistant stepped in and begged his senior to let him handle the situation. He said calmly to the customer: "You are not satisfied with the trousers. What do you say to your money back?" This was exactly what the customer wanted, but had not liked to ask for, and he pocketed his bill and went away. Imagine the surprise of the assistant buyer to see him

return on the following day and buy several suits for his boy and himself.

In the great clothing house that made the phrase, "Your money back, if you want it," a household expression, it is said that when a customer comes in to buy a suit and expresses dissatisfaction with the last purchase made from the house, the trouble is investigated and made right, even after the garment has been worn for months. The manager of the store makes it a point to concur in every statement made by the dissatisfied customer, thereby pleasing him and strengthening his confidence in the firm and its product. His indignant refusal to see any fault would have the same effect that rubbing its fur the wrong way has on a cat. He would immediately ruffle up and assume the defensive. A long argument would be inevitable. Neither side would admit anything, and the customer would go away thoroughly put out and more confirmed than ever in his dissatisfaction.

Every merchant has daily evidence that it pays to deal squarely with customers. The old ideas in retailing are being supplanted. Business nowadays must be built on the come-again principle. The public is no longer willing to be fooled and then bullied. It has rights and asserts them—sometimes too strenuously. Nevertheless, although there are always those who will take unfair advantages, who are always clamoring for greater concessions, it pays to give every customer a square deal. There are few business men who can not substantiate this statement from everyday experience.

The merchant who has not found this out, or who closes his eyes to the truth of it, is doing business under a serious handicap. Courteous treatment means more to-day than it has ever meant. You can not afford to be independent in little things. There are too many others selling the same or better merchandise than you. People will go where they have confidence of fair treatment, honest goods, prompt service; and it takes them a surprisingly short time to find out where they receive these benefits.

Another point: After all is said and done the man responsible for these things in a store is the man at the wheel who steers the ship. In a great business enterprise it may seem that the influence of the man at the head is not so all-pervading, because the greater a business becomes the more impersonal it becomes. It is true that the individuality of the small merchant is especially potent because more intimate; but even in the great business it holds true that the "boss" must do right and be right or what his associates and underlings do, and are, will count for little.

When the proprietor in a store, by precept and example—more than all else, by example—is particular to deal squarely with his trade, his salesmen will unconsciously do the same. Many men in authority do not always realize how strong their influence is with those dependent on them, how they are looked up to or hated, respected, admired or despised, according to their deserts.—Apparel Gazette.

How To Become an Ideal Boss.

Can you boss a gang of men without losing your temper, quarreling with any of them, or letting any of them cheat you upon the amount of work done?

If you can you have in you the material of an ordinarily successful executive. But can you boss a gang of men so that none of them ever loses his temper, that none of them ever quarrels with another, and so that all of them do more work than they would do under any other boss? Then you have in you the essentials of a high class executive of the brand to which big employers the country over are paying most remarkable salaries.

It is long past the time when the best results are achieved by bosses who have no tact and no diplomacy. In isolated instances the rawhide whip boss, as he might be called, still lingers as a survival of worn out ways. But the modern boss, the man who gets to the top quickly, who does fine work himself, and who is the active influence in getting other men to do fine work, this type of boss governs more by kindness than by force. Napoleon said that men are moved by two levers—fear and self-interest. The old fashioned boss knew of no lever except the first one. The new style of boss uses the second almost exclusively.

In modern business one of the qualities that gets a man ahead fastest is his ability to boss other men. Men that boss other men are given high sounding titles like general superintendent, general manager, general director, and the like. But in the last analysis it all comes down to "the boss." Now to find suitable bosses is one of the perpetual quests of the big business man.

He can find plenty of men to boss his horses and his machinery. But the men that can boss his men and so get out of them approximately as much work as is secured from the horses and the machinery are not so easily found. The new style of bosses have so improved the method of bossing that an amount of work is produced to-day far in excess of that which was the result of the old knock down and drag out administration.

One thing that has acted measurably in improving the breed of bosses is the growing conviction among the men themselves that any one of them may at some not too far distant future be a boss himself.

Now, although it used to be said generally and still is said in limited circles that there is no harder taskmaster than the man who recently has been promoted from the ranks of those who receive to the ranks of those who give orders, conditions now are such that bosses may spring up like mushrooms, and he who quarrels with a potential boss does a foolish thing. That boss who seeks trouble with a subordinate who the next week or even the next day may be his equal or superior in rank is a badly arranged boss for thinking purposes.

The boss that seeks to impose his authority in minor matters which are of little or no consideration makes a mistake. He will find that when he

comes to big matters the edge of his authority has become so dulled on the trifling affairs that it has little sharpness left for the great things.

Also is that boss foolish who encourages promiscuous knocking. There is such a thing as tactful enquiry which, when properly directed, often brings forth informative answers touching the condition of affairs in the business. Often the man that tells the boss what the boss ought to know is technically a knocker. Still there is no offense in what he does. He is serving his business. Good bosses know enough to encourage this sort of information bringing, while discouraging the petty tale bearing that serves only one purpose—that of impeding the flow of business.

A boss that loses his head often loses his job. A man hardly can be expected to govern other men successfully when he can not govern himself. Many jobs have been lost because the head of the firm has witnessed an exhibition of ill temper on the part of one of his bosses. The ideal boss so rules himself that he inspires respect among those who work for him. He inspires a liking, too, if he is the right sort, and men any day will do much more and better work for a boss that they like than for a boss for whom they merely have respect. The good boss, the one that gets the big money and that never is without his foot on the ladder of promotion, makes men like him and like their work. There is no stopping such a man and it is a tribute to the good sense of bosses and men that this type is more numerous than it used to be.

Laurence Wright.

A Novel Use for Bread.

Bread, in its several forms, has many uses, although it is the general belief that bread is consumed only as a food. Perhaps the most novel use to which bread is put may be seen in the great factories of the Elgin National Watch Co., at Elgin, Ill., where more than forty loaves of fresh bread are used each day. When questioned as to the consumption of bread, Superintendent George E. Hunter, of the watch factory, said: "There is no secret regarding the use of bread in this factory, and I am willing to tell all I can concerning it. From the earliest times in the history of watchmaking it has been the custom of watchmakers to reduce fresh bread to the form of dough. This is done by steaming and kneading. They then use this dough for removing the oil and chips that naturally adhere in course of manufacture to pieces as small as the parts of a watch. There are many parts of a watch, by the way, that are so small as to be barely visible to the naked eye. The oil is absorbed by this dough and the chips stick to it, and there is no other known substance which can be used as a wiper without leaving some of its particles attached to the thing wiped. This accounts for the continued use of bread dough in the watchmaking industry. The Elgin National Watch Co. uses something over forty two-pound loaves per day, or about 24,000 pounds a year."

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"Better than Custom Made"

THE GOOD MAN.

It Is Impossible To Keep Him Down.

"Murder will out," runs the old saw, and so, it might be added, will genius or even talent. The possession of a real gift usually means the ability to express and rise by it, always supposing that the possessor is willing to wait and keep on working meanwhile. Passing by such well known examples of this truth as Grant, Garfield, Jenny Lind, Edison, Marshall Field, P. D. Armour, George M. Pullman, John D. Rockefeller, Napoleon, and the varied host of other world famous successes who, in popular parlance, have "risen from nothing," new and splendid instances of the cleverness that can not be kept down almost every day burst upon us. In the high realms of artistic and creative endeavor conditions would seem in this regard identical with those of the more generally recognized fields of commerce and finance.

No limitations of circumstance—let this truth be strongly emphasized—family, financial, physical, or mental, can repress or long hold down the worker with will and ability, while in many cases the former seemingly may be made to do practically double duty, sometimes altogether to replace the latter.

"You will realize the vision (not the idle wish) of your heart, be it base or beautiful, or a mixture of both," says James Allen, an English student of human conditions, limitations, and achievement, speaking to the worker who, believing in his own power, is willing to strive for its fullest development and purpose, "for you always will gravitate toward that which you, secretly, most love. Into your hands will be placed the exact results of your own thoughts," and it should be supplemented, earnest efforts; "you will receive that which you earn; no more, no less. Whatever your present environment may be, you will fall, remain or rise with your thoughts, your vision, your ideal."

For some reason not yet fully understood by the majority of toilers, genius seldom has a smooth road to travel. Scarce a notable achievement of any order but has been bought with a generous price of steady, patient endeavor, frequently of keen suffering. Never a conqueror but has his story. But never, on the other hand, a real genius who has found enviable meed of success impossible. The fact holds good all the way up—and down.

For concrete illustrations consider the case of Leonard Crunelle, sculptor, whose work, recently exhibited at the Chicago Art Institute, won high commendation. Twelve years ago Crunelle was hard at work in an Illinois coal mine, the dreams that have since come true his only relief from back breaking, monotonous, ill paid toil.

C. E. Hallberg, whose watercolors in oil are well above the common, was an industrious janitor when, all unlearned in artistic lore, he obeyed the voice of his soul and began to paint the pictures that justly have

earned him the title of artist. Four of the best known, most successful artists in Chicago once made signs for a living. Every one knows of how Millet—with hosts of other famous artistic workers—toiled and struggled to "get a start."

The history of literature bristles with examples of genius that burst the bounds and bonds of seeming limitation, and our own day offers some notable examples. Owen Kildare, with several books to his credit at 39, could not read or write until close upon 30. T. Jenkins Hains, known and admired for his swinging sea stories, sailed before the mast many years before he put pen to paper. Jack London climbed up by no bed of roses. Miss Nina Rhoades, of New York, had the double handicap of family wealth and blindness to repress her vivid and uplifting imagination, but her sheaf of good girls' stories bears witness to the impotence of any condition or circumstance to hold back the character that would conquer.

President Roosevelt also transmuted the temptations of riches and a delicate constitution into abounding health and energy by sheer force of good sense and perseverance. Lawrence Mott is a rising writer, although still young and bereft of the spur of financial necessity.

Age, physical debility and varied circumstantial discouragements only made Col. Nicholas Smith, a brave soldier and humanitarian of Milwaukee, Wis., more determined to write the book, "Masters of Old Age," that has done so much to help and stimulate other delicate travelers of the Western slope.

"Masters of Fate," by Mrs. Sophia P. Shaler, is a fine volume wholly devoted to and containing almost innumerable examples of the genius that has proved too strong and bold for any limitation of circumstance or environment. Poverty, ill health, lack of education, dragging responsibilities, all these every day are surpassed by those whom the higher call leads on.

One of the most gifted women sculptors of America has the frailest of diminutive bodies to contend with. A Chicago woman lawyer, now highly successful and the envy of all her associates, not so many years ago washed dishes through three long summers in order to earn the money wherewith to broaden her rudimentary mental equipment.

Dr. Julia Holmes Smith studied medicine only after the varied experiences of matrimony, motherhood, widowhood and a second marriage. Miss Edna Nemoede, miniaturist, earned her artistic training and success by hard work as a stenographer.

George W. Jackson, famous engineer, rose solely by his own efforts. Manfield could tell a tale similar in tone, although necessarily dissimilar in exact incident. Eddie Foy began life as a newsboy.

The De Reszkes, most famous of singers, admit humble origin. Genius, hard work, determination lifted them to their present eminence. Stern poverty, they once knew, but now Jean, whose advent into the musical world

of Paris has made even Mme. Marchesi tremble, insists upon so arranging his time and pupils as to be assured an unwavering income of \$60 per hour. No matter whether one, two, three or four pupils come to him during that period, he will not consent to smaller financial reward.

The lesson indicated is proved sufficiently upon even casual consideration. Given ability and will the joyous end is assured, although it may seem slow in coming. No power of earth or air can hold back ultimate success from the gifted worker to win, to reap highest results from and despite apparent hindrances and difficulties. Success is all the sweeter, more enchanting, for the gray days that have preceded sunshine.

If you feel that you have gifts, if you long to succeed, just make up your mind to succeed in the chosen line and keep on striving toward it, cheered by the thought of in what good company you are marching—since success worth having never is too easily secured, too cheaply purchased—careful to slight no present duty. The success you deserve and earn surely will come to you at the precise time when you most thoroughly deserve and have earned it and in fitting measure. Literally as well as figuratively "you can't keep a good man down." John Coleman.

The only religion a man has is that which he gives away.

The measure of the money mill is the man it makes.



The "Ideal" Girl in Uniform Overalls

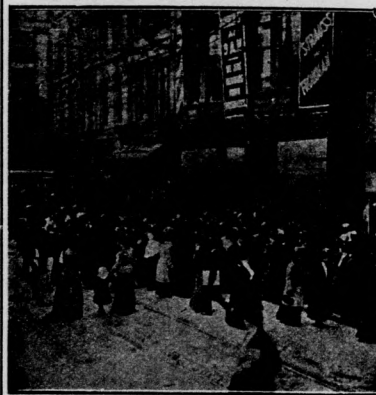
All the Improvements Write for Samples

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, 106-107-108 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:

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New York and St. Louis
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377-379 BROADWAY,
NEW YORK CITY.

Why Townsfolk Buy of City Instead of Local Dealer.

Ever since shopping by mail became a recognized feature of retail trade a periodical wail has gone up from the merchants in our smaller cities and towns denouncing the mercantile houses in the great cities that cater to the mail order business and their fellow-townsmen who habitually turn their backs upon the good things provided for them in their own shop windows to become, first, interested readers of the omnipresent illustrated catalogue and, later, enthusiastic buyers of out of town merchandise.

Woman, tradesmen assert, is the greatest sinner in this regard. Man, they contend, may be influenced by appealing to his sense of justice, fair play, self-interest, or by ethical considerations of various kinds. But no argument, however perfect from premise to conclusion; no appeal, even if addressed to her finest sensibilities; no persuasion short of absolute command by a bread winning husband, ever will induce a woman who has once tasted the sweets of shopping by mail to give them up without a struggle.

Passing over such evident attractions as may be presented by the advertisement of prettier, fresher and cheaper goods for the same money, it is noticeable that the efforts of the compiler of the illustrated catalogue are directed toward certain definite ends, and the wisdom of this is at once apparent, for it largely is through the illustrated catalogue that what is technically called "country trade" is secured.

In the first place it invariably is made to appear that it is the customer who is to be pleased and catered to, and to his or her taste and discrimination that the appeal is addressed. Usually the local merchant is unable to conceal from his customers that it is his own interest that he seeks, first and foremost, even if he recognizes the necessity for such concealment, which he rarely does. Women buyers particularly, being by nature intuitive, instinctively recognize that the harmonious note which produces the perfect chord between buyer and seller is not vibrated, discord instead of harmony results and the sale is lost.

The farsighted compiler of catalogues who invented the "money back" idea really catered to the demand, reasonable or unreasonable, of the woman who changes her mind. Of course it is possible that he simply exercised his inherited mother wit, and guilefully reasoned that if she could change her mind as well as not, of course she wouldn't. The proprietor of the local village store, on the contrary, ever has regarded the "money back" idea askance, and indignantly refused to consider it for a moment, while the purchaser, almost without exception, cherishes an enthusiastic preference for it, and by choice trades where it obtains as a condition.

Again, mail order shopping throws about one's personal and financial transactions a confidential atmosphere, a certain discreet veil, most

attractive to those who strive to maintain a reserve in the conduct of their private affairs, even although they may live apart from the great cities.

For instance, Mrs. B., who buys her winter cloak from a mail order house for \$40, is not at all disconcerted by the fact that the same establishment lists more elegant wraps at triple the price. But the embarrassment and real discomfort consequent upon choosing a \$20 suit from among a meager collection of \$22, \$25 and \$30 gowns, in the presence of a saleswoman who attend the same church, the proprietor who possibly is a neighbor, and an interested audience consisting of Mmes. C., D. and E., is a different proposition, bound to create a feeling of dissatisfaction, if not positive antagonism in the mind of Mrs. B. In the one case the transaction is agreeably impersonal, in the other quite the reverse.

Free rural delivery, with the consequent arrival of the great metropolitan daily at the rural home, has put country buyers in possession of certain illuminating trade phrases. Consequently, when goods are advertised as "seconds," "broken sizes," "slightly shop worn," etc., the purchaser knows precisely what to expect if she sends for the goods. The rural merchant, as a rule, makes no such distinctions, and does not thank the customer for suggesting that they exist, even when the condition of the goods themselves presents palpable evidence that they do.

Some years ago the local merchants of the Wisconsin town in which the writer lives made a determined stand against the practice of the larger department stores of Chicago and Milwaukee in sending out agents with samples, thus diverting local trade from its usual channels, and incidentally taking thousands of dollars out of the town. Finally the agents were arrested and prosecuted, and in the course of their trial it was alleged that some of the merchants who were loudest in denouncing the abuse had their own agents out drumming up trade in still smaller towns and in hamlets.

Now, if the merchants of Eureka, population 15,000, resent the fact that the big city stores send out agents to despoil them of their own home trade, what must be the consternation of the proprietor of the little country "general store" which still exists in Squedunk, population 1,500; or Duckville, population 1,000, at the advent of an "angel of commerce" from Eureka? There is a difference between tweedledum and tweedledee. H. A. Nagler.

"Don't need advice!" is a favorite expression with those who think they have a sure hand in the game of life. They look with a feeling akin to scorn on a weaker business competitor, and in their assurance of strength imagine they have a tower of safety. They finally overreach themselves through greed and selfishness, and in playing a lone hand fail, while the weaker brother passes on to success.

The Latest Case of Swindling.

The latest case of swindling comes to us from New York, where two friends who were formerly in business in Rhode Island migrated to New York and opened up a shoe store, A becoming sole owner and B head clerk. B, who had induced his friend, A, to enter the shoe business, sold to a strange buyer \$4,500 worth of shoes for which he received cash to the amount of \$700 and a check for the remainder. When the check was returned marked, "No Funds," investigation proved that there was no such firm, and later it was learned that the shoes had been carted to an adjacent building and auctioned off. This same party, B, shortly after that allowed another stranger to get \$3.50 worth more of shoes on practically the same basis, and after this second deal B left the employ of A. A got suspicious and had detectives to shadow B, and finally secured sufficient evidence to cause the arrest of B, who is now held on the charge of swindling. It is believed that he is an accomplice to the buyers of merchandise on bogus checks.

It is better to be trained by trouble than be a train of it.

A man speaks most loudly during his silence.

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 Street Chicago, Ill.

G. R. & I. LOW RATE

ROUND TRIP HOMESEEKERS EXCURSIONS

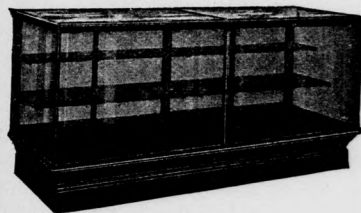
To many points in the South, Southwest, Southeast, West and Northwest.

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 NORTHWEST are on sale daily during March and April. To the WEST, SOUTH and SOUTHWEST will be sold on March 5 and 19 and April 2, 9, 16, 23 and 30. Ask your Local Agent for full particulars. Address

E. C. HORTON, C. L. LOCKWOOD,
Trav. Passenger Agent Gen'l Passenger Agent
Grand Rapids, Mich. Grand Rapids, Mich.



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

Our new 1907 General Store Catalog "A" is now ready. Let us figure on your requirements. One case, a hundred or your complete outfit. Consult our "Expert" if you desire your store planned or remodeled.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.
The Largest Show Case Plant in the world
New York Office, 714 Broadway
Under Our Own Management

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



Preparatory School for Matrimony and Motherhood.

The cheering news is being circulated that an institution is to be started for the manufacture of domestic angels. An enterprising gentleman is going to open a school for wives, in which he proposes to teach girls all those things about making a happy home that their mothers ought to teach them and do not. Nothing could come nearer to meeting a long-felt want than such an institution, and the very suggestion that it is in contemplation is a happy prophecy of a domestic millennium.

It is a recognition, for one thing, that being a wife and mother is a profession that is important enough to be worth preparing for, instead of being merely an accident, like being struck by lightning, and which nobody could be blamed for not being ready for. In all good truth there is no other thing in the world that is stranger than the way in which we all, men and women alike, look at this subject. In the hands of the woman who makes the home lie the physical well-being, the mental peace and the happiness of the universe, yet women have never regarded it as an occupation of sufficient dignity to require that a novice study it before she undertakes to practice it. Men do not think it a calling important enough to be worth more than a woman's board and clothes in wages. It is not even classed officially among the gainful occupations.

No woman would be allowed to practice medicine unless she was qualified for it by years of study of the art of healing. No woman expects to teach without long preparation and study. She would not dream of becoming an artist or a pianist or a stenographer without serving an apprenticeship and learning her trade, but we all go upon the assumption that any sort of a tyro can jump out of the ball-room into matrimony and make a happy home, as if a knowledge of the most exacting business on earth came by nature, as Dogberry thought a knowledge of reading and writing did. On the contrary, through our mistaken system of rushing a girl into a career for which she is not prepared, a knowledge of it comes through blunders and mistakes and tears and tribulations and often and often broken hearts and wrecked homes, and many a time by the day a woman has learned her profession it is forever too late to practice it.

One of the incomprehensible things of life is that the mothers, who themselves have been along this rough pathway, do not try to protect their daughters from its thorns, but they do not. You would think, from the way the average girl is raised, that her mother never expected her to marry or have a home of her own, yet matrimony and housekeeping are the natural destiny for ninety-nine women out of a hundred, and what

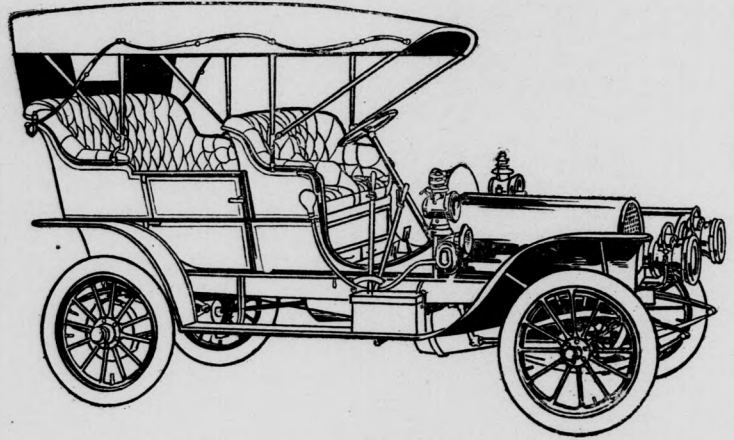
we would choose for the hundredth if we could. To send a young woman into it fully equipped with an expert knowledge of how to run a house is to insure her success and happiness. To plunge her into it without one idea of how to manage it is just as certain to doom her to failure and misery. If you start two ships out to sail the seas, and one is piloted by a skillful navigator and the other is run by an ignorant land lubber who has never seen salt water before, the dullest person alive must know which ship will go to pieces on the rocks. Yet this is what millions of mothers are doing all over the country. It is almost unbelievable that any woman can be reckless enough to take such chances with her daughter's happiness.

I heard a woman say once: "I never intend to teach my daughters anything about cooking. They will learn when they have to. I was not taught and I learned." "Yes," replied her husband, "but you gave me dyspepsia for life while you were learning." We have all listened hundreds of times while women related funny stories of their experiences with servants and marketmen in the early days of their housekeeping—stories that are amusing enough in retrospect, but that were tragedies to the poor, little ignorant brides—but these very women are not trying to protect their daughters from similar disasters. The first disillusion many—nay, most—husbands get is from the bad housekeeping of their wives. It is unromantic, but it is a fact, that you can drown love in muddy coffee and choke it to death on tough steak and kill it beyond the power of resurrection with soggy biscuit. Be sure that it is at a bad breakfast table that the young husband begins to suspect he has made a mistake in marrying and missed his affinity, and that if there were no bad breakfast tables he would go through life without finding it out.

There is no use in saying this is putting things on a low plane. It is simply taking human nature as it is. Plain living and high thinking may be enough for a philosopher. People in novels can even exist on sentiment alone, but in real life we can not rise much above our surroundings. We are never critical of those who make us comfortable, but there is precious little affection that will stand the wear and tear of bad meals and slovenly housekeeping. The woman who understands the fine art of making a comfortable home does not have to sue for our love. She can command it.

This is the practical side of the school for wives, but the institution will fall far short of its duty if it stops at that. A clean hearth and a good dinner are a great deal, but they are not all, and inasmuch as most women are fairly intelligent it does seem as if they might be taught to avoid some of the other pitfalls of married life. I have often thought that if the average wife would give as much thought and study to trying to understand her husband's peculiarities as she does to attempting to find out what Browning thought he

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.

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thought, the world would be a lot more cheerful to live in.

In the first place I think somebody ought to endow in the school for wives a chair of "perennial fascination." Cupid is everlastingly painted with wings. This is to show that he can fly away from us. Women seldom understand this. They think that because a man loves them once he will go on doing it from the cradle to the grave. It is a cheering and comfortable faith and they take liberties with it. Many a man who falls in love with a girl because of her daintiness and charm and wit and amiability never sees that side of her character again after they are married. She wears her dowdy clothes for him, she saves her amiability for strangers, and her brightness for chance visitors. I humbly maintain that the man who pays a woman's bills has a right to the best she can give, and I have never yet known a single wife who persisted in regarding her husband as company who was worth fixing up for and entertaining and pleasing who had to complain of his defection from his own hearth and home. The arts that caught a husband will hold him, but a woman ceases to exercise them at her peril.

I would also suggest a thorough and exhaustive course in the science of tact. There are some women who enjoy bumping against things they might just as well walk around. They are hopeless. But surely it is merely ignorance that makes so many wives run up against all the angles in their husband's characters. Could not women be taught not to bring up disagreeable subjects and subjects on which they know beforehand they are going to differ? Could not a wife make a cast-iron resolution and stick to it not to argue? Could not she be instructed in the art of rubbing the fur the right way, instead of the wrong? Could not she learn to praise him for the things he does well, instead of forever harping on the things he does wrong? Every one of us knows we can be led where no power on earth would drive us. We know that half the time whether we agree to a proposition or disagree depends altogether on the way it is presented to us—the very words in which it is couched.

I have never heard a domestic spat—and it has been my ill-fortune to hear a good many—where I did not feel like going up and giving the wife a good shaking for being such a chump as to spring that particular subject at that particular time in that particular way. I do not say the woman is always to blame. Far from it. Men are often very pig-headed and unreasonable, but if you have a pig-headed person to deal with the art of the thing consists in treating him as if he were reasonable, and when you find you have stirred him up in an ugly temper, to give way without a fight, for the time being. The secret of great generalship is knowing when to attack and when to withdraw.

To my mind, though, the most important thing that the school for wives can teach is to imbue women with a respect for personal liberty.

The rock on which more domestic happiness is wrecked than any other is the idea that there has to be a boss in every family. It is what makes the marriage tie the tie that binds and chafes and the home a jail that everybody wants to escape. The desire for freedom is the one unquenchable passion of the human heart, and I think a woman never makes so fatal a mistake as when she tries to interfere with all her husband's outside interests and amusements. There are wives who wage an unceasing war against their husband's clubs and lodge meetings and who make a scene every time a latch key is mentioned. Whether the club is the enemy to the home it is represented, I do not know, but I do know there is no other way so fatally sure to drive a man into one as to oppose it.

There are too many women who, when they marry a man, want to henceforth pick out his clothes and his friends and dictate to him what he shall eat and what ticket he shall vote. It never occurs to them that by the time we have reached 25 or 30 years of age we have all hit upon the plan of life we like best and that the person who tries to upset that runs a tremendous risk. The wisest woman is she who recognizes her husband's right to his own tastes and prejudices and who makes him feel that she wants to merely add to his pleasures, not curtail them. Having liberty to do as he pleases, he generally pleases to be bound to her, hand and foot. It is worth while for women to remember that we seldom love our jailors.

Of course, these are merely a few suggestions. The subject is as boundless as the need for a school for wives. There is one important point, though, that the philanthropist who is going to start it should not overlook: It should be made a coeducational institution. There are just as many men who need instruction in the art of being good husbands as there are women who need to be taught how to be ideal wives.
Dorothy Dix.

Simplified Spelling.

Speaking of phonetic spelling, we certainly need it, from this story:

Little Willie came home from school one afternoon, crying, and on being asked by his mother the cause, he told her that he had missed a word in spelling and had been whipped by his teacher.

On being asked what the word was and how he spelled it, Willie told her the word was pneumonia, and that he had spelled it n-e-u-monia.

The next day Willie came home crying even harder than the day before.

His mother, asking the cause, was informed that Willie had missed another word in spelling, and had been whipped again for his mistake.

He told his mother that the word he missed was neuralgia, and that he spelled it p-n-e-u-ralgia.

When your creed has to defend its god it certainly will offend men.

He who eats things evil always is sure that the world is rotten.



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BUSINESS SUCCESS.

Doing the Right Thing at the Right Time.

Written for the Tradesman.

Robert Semeyn owns a grocery out in a residence neighborhood. His store is situated on a corner which is fast becoming quite a business center.

From the first he made money in his little store, and all the money he ever made he has yet. No one comes along and talks him out of it. He has no dead mining shares or shares of any sort which do not pay dividends. His store looks a little shabby on the outside, and there is often a clutter of goods on the inside, but that is because of a lack of room. However, many prosperous places of business show lack of executive ability, and, as tough as the place looks at times, it has been a money-maker up to within a short time.

Now things are not as they were. Or at least they were not as of old until a short time ago, when the sugar salesman came along and stirred things up. The sugar salesman is an old friend of Robert's and privileged to say what he pleases without appearing to be too much interested in the business which belongs to another man.

The sugar salesman came in one morning in early spring when the grocer sat brooding over his stove, with no customers in sight, and the cash drawer holding just enough change to make a rattle when it was pulled open.

"What's on your mind?" he asked "You look as if you were planning murder."

"Just a case of the blue devils."

"Not because of—?"

The sugar salesman tilted his head back and made a motion which lifted the little finger of his right hand above his nose. The grocer laughed and shook his head.

"You know better," he said. "I do not drink."

"Then shoo the blue devils away," advised the salesman. "They are not pleasant company. Count over your money and play you're a brother to Standard Oil."

"I'm afraid I lack the imagination."

"Well, how much sugar to-day?"

"Not an ounce."

"What? This is your week. I'm not ahead of time, am I?"

"You're on time, all right, only I haven't opened the last shipment yet."

"Wow! There must be a boycott on sweet stuff out this way. What seems to be the matter?"

"I can't understand it," was the reply. "I seem to be drifting into a has-been. Things are going every-which-way."

"How's trade in general?"

"Rotten."

"Not making a cent?"

"Not even holding my own."

The sugar salesman pondered. He had known Robert a long time and he knew how lonesome he must feel if he was not making money. Robert, he knew, had always made money. He had been reared on a farm, and had in his early youth been set down as a slow-but-sure fellow—as a plod-

der with the tenacity of a stick-tight. He carried in his veins the blood of the Netherlands, and that means work in plenty and imagination only normal. But, then, one does not require much imagination in the grocery business out on the corners.

On the farm Robert had worked early and late for his father, and had still found time to acquire a little money of his own. By the sacrifice of nerves, and muscle, and the crucifixion of all the hot impulses of youth he managed to bring himself out ahead at the end of each year. He was known to have more money in bank than his brothers, or the sons of his neighbors. He resorted to all sorts of expedients to get money, and planned in many ways to keep it after he had acquired it. The folks saw his industry and his economy and praised him, and that made him hotter than ever on the trail of the Great American Dollar.

At the age of 22, after serving for a year as grocery clerk, Robert set up his little suburban store and prospered. He worked before daylight and after dark in the days when stores did not close at the exact hour working men are at liberty to visit them. His customers declared that he would arise an hour earlier any morning to make a deal involving a dime. He was exacting to the limit, but he was honest in his methods, and that means a lot. And so he prospered and put money in bank, but on the morning when the sugar salesman came to him he was making no money, a thing he could not at all understand.

The sugar salesman lighted a cigar and passed one to the grocer. He looked about the store and arose and went to the windows which faced the street. From there he could observe the business places of the grocer's rivals.

"You have plenty of competition," he said presently.

"The more the merrier," replied Robert. "There are a whole lot of people come to the corners to trade now who never thought of spending a dollar here when there was only one store. These other stores bring trade."

"And do you get it?"

"It looks as if that was a superfluous question."

Robert waved his hand around the customerless store as he spoke.

"But you used to have a store full of customers."

"The public is changeable."

The sugar salesman sat down again and took a chance on making an enemy of one of his best customers.

"You've made money here?" he asked.

"Sure. Quite a lot."

"And you've got it yet?"

"That's the idea, me son. I'm not in business to fatten the pockets of other people. I've got it yet."

"I came along here last evening, just about six," said the salesman, his eyes on the street, "and noticed the other stores. That new brick over there is a dandy."

"Yes, but the man who occupies it has to pay a big rental."

"But he makes money?"

"He's got the trade. He ought to.

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Try "AS YOU LIKE IT" horse radish,
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"His place looked mighty attractive last night. He had his fruits displayed so as to show plenty of color, and his shelving and boxing is new, you know, and he has plenty of room. It looked fine in there last night."

"Well, this old ranch doesn't look so awfully bad?"

"You had the lights low last night, and the display stock was littered over the floor. It didn't look like a hundred cents on the dollar."

"Oh, I've got my regular customers. They don't mind."

"But they seem to mind," replied the salesman. "It is time that you woke up. You've milked your cow until she refuses to give down, and you've got to quit it."

"I'm in business for what I can make."

"Then go at the thing right. This doesn't look as if you were trying to make a profit, besides pay for your time. Some of the money you have taken out of the business ought to be put back."

"It is doing very well where it is."

"But you might make a thousand a year more here?"

"By putting in a lot of money. Yes, I suppose I might."

"How much money do you have to keep in bank to earn you a thousand a year?"

"It takes twenty-five thousand to do that at 4 per cent."

"Well, it won't take five thousand to do it here. You ran up against an emergency when that big store started, and you didn't meet it in the right way."

"I didn't want to show that I felt their presence here in my trade."

"If you hadn't milked your business so confoundedly it might never have been started, the big store I mean. You didn't do the right thing at the right time. Many a man invites competition by the manner in which he conducts his business. As I said before, you'll have to wake up or go out of business."

The grocer looked thoughtful.

"That is a business proposition," he said, "the earning of a thousand dollars here with money that wouldn't earn a quarter of that at the bank. You have talked a lot of rot about milking the business, but that is a point worth thinking over."

"Oh, you've milked the business, all right. You came here when it was only the corners, and you've conduct-

ed your business after the style in which you saved money on the farm. When you got a dime you clung to it, and took it to bed with you. Here are new conditions. You must use money in order to make money. No cash in a stocking goes now."

And the grocer did think it over. He discovered that he was living in the now, and that you can not rob a business of the money it makes as fast as it makes it any more than you can cut beef off a steer as fast as he accumulates it and still keep him alive. He is making it lively for the man in the big brick store.

Alfred B. Tozer.

In Egypt the Sun Is Green.

Perhaps it is the sun, and not the moon, that is made of green cheese. The appearance of a green light at sunset, like many other phenomena supposed to have only recently attracted attention, was noticed and commented upon by the ancient Egyptians, and more particularly so because in the clear air of Egypt the tints of sunset are peculiarly distinct. As the sun there descends nearer and nearer to the horizon, and is immensely enlarged and flaming, it suddenly becomes, for an instant, a brilliant green color, and immediately a series of green rays suffuses the sky in many directions, well nigh to the zenith. The same phenomenon appears at sunrise, but to a smaller extent. Sometimes, just as the last part of the sun's disk vanishes, its color changes from green to blue, and so also after it has disappeared the sky near the horizon often is green, while toward the zenith it is blue. This was alluded to in Egyptian writings. Day was the emblem of life, and night that of death; and the nocturnal sun, being identified with Osiris, thus rendered Osiris king of the dead. The setting sun was green, therefore, Osiris as the nocturnal deity of the dead was painted green. The splendid coffins of the high priests of Ammon frequently depict the green sun, and the funeral deities are all colored green. There are innumerable instances in the Egyptian relics of representations relative to death being colored green. The practice undoubtedly arose from the green tints of sunrise and sunset. The green sun disk was referred to 5,000 years ago in Egypt. This is the earliest known human record of an astronomical phenomenon.

Strange Tree Frog in Brazil.

The man who did a-wooing go after frogs has found a new frog. This frog is an inhabitant of the dense Amazonian forest region, and is well known to the Indians, who say that they often hear its loud voice calling for its mate in the moonlight. But although Mr. E. A. Goeldi, director of the Para Museum, Brazil, and others have spent many years in the vicinity of its haunts, only quite recently this frog was discovered to be a stranger to the frog science. Its breeding habits are most extraordinary. The breeding ground is chosen in the high trees, where depressions or holes occur in the branches. These depressions are lined with a resinous substance which is collected by the frog as it drops from the bark of certain trees. They are made water tight and soon get filled with the rain. In this water the frog lays its eggs, and there the young, when hatched, remain during their entire tadpolehood. This new frog is yellowish green with particles of brown on the body and bands of the same color across the limbs. It is one of the largest known tree frogs.

When Love Is Young.

They had reached that stage of the engagement when there is usually more or less speculation as to the future on the part of the bride-to-be.

"It doesn't seem, Tom, dear, that we could ever speak a cross word to each other, does it, dearest?" she murmured from his coat lapel.

"Never, sweetheart!" declared Tom stoutly.

"But, dear," she persisted, "if—mind I say if—if some morning the steak should be burned and the coffee cold, and you were tempted to be just a bit—just a teeney wee bit cross what would you do?"

She looked up into his face anxiously and he felt that his reply must be one that would fully reassure her. After a moment's thought he exclaimed triumphantly: "I'd go downtown and get my breakfast."

A man committed suicide because his friends wanted him to marry his deceased wife's sister. In a note he left behind he explained that he did not object so much to marrying again, but he wanted a change of mother-in-law.

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TRADESMAN COMPANY, Grand Rapids, Mich.

THE KNOCKERS' CLUB.

Don't Advance Yourself by "Hammering" Another.

Written for the Tradesman.

Harold and Claude—always with a final "e"—just happened in at the drug store. The druggist had advertised for a prescription clerk, and that was the craft of Harold and Claude, but, of course, they wouldn't humble themselves to ask for a job in that little country town. They had worked in Chicago; they had!

Each had imagined himself being received with open arms by the druggist and tendered the job at an advance in salary over the last clerk. Harold did not like to see Claude there, and Claude wished Harold at the bottom of the sea, but they sat down and talked very sociably with each other and with the druggist.

The druggist said nothing about wanting any help, and so at last Harold came around to the attractive point.

"Where's John, the old prescription man, gone?" he asked.

"He's starting a little store over at Swellville."

"Good boy! Hope he'll get rich there! It seems too bad to bury one's self in a little mud hole like that, but where a fellow isn't up to now, and is not quite the ticket for the big cities, I suppose it's all right. Yes, I guess John has about hit his level."

The druggist thought well of Johnny, who had more sense than a dozen Harold's, but he said nothing.

"I presume you've got quite a bunch to pick from?" said Claude. "In Chicago the procession is about a mile long in such cases. The last job I got there I was fifty-ninth in the line, and there were about a hundred behind me."

"Did you have a rabbit's foot?" sneered Harold.

"Anyway I got the job," replied Claude.

"Yes," said the druggist, "I have a lot of applications on file. Some good men in the bunch, too."

"Do I know any of them?" asked Harold, ignoring the remark of Claude.

"I suppose it's the old bunch," cut in Claude. "There's always a lot of half-baked prescription men standing around the corners in these little country towns."

"I think you know most of them," replied the druggist, nettled at the other's reference to the city where he had made his money.

"Is Howard one of 'em?" asked Harold.

"One of the first."

"Well, he's got the nerve!"

"He couldn't mix sand and water without spoiling the combination," said Claude. "That fat chin of his would be enough for me. He makes me think of the four hundred pound woman in the show."

"He'll be valuable at the soda fountain," said Harold. "He'll do fine at frisking the glasses."

The druggist looked out of the door into the street and said not a word.

"I suppose Dodd is on the list?"

This from Claude, who was rolling a cigarette and littering the store floor with his doped tobacco.

"Yes," replied the druggist, who didn't appear anxious to engage both young men at once, for fear one of them would get away.

"He comes to the front with a smile, all right!" grinned Claude. "How did he come out in that case where he was arrested for murder, or something? Put up poison for quinine, or something like that. I felt sorry for the fellow, for he isn't a bad sort of a chap."

"He wasn't arrested," said the druggist. "It was shown that the remedy which did the mischief was not put up at his store."

"Glad to hear it," said Harold. "I always liked Dodd. I wonder why he never got out of town and fixed himself to stack up with the best. I presume Clarence is on the list, too?"

The druggist began to wonder what sort of a session he had started. At first he grew angry, then the humor of the thing appealed to him and he decided to help the thing along by giving the fresh young men more rope.

"Yes," he said, "Clarence is on the list. Pretty good fellow, Clarence."

"Oh, I was going to ask about Clarence," said Claude. "I have always wondered how he managed to acquire so much real estate on a small salary. I don't think he ever got more than 800 a year in his life. And he lives well, too."

"He was at Weil's a long time, wasn't he?" asked Harold. "Say, did Weil ever find out where the coin went to the time his safe was robbed? That was a funny thing, with Clarence sleeping right there over the store."

"He bought another lot right after that, didn't he?" asked the other knocker.

"I believe so," said Claude.

"He was never accused of the robbery," said the druggist, shutting his fists tight in order to keep his clutches off the knockers.

"Oh, I guess there was no proof," said Claude.

"He's too sharp for that," added Harold.

The druggist smiled and began figuring on a finish for the session.

"You both know Hamilton," he said. "Came in here last night and said he wanted to stay in the city this summer. He's been in New York City for a couple of years, you know. Said to have done well there."

"What? Slick Hamilton? Well! Well! Say, but he was the boy for the highballs when I knew him. I've seen him put a dozen under his belt and walk away as if it was water he had absorbed. I don't see how he can put up prescriptions, with the bun he has on most of the time. Good dresser, though."

"Sixty dollar suits on a twelve dollar salary," suggested Harold.

"It's a good thing he gets his whiskey as a sort of annex to his salary," said Claude. "He'd have to keep sober otherwise."

"Look over there!" cried Harold. "There's Clint Howe! Wonder how long he's been in town? I'll bet he's got an application in for this job?"

He looked anxiously at the druggist, and the druggist nodded.

"Then he must have squared that

little breach of promise case with little Kitty. I wonder how much he paid her? I guess she got enough while they were engaged, for the toilet department of the store where he worked lost money that year. I hear that he is breaking himself of the morphine habit. Hope he'll succeed, for a man isn't fit to work when he's full of dope."

Harold walked to the front of the store to speak to a friend, and Claude hitched nearer to the druggist.

"Mind that fellow's nerve," he said. "Talking about others having the morphine habit! He'd better quit it himself before he talks about others!"

Just as the druggist went forward to wait on a customer Harold entered the store and stood by the cigar counter. After the customer left:

"Say, what do you think of Claude talking about highballs? Why, he's the biggest booze-fighter in seven states!"

These young men were evidently determined to get the job by the process of elimination. They were knocking everybody in sight.

"What's that?" demanded Claude, who had approached unnoticed. "If you've anything to say about me, say it to my face!"

"Why," said the druggist, "he only said you were the biggest booze-fighter in seven states. And you said he was a dope fiend. I think you are about quits."

The young men snarled at each other and began taking off their coats.

"Settle your differences of opinion in the alley," said the druggist. "And when a man comes to you and knocks some one else, be sure he will go to others and knock you. The professional knocker is worse than a snake. I shouldn't have listened to you for a second, only I anticipated something like this. Why, I wouldn't have either of you about the store if you'd work for nothing. You'd be knocking my trade. Now, get out in the alley and knock each other's faces. Beat your heads off if you want to."

The knockers certainly tried to follow the advice of the merchant, but the police wagon interfered, and they went into the station looking like a week in the emergency hospital.

"I don't know but I was wrong in helping the thing on," muttered the druggist, as the wagon rolled away, "but if every knocker got a finish like that it would purify the atmosphere some. A man can't get a job of me by knocking some one else."

And there are few places where one can get a job by the process of elimination.

Which is as it should be.

Alfred B. Tozer.

Plenty for All.

Servant Maid—I left my last place because I couldn't get enough to eat.

Master—You won't find that the case here. My wife does the cooking and there is always a lot left after every meal.

Some are sure they will find rest in heaven because they are sleepy in church.

A Live Dealer Who Radiates Sunshine.

Written for the Tradesman.

The proprietor of a certain downtown store in Grand Rapids comes down to his work every morning in an easy, composed manner, with his nervous forces well replenished by a good night's rest.

"Good morning, sir," is his hearty greeting to his friends, and the very first thing he does is to take off his coat.

Although a very stout man, his corpulency does not seem to impede him in his work, for he moves about in his small place of business with the rolling gait of a sailor.

His place is neat, clean, compact, orderly, well classified and well arranged. All told the stand does not occupy space over six by fifteen feet; but, while a large stock is carried for this small area, there is no suggestion of a state of disorder or being cluttered-up.

And, as for being busy, traveling men with an acquaintance in towns reaching across the continent say that they never saw anything like it. Honey bees in the days when the nectar is sweetest in the flowers are not in a class with this industrious proprietor, who is always doing something, even when there are no customers before him. And he is not busy in a fussy, helter-skelter way. There is method in his work and during the intervals between customers he is able to keep his stock as neat as wax and everything right up to the minute. He is a perfect steam engine for work, with the pent-up energy always standing high in the gauge, and this very kinetic or striking energy stimulates trade to a marked degree.

The tradesman who sits down, who talks and temporizes in his work, influences his patrons to do likewise, while the reverse policy, as just outlined, puts prompt action and decision into the customers.

This wide-awake business man sees an acquaintance passing by and, although some distance intervenes, a gap that the cold-blooded man would never think of reaching across, we hear him saying in cheery voice:

"Why, good morning. How do you do?"

The tone of genuine friendliness and sincerity is there, so that it is small wonder that the passer-by, even although he has no time to spare, is drawn to the stand and their hands meet in a warm grasp.

This is the secret of his success. This is the reason why he is doing a business of surprising volume within a few square feet of floor space. He is a worker and he is friendly and sincere. There is no veneer, no false front, no putting-on, and his warmth and geniality stimulate trade to the extent that busy people who can use his goods will walk a block or so out of their way, even in this rushing age, to buy of him and get his cordiality and cheer. His store is like a sun parlor—a place where things are alive, healthy, moving and warm.

Almond Griffen.

The man with the most brass in his face often has the least.

Send Along Your Request

Our large spring catalogue is ready.

We send it free to merchants on application.

It points the way to buy high grade goods at low prices.

The lines represented cover everything for your spring and summer needs.

Every department is right up to date.

Every line bristles with exceptional values.

Every article is backed by our guarantee of quality, value and salability.

In spite of the high market conditions **every price is down** to a point that will surprise even the closest buyer.

You need this catalog, in fact you cannot buy right without it.

Send us your application at once. Ask for our large Spring Catalogue No. 490.



LYON BROTHERS

Chicago, Ill.

Madison, Market and Monroe Streets

Wholesalers of General Merchandise

We Sell to Dealers Only

SOCIALISTIC TRUSTS.

Old Book-keeper Considers Industrial Conditions.

Written for the Tradesman.

The old book-keeper and the cub clerk had closed the grocery for the night and were sitting back by the stove, in which a meager blaze combated the chill of April. About them were boxes and barrels and cases of fruits and vegetables which had been lugged in from the sidewalk display. The cub clerk gave a vicious kick at one of the boxes.

"Did you hear the howl the boss put up about this box?" he asked. "It weighs about a ton, and he seems to think I ought to pick it up like feathers. Tell you one thing, just as soon as I can make the grade I'm going to get into a little shop of my own. I don't care if it isn't more than one foot square! I'm not going to be bossed and ordered around all my life."

"There you struck the basic principle of American git-up-and-git," said the old book-keeper.

"Come again."

"Young America gets a job in a store," began the old man, "and runs afoul of the boss about nine times an hour. He decides that he won't be bossed, and so saves and pinches until he gets a business of his own. Of course he has in mind the increased revenue from a business of his own, the permanency, and all that, but the prime motive is to be his own boss. If it wasn't for this one element, he'd take his kicks and his cuffs with his small salary and be satisfied."

"You're wise on that notion, all right," said the cub clerk.

"He gets into business," continued the book-keeper, "only to find that he is not yet his own boss. He is in a measure subservient to wholesalers and jobbers. He could get along all right and have a big trade in no time if it wasn't for the credit man! The credit man is believed by small dealers to be brought into the world for the sole purpose of keeping stocks down and preventing dealers having the large assortments demanded by the public."

"Who's the credit man?" asked the cub clerk.

"You'll soon find out about the credit man when you get into that store of yours which you describe as one foot square," replied the book-keeper. "So Young America isn't satisfied with his business, for he is not yet his own boss. He plunges ahead and by-and-by reaches the wholesale line. Now, he thinks, he sure will be his own boss. But there are the manufacturers and the carrying companies to consider. He finds that he has not yet reached the stage where he can be It all the time and under all conditions. So he bucks in again."

"He doesn't want much."

"He has set out to have his own way, understand, and he's sticking to the point. He wiggles along until he reaches the jobbing and importing stage of the business. He thinks he has the world at his feet. Has he? Not yet! There are the carrying companies and the producers of the raw material, the refiners and all that

bunch. He sits down and reasons it out. He discovers that he can never fix himself so he can dictate not only the prices he will ask for his goods but also the prices that he will pay for the stuff he handles. That is, he never can arrive at this mighty altitude of power while he works alone."

"He seems to want a lead-pipe cinch," said the cub clerk.

"That is a new one on me," said the book-keeper.

"A lead-pipe cinch," was the reply, "is a cinch where you may not win, but where you can not possibly lose."

"That is what he hungers for," continued the book-keeper. "How can he get it? Why, through the force of combination. He promotes a combine to take over all the houses in his line. Then he finds himself in a position to pay what he chooses and ask just what profit he thinks he ought to have. He is about as near the commercial heaven as men ever get, for when a man who can not supply the demand for what he has to sell can fix prices going and coming he's got a pretty good thing."

"It looks that way to me."

"Well, he gets his combine in operation and butts up against the carrying companies again. He gets rebates and all that, but still the railroads dictate to him. He is not there to take lessons from a lot of cheap men who got their early education pulling coupling pins."

"Well, he's got a merry little trust going that ought to be able to give the railroads cards and spades and beat 'em out at that."

"So, the farther he goes in his commercial war for absolute control, the clearer he sees that it can't be done. No man can be independent of his fellows to the point of sitting back in an easy chair and telling the rest of the world to go hang itself. There is no such thing as being beyond the reach of others. The only man who can sit on his beam ends and snarl at his customers is the money-lending shark, and the courts get at him so often that he has to make a show of decency. So Young America begins to operate his trust along new lines. He sees in the trust the first star of hope for the socialism of the future."

"W-h-a-t?"

"He begins to see that in the trust lies the egg which will in time hatch out the problem of the brotherhood of man."

"Wow! When you leave it to the trusts to look out for the brotherhood of man business you talk like bedquilts on the walls!"

"Young America begins to understand that his business depends upon the prosperity of the country for success. He begins to see that the country is prosperous only when there are no drones—when all the people able to work are employed at good wages. He understands that lockouts and strikes must be eliminated from modern conditions, and that workers must have some incentive to hold them in place.

"Oh, he's not figuring on socialistic features just to be good. It is a matter of business with him. He doesn't care a continental for the

What Is Your Best Advertisement?

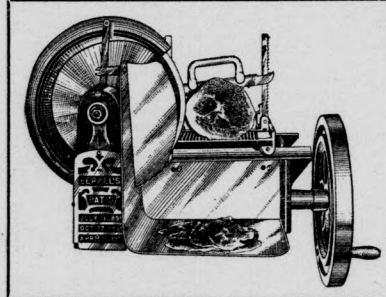
You won't find it among your newspaper files, or your booklets or circular matter. They're all good, but better than any is the spoken word of a customer to a friend—"I like to trade at Brown's because"—

Have you any reason to follow that "because?" Is there anything distinctive about your store—anything that everyone else doesn't offer?

Here's a letter from a firm that realized the advantage of being different:

"We would not be without one of your slicing machines if it cost \$500.00. It has more than paid for itself twice over in labor saving and not only pleases our customers in getting their hams, bacon and dried beef sliced uniformly, but has increased our sales on these meats fully 300 per cent."

FUESS & VOLKMANN, Waterloo, Iowa



THE AMERICAN SLICING MACHINE

is not an expenditure, but an investment, and the most valuable investment you could make.

It cuts any kind of boneless meat in any one of 16 thicknesses from 1-48 inch up.

It cuts to the extreme end, saving all waste.

It cuts 20 per cent. more slices from a given weight of meat than you can cut by hand.

It is clean, sanitary and ornamental, and stamps your store as up-to-date and progressive.

It brings you all the best trade of your locality and makes you a better profit on each sale.

Send for proof. It's worth your while.

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.

working people, except that they make his goods for him and buy them at a profit after they are made. He has a neat little trust of his own, but that isn't enough. He had a whole-sale business of his own, and that wasn't enough. He realizes that no business house, no individual, can stand alone to good advantage. So he gets up a bigger trust and takes the whole world in his net."

"Has he yet reached the stage where he can be boss?"

"Not yet. His new trust takes up the matter of production. There must be men and there must be raw materials. The combination can control the raw material market, but how the dickens can the workmen be controlled? Here's where the brotherhood of man comes in. Here's where the socialism of the future gets in the opening wedge. The trust abandons the big cities and puts up giant shops in the midst of smiling fields."

"Smiling fields is good, with the coal smoke turning everything black."

"He builds homes for his workmen, builds school houses, builds churches. He sells the homes to the men on smaller payments than the usual rent charge. He encourages sick and death benefit associations. He sees that the laws providing for attendance at school are enforced, for the coming trust will fight ignorance as well as competition. Presently, when the workmen have paid for their homes, the trust will sell them shares of stock, and thus make them partners in the business."

"You're having a beautiful dream."

"In one hundred years you will see the workmen employed by the trusts the best class of workers, intellectually and morally, that the world has ever seen. A good many of the corporations have very raw material to work with, as they now employ the brutal and the criminal output of Europe, but in a few generations they will beat it into shape."

"They are beating 'em over the head now."

"I guess they need it all right. But to come back to the point. The trusts have started out to encourage the workman in his home-loving tendencies, and they usually get what they go after. If they can bind a man down with a home and a family, cement him to their interests with a few shares of stock, how the devil can the walking delegate get him out on strike?"

"The fire is going out, and it's pretty near time to wake up!"

"Read the newspapers, me son. Look at the towns being built by corporations. Look at Corey, down in Indiana. Look at Postville at Battle Creek. Everywhere you see the big fellows getting out of the cities and building homes for the workers. Why, Post accepts a payment down of 1 per cent. on the value of the property."

"And when they get the workmen all planted like you say, they won't do a thing to the wage scale! The men can't get out, and they'll have to take what they can get."

"Wrong! It is for the interest of all manufacturers to have workmen

receive big pay, to have farmers receive good pay for their crops. It is merely a question of profit, anyway. When wages are high everybody can buy. When wages are low, only a few can. When wages are up to the top notch there is a mighty production, and the larger the output the more money there is in it. No, me son, when the trust that is to govern future industrial conditions is formed, you need have no fear that the prices of labor will be cut. That would be killing the goose that lays the golden egg. When workmen own homes and own stock in the business where they are employed, and when the trusts understand each other in the matter of hours and wages, you'll see the sensible form of socialism."

The cub clerk yawned.

"I guess we'd better go home and dream that the boss is next to the wage elevation scheme," he said. "I'm hungry, and the trust asks cash for porterhouse. Come along and dine with me. I have a ticket."

And they went away together, arm in arm, like two happy boys. But the cub clerk thought he saw something besides hot air in the old man's prognostication. Alfred B. Tozer.

The cost of coal for steam locomotives is approximately 15 per cent. of the total operating expenses for steam railroads, and is the largest of the expenses for materials. Data contained in the annual reports of a number of the larger systems indicate that the annual coal consumption is, on the average, about 2,500 tons for each steam locomotive. From the United States census report on "Street and Electric Railways," covering 799 operating companies, the cost of fuel for power for electric railways appears to be about \$15,000,000, which is a little over 10.5 per cent. of the total operating expenses.

Insurance Against Earthquakes.

The latest fashions in insurance agents is the earthquake man. A growing business, it is said, is being done in insuring earthquake risks in England. Recently an insurance against earthquake was effected by a leading firm in Oxford street for about a million dollars. Prof. Belario's dispatches from the Laibach Observatory are impressing the idea on the public that there is a period of instability in the earth's crust, and mortgages are demanding that earthquake insurance be effected. Ordinary insurance companies have a clause in their fire policies barring damage by earthquake in England as elsewhere. The system of insuring against earth tremors is likely to extend if reports of disturbances continue to be received from scientific observers.

Trials of a Traveler.

The express was tearing away at the wild and awe-inspiring rate of six miles an hour, when all of a sudden it stopped altogether.

Most of the passengers did not notice the difference; but one of them happened to be somewhat anxious to reach his destination before old age claimed him for its own. He puts his head through the window to find that the cause of the stop was a cow on the line.

After a while they continued the journey for half an hour or so, and then—another stop.

"What's wrong now?" queried the impatient passenger of the brakeman. "A cow on the line, sir."

"But I thought you drove it off?"

"So we did," said the brakeman. "but we've caught up to it again."

He who refuses honor to others usually lacks the roots of honor in himself.

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

A Mine of Wealth

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

1. It furnishes the farmer a constant and profitable market for his milk or cream.

2. It relieves the merchant from the annoyance and loss incident to the purchase and sale of dairy butter.

3. It is a profitable investment for the stockholders.

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

Hastings Industrial Co. Chicago, Ill.

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

HAND SAPOLIO

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular **SAPOLIO**, but should be sold at 10 cents per cake.

HAVE MORE INITIATIVE.**Why Young Men Are Preferred To Old Men.**

Have you ever thought while answering a help wanted advertisement what might happen should you get the situation? What were your emotions when you cited your "experience" in the application that should make a favorable impression on your prospective employer? Were you confused when writing this letter, or were you so rash in your desperation to get the job that your brain balked when you wanted to say something creditable about yourself? Like most human beings, of course, your first thought was, how large will the pay be? not, am I fit for the position?

No matter how long you have walked in the steps of Rip Van Winkle or how rusty your mental faculties have become by prolonged inactivity, you still have the pride to expect more money in your new situation than you received in the last one.

Every employer advertising for help knows—and you don't need to tell him, either—that if given the opportunity a new workman in time may become proficient again in his particular branch of industry. This confidence ought to be worth something to the man in a new position. On the other hand, how many men anticipate what might happen to the business while he is again learning what he may have forgotten?

All applicants for a position—no matter how important it may be, or how long they have been out of harness—feel confident that they eventually will meet the requirements of their new employer. Sometimes the young man fails—but that is another story.

Opportunity is the watchword of the enterprising business man, whose principles to-day are, generally speaking, radically different, more progressive, perhaps, than those which were current before the birth of the combinations that have made of men "captains of industry." Naturally, an employer expects that the new workman shall have the enthusiasm to do more and better than his predecessor. In other words, the dominant qualification of a new man should be initiative. To do a thing right at the right time sometimes may be called luck; more often, however, it is the result of intelligent initiative. Push and perseverance will bring the price, young man, just as surely as prosperity and poverty are the negative poles of our existence.

We hear the spirit of progress call aloud: "Give the young man a chance." And back comes the echo: "The arteries of industry need young blood for the nourishment that means continued prosperity." Go into the counting house, the manufactory, the mine, the mill, or travel on the railroad or the steamship—everywhere, in fact—and you will see proof that the majority of workers are men less than 45 years of age. And yet we hear that the opportunities for the young man to-day are less than a decade ago. Cheer up, Mr. Pessimist. Without the help of the youth-

ful brain and muscle it is doubtful if the wheels of progress would revolve at the high speed that has made this country a world power in finance and industry.

Do you wonder, therefore, that young men who apply for situations in our larger corporations are chosen in preference to the aged—not necessarily the infirm—who may have the best of credentials testifying to years of experience and proved fidelity? A "father" of book-keeping may, perhaps, know more about the science of posting a ledger—nothing more—than the "son," an inexperienced young man, who will take the initiative to excel in other duties as well. Leading business men say that young men are managed more easily and learn quicker to do a thing right. Doing work in a certain way continuously, because you are accustomed to do it so, or because some one else did it that way for years, is suicidal.

Young man, don't be an automaton; take the initiative with the confidence that the newer, perhaps, the simpler way, of accomplishing mental or physical work is the better. Honesty of purpose gets its just reward, but initiative, spurred on by intelligent ambition, usually receives compound interest.

Only the other day I was conversing with the head of a prominent corporation relative to a young man to whom they recently had given a responsible position, for which a much older man who wanted to invest some capital had applied. The salary paid to this young man, who, by the way, is single, would comfortably support a medium sized family. A further inducement made to him to continue in the service of the corporation was the allotment of several shares of stock, which were guaranteed to pay dividends regularly. These dividends, I understand, are not to be considered in the light of an annual increase in salary, for the young man's pay will be regularly advanced at an agreed amount.

Without further questioning you would think naturally that this young man either has a "pull" with the boss or that he has exceptional ability. Being curious, I inquired. To my surprise I learned that the young man was given the "king's place" because he knew how to take the initiative that would inspire the confidence of any employer.

In some circles of intellectual endeavor this fortunate young man would be called an opportunist. In plain English, he knew how to use his knowledge to the best advantage. His faculty of reasoning is well developed, probably the result of careful observation and analysis of the details which make up the generalities that most people know something, not everything, about.

This young man is of a genial disposition, and an additional virtue is his regard for the feelings of others. How many of the so-called smart young men who are earning a big salary, and have a "high" position, ever stop to think of the wound that their harsh word or action inflicts upon a subordinate?

Be a good fellow—more often in

business than at your leisure—and you will keep your job, for even a subordinate employe sometimes can say a word that will elevate you in the esteem of your employer. Remember, also, that there is no position which another man can not fill. Every move means a new play on the chessboard of opportunity; if you protect the king, your boss, by good work, the position is yours, even if you are only a pawn. If another man jumps you, it is 10 to 1 that you have been sleeping at your post, or have neglected your duties. Don't complain and become a pessimist to discourage the efforts of a younger man to rise in the business world.

Be alert always; don't miss your opportunity by failing to take the initiative, and remember the saying of Shakespeare: "Time and tide wait for no man." If taken at the flood, they will lead to fortune.

Chas. C. Schnatterbeck.

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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.

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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.

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

SMARTNESS VS. HONESTY.

Don't Overreach Yourself With the Former.

Written for the Tradesman.

Some merchants can be too smart for their own good. 'Tis said that one in ten succeeds—a small percentage, indeed, and yet we need not wonder.

Success in mercantile lines depends, like every other human effort, on the individual. A young friend of the writer bought out a store in a considerable town and wrote that he expected to don the garments of the trader. He came from the farm, where the sweat of toil was not quite suited to his tastes.

Like many another my young friend thought he was to step into a competence. He had always heard his farmer friends preach down their own calling and laud that of the merchant. It was no trick to get rich by the mercantile route, oh, no!

I smiled at the young fellow's enthusiasm. I met him shortly before he entered upon his new work. He asked my opinion regarding the change. I gave it in a few words:

"Your success or failure depends wholly on yourself," I told him.

"Oh, I don't know," he laughingly returned. "I've seen lots of rich old duffers who made their pile in trade and there was nothing about the individual to presage success. It's the business that fetches the ducats. Now, I have always been a farmer, yet I have an inkling of other, of higher things. I long to be a merchant prince. This being a granger with hayseed in your hair doesn't suit me a little bit."

"Do you consider the mercantile business higher than that of farming?"

"Do I!" he fairly snorted. "Why, farming is the lowest work in all creation. Everybody sneers at the farmer. Even the common workingman has a crack at the hayseed, country Jake, mossback. Everybody knows that farming is the mudsill work of creation."

"Well, if it is, you must admit that to be the foundation of all creation isn't such a small matter. I should much rather be a successful farmer than a bankrupt merchant."

"That's not a fair comparison. Successful merchants are pillars of society. Successful farmers are hayseeds still."

I made no further comment. My friend is still in the store, working, as he has admitted to me, a great deal harder than he ever did on the farm. He may succeed, but he is finding the way rugged with obstacles just now.

Smartness is the birthright of some men—even farmers are sometimes full of it. A bright young man entered a big store in one of our most prosperous lake cities. He was naturally of a cordial disposition. He made friends easily and soon was the talk of the town. Jimmy sold more goods than any clerk in the place; in fact, he was soon enticed from his employer by an offer of better pay. He went, of course.

And Jimmy continued to surprise them all. He was a phenomenon. His smile never came off. Up-river

lumbermen traded largely at the store where he held the boards—fact was he sold goods cheaper than others. How did he do it?

"I'll tell you, Mr. Henderson," explained he to one of his best customers: "I can undersell others because of the large trade we get. 'Big sales and small profits' is our motto."

The customer thought he understood. His trade amounted to thousands in the course of a year. Henderson was a logger of importance. After a time he noticed that his supplies did not hang on as long as formerly. He had purchased a new Fairbank scale and decided to do some weighing. He began on a load of unopened groceries he had fetched home. First was a small caddy of tea. This fell short three-fourths of a pound. Perhaps the clerk had made a mistake. Henderson gave Jimmy the benefit of the doubt. He weighed other articles, however: a barrel of sugar, firkin of butter, barrel of dried apples and barrel of crackers. Each and every one fell short from one to three pounds in weight. The secret of "under selling competitors" was out.

Henderson was mad.

"The blamed little scoundrel!" he articulated. "He ought to be in the penitentiary!"

All true enough. Jimmy was too smart for his own good and the good of his employer. Henderson made no complaint, although he figured that he had been euchred out of several hundred dollars in the course of the year. His wife advised him to have the glib clerk arrested. Henderson would not listen. He wanted no trouble; he simply dropped the merchant and turned his trade elsewhere.

Not all the customers were as magnanimous. One of them made discoveries similar to that of Henderson and he went to the firm employing Jimmy. There was a hot time for a spell. Jimmy got the run and a less glib but more honest clerk took his place. The affair was quieted down and the dishonest clerk went into business for himself.

Jimmy flourished for a time. He had a partner who was, perhaps, off the same piece as himself. The new firm undersold all competitors and prospered for a time. And they were honest until affairs fetched fortune their way. Jimmy could not get rid of his old tricks.

His partner caught him in a rascally deal and broke with him. The firm dissolved, each partner to go his separate way.

Jimmy, however, had been too smart for his own good and soon went to the wall—shortly after left the country. If he ever succeeded it was through turning down his cuteness and becoming an honest man.

By way of contrast we will mention that the clerk, staid John Thorne, who took Jimmy's place with the old firm, pursued an even, methodical course, always insisting on strictly correct dealing. He was not a brilliant young man, but he held his place, won the good will of his employers, and worked his way upward until in after years he became

one of the firm and was long ago rated a millionaire.

Retired farmers as a rule make poor merchants. I have in mind one who sold his farm for several thousand dollars and launched his craft in the business world. He died in the almshouse five years later.

Know your business and success is assured. Don't quit the farm for trade unless you are sure of yourself. All is not gold that glitters. Many seemingly successful merchants are hanging by the eyelids. Their wives "sling style," while the husbands figure and contrive and work long hours and scheme, even to the verge of dishonesty, in order to make both ends meet.

Every man should be master of his calling. The fruit-grower may not make a successful general farmer. If you have won success on the farm be chary of launching your bark on the sea of mercantile life. Rocks and sand-bars abound, while unseen dangers lurk at every turn to wreck your craft. However, should you make the venture, do not start out by being too smart. J. M. M.

Use for the Children.

"Your wife used to sing and play a great deal. I have not heard her lately."

"Since we have had children she has had no time."

"Ah, children are such a blessing!"

Many think they are merciful when they are only too lazy to teach by punishment.

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.

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

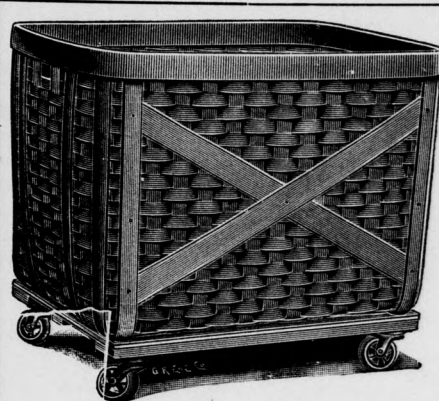
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DETROIT OFFICE, PENNSYLVANIA BUILDING

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.

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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.

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Reasonable Prices.

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GRAND RAPIDS, MICH.

JUST KNOWING HOW.

A Man Is Usually What He Makes Himself.

Written for the Tradesman.

To the corner grocer came the delivery young man, six feet tall, bulky, muscular and only 18 years of age.

"I don't think I was cut out for a driver," he said. "I don't like the job, anyway. Have to take too much lip."

The corner grocer was an old friend of the delivery young man's parents. He had taken him on not because he thought the youth would ever develop into a grocer, but to please the old folks, who had worn themselves out trying to place the fellow.

"Young man," said the grocer, who was not in good humor that day, "I have yet to find a place or a business where you can get people's money without taking a lot of lip with it."

"Perhaps not," replied the delivery young man, "but I'm going to keep right on looking for such an opening."

"What do you think you'd like to do?" asked the grocer.

"I'll tell you," said the other. "I'm tired of going about the streets in an old delivery wagon wearing ragged clothes. I've got enough of going about smelling like a horse. I want something different."

"For instance?"

"Well, I want to get a job where I can work in an office about eight hours a day, so I can have my evenings to myself."

"I see. What else?"

"I want a job where I can wear good clothes."

"Of course."

"And I ought to make about fifteen dollars a week."

"Sure that would be enough?"

"Oh, of course, I'd be in line for promotion. I might get fifty dollars a week in time. That wouldn't beat this sitting back of a horse all day? I guess nit."

The corner grocer settled back into a chair. He had long wanted an opportunity to talk turkey to this young man, and now he had it.

"All right," he said, grimly, "perhaps we can figure something of that kind out for you."

The delivery young man looked surprised. He had expected a volley of curt expressions. This considerate manner was not like the corner grocer.

"Slave for life if you can," he said.

"Whatever one gets must be paid for," began the grocer. "Whatever you want you must figure on the price. Understand?"

"Of course, but I thought—"

"You want a short-day job, a chance to wear good clothes, fifteen dollars a week and a chance to go higher?"

"Something like that."

"Yes, yes. Now, what have you in exchange for such a job?"

"Why, my time, of course."

"Time cuts no ice. What can you give in return for such a place? What can you do that is worth it?"

"Why, I'd have to find something I could do."

"Young man," said the grocer, his face growing stern, "you haven't got

the goods to deliver. I'll tell you what you can buy, if you'll make the effort. You can buy a job on the streets, or in the gravel pit, or carrying brick up a ladder. Your sole asset is brute strength. You'd be as much out of place in an office in good clothes as a cat in a beef stew."

The delivery young man flushed angrily.

"I know a lot of dubs," he said, "who have such positions, and they don't know any more than I do."

"When I open my store in the morning," continued the grocer, "I offer to the public just what I have to sell. Every man who seeks a job does the same thing. Now you just count yourself over and see what you have to give in return for such a job as you have been talking about."

"I know young men who—"

The grocer cut him out.

"We'll pass up the question about other young men," he said. "We do not know what qualities they may possess. We don't know what sort of a pull they have. We'll leave them out of the question and come back to your case. Have you ever studied anything that would give you a footing in an office?"

"I don't expect to be an expert book-keeper."

"I think not," replied the grocer. "You think you're possessed of some mysterious faculty that will make you valuable to any business man. I know a lot of young men just like you. They want to work with their brain instead of their muscle, and yet they have never exercised their brain. I know all about you, Charley. You ran away from school to go hunting and swimming in the river. You thought you had a joke on the teacher every time you dodged a lesson. If there wasn't some kind of fun on in school you had a notion you were a much abused person. I guess that you've begun to think all those jokes were on you."

"I was no worse than the others."

"Oh, yes, you were. The others were brighter than you, and they got a part of their lessons. You could knock them about on the playground, but they are beating you out in the game of life. But there is time for you yet. If you will take up some one thing and work patiently you may rise above the muscle stage of existence."

"One doesn't have to go to college to make a success of life," pleaded the delivery young man. "Look at the business men of to-day. They got their schooling in log houses, at least many of them did."

"They got the education that is making them successful in the only school where they could have acquired it," said the corner grocer. "At least they got it. They knew how. That is the main thing. They are not running their business by muscle motor. They are pushing it along from the brain pan. Perhaps you can learn to do the same thing, but you won't start in in any office job at fifteen dollars a week."

"Where can I start?"

"You've got a start right now—in the grocery business. The men who will wholesale groceries when you are

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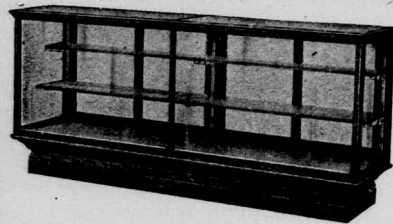
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EL PORTANA



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Grand Rapids, Mich.

fifty years of age are yet in school. You have time yet to compete with them, but you will never be able to do so without special training, and it won't hurt you to begin on a delivery wagon. The youth of the world is a raw product—a very raw product—and must be whipped into shape before he is any good anywhere, remember that."

"You talk as if a young man was a bear, that has to be trained before he can even jump through a hoop."

"That's just what he is, my son. You take a babe and put him away where he can't mix with people as he grows up, where he never hears the sound of a human voice, where his evil passions are given full sway, where there is no discipline, and what sort of a man will you have? You'll have an animal. He won't know how to talk. He will lack the commonest principles of decency. He will rave like an ourang outang. It is the training that counts.

"Of course, in order to make a desirable man you've got to have good material to work with, but the man who won't cultivate his brain, who won't learn how to meet people, who won't discipline his animal nature, who won't learn how to do the things which advance the race as well as the individual, that man is headed for the long cut where the men are throwing out earth in order to make the railroad right of way level. A man is not different from a horse. You can train a horse so he is too valuable to put to the plow, and so you can train a man until he is too valuable to keep on the grade, but you can't do it unless he takes kindly to the operation and helps you along in the work."

"I'm sick of the notion of acquired qualities," said the young man.

"Well, all the qualities that are worth anything in business life are either acquired or developed," said the grocer. "As I said before, a man in the rough is of no use in the world, except as a strong ox is of use. If you want to get something good you have to train, train, train! It makes no difference whether you want to be a prize fighter, a horse jockey, a crack surgeon, a big lawyer, a grocer or a preacher. You've got to train. You may think you have some quality of horse sense which will enable you to keep up with others who have special training, but you'll find that you are wrong. Come, get back to the point. What have you that is worth an office job and \$15 a week? Nothing. You have the goods for a shoveler. That's all, my son. Think it over." Alfred B. Tozer.

A curious specimen of old bread was found in an ancient cave-dwelling in Arizona. Experts declare it to be more than five hundred years old. It is the only good example of prehistoric bread that has ever been found in this country. From the appearance of the loaf the bread was dried, not baked. It apparently was made by gathering the unleavened dough into a cloth, like a pudding-bag, twisting the cloth to squeeze out the water, then drying it with its contents in the sun.

Too Little Thought Is Bestowed on Gift-Giving.

Written for the Tradesman.
In the very first place, don't think that you have to give a rich person costly gifts, especially if you have a pocketbook that an extra ponderous pachyderm has the unpleasant habit of continually and unconsciously treading on. Some of the most appreciated of presents to people of means have been some little convenience they themselves had overlooked in providing for their daily needs. For instance, a little girl I know, who has to be very careful as to how she spends her few pennies, gave to an old millionaire an extra soft round piece of chamois skin, prettily "pinked" around the edge. This poor little present from a poor little maiden has been so useful to the rich old gentleman in keeping his spectacles shinningly clear that he has blessed the giver every day for the last 365 of 'em. The chamois is only four inches in diameter, cost just 4 cents, and is carried constantly in the old millionaire's vest pocket, where it takes up scarcely any room, and is really the choicest of any of his gifts, not even excepting those from his equally rich relation. Think of it—a 4 cent gift to a man worth his ten hundred thousand!

A soft hair whisk broom went, on a Christmas tree, to a wealthy woman for brushing especially a beautiful black velvet picture hat she wore last winter. The bristles were of just the right length and stiffness—or rather softness—to take the dust off nicely from velvet and the lady prizes the brush highly; in the first place, because she loves the donor, who did not uselessly burden herself in the giving, and, in the next place, because the brush is so handy and is exactly the sort needed for her big hat, and she did not happen to have precisely the brush for it in any of her toilet sets.

If you give calendars for Christmas or New Year's or birthdays don't get farm scenes to go to country people—they get enough of the farm all the year round and would prefer a marine, a portrait or a picture of a luxurious interior. Don't give the wrong calendar to a temperance person—don't give a Bacchanalian scene. Don't "rub it in" by presenting a hard-working fellow with a calendar or other picture of another hard-laboring man; give such to one who is not called upon by necessity to be a son of toil. Don't present to an invalid anything that will be a reminder of sickness. Let your gift to him be of a nature to take him out of himself. Don't select pictures of the old for the old; rather something to do with little children. On the other hand, the average youth never appreciates references to old age; he wants everything to be strictly up-to-the-instant. It is "casting pearls before swine" to give a gift that savors of the aesthetic to one who is engrossed in materialism. Once I bought a dozen of the most beautiful peonies for the birthday of such a person, only to have my splendid flowers scorned and to be told to keep them myself; that they would do me more good than the one for whom they

were purchased. My chagrin may better be imagined than described. You see, I am so fond of flowers myself that I made the mistake of supposing that others were equally so, although I was an ignoramus not to know better than that.

If suggestions along the above line were adhered to more generally there would be less dissatisfaction over gifts than prevails now. H.

Conscientiousness.

Employers say it is seldom that you find a conscientious worker. One man said that he had only one person of this special type in his employ, and lost him because he did not realize his worth.

The great reason why large firms have to stand by time clocks is because most of their help, even their best men, are not conscientious workers. This man was discharged because he had been absent and late a number of times. The employer happened to look over his record after he had gone, and noted that day after day he was late from five to ten minutes. Something else caught his attention, however. He found that on each day he was late he remained overtime often five times the length of time he was tardy. On the day following his absence he did twice as much work as other men on the same day.

One may draw his own inference from the fact that the discharged man now holds a higher position than his former employer.

People who make a show on credit seldom make a creditable showing.

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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.**

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WENT WEST.

Fortune Favored the Invalid and He Got Rich.

Written for the Tradesman.

"If you remain at your present occupation you may live a year, possibly a little longer, but after that," the doctor paused and shrugged his shoulders, "I can not say."

Howard Marshall's thin white face with hollow cheeks grew whiter and more drawn.

"But, doctor," he said, "I can hardly leave my present place at the store. I have a small working interest in it and the business at present is at a critical stage and needs all of our combined efforts to pull it through. I am a young man but I have sunk my last cent in it and I have my mother to think of. Is there not something you can do so that I can stay at my place a while longer?"

"Nothing," said the doctor. "Go West, live out of doors and the air may repair the damage done to your lungs by your work inside."

The young man walked despondently from the office, his once broad square shoulders now grown thin and drooping.

Once outside, the fresh air gave him courage and he quickly made up his mind. The only course open was to sell the interest in the grocery store in which he had invested his little savings and, after installing his mother comfortably, with the proceeds go West. He was still fairly strong and might find employment at light outside work until his health should improve.

Two weeks later found him on a train speeding West.

At Denver, Colorado, the Mecca for "lungers," he made his first stop. Wandering up Sixteenth street from the station, he was attracted by a small crowd of men at the corner of Market street. Natural curiosity leading him to stop and see what was the cause of the gathering, he found himself in the midst of the group of employment offices, the salvation of many an Easterner gone broke in the West, furnishing means of cheap transportation for numbers of tramps who, when shipped to a destination, left the job suddenly without so much as showing up at the railroad works where they were supposed to work.

Marshall stood idly in the crowd looking at the crudely lettered signs tacked on the wall, which offered employment of various kinds, all of which he found too hard for him in his present weakened state.

"Want a job, pal?" asked one of the employment agents. He took in the thin frame and hollow cheeks at a glance, but every man sent by him meant more commission and whether the man was able to work or would work made no difference to him.

"Yes," said Marshall, in answer to the query.

"Ship you to Berthoud, only sixty miles. Work on a sugar beet dump," said the agent. "Ever use scales any?"

"Yes," said Marshall.

Without further ado he was taken inside and, after paying the fee of \$1.50, was told to report that night at 9 o'clock for the trip.

The despondent young man killed time throughout the long afternoon and promptly at 9 was on hand. He was escorted to the station in company with eight other men in various down-and-out stages and given a ticket to Berthoud. That night the party stayed at a hotel in the little town. Most of them had no money, the sugar beet company paying for meals and lodging. In the morning they were taken out and distributed along the line of the little railroad which the company used to haul beets to the factory from the various receiving stations or dumps. A foreman went along and installed Marshall at a dump in a little scale house. All day long he sat before the beam of the Fairbank scales weighing the wagonloads of beets that passed over the platform in an endless procession. At night he went to a farm house nearby, where he had secured board. Soon after eating supper he dropped into a dreamless sleep. Although he had clear air at a high altitude to breathe, his work was nearly as confining as it was in the store. He could see little improvement and finally asked the foreman for work out of doors. He was given the position of tareman. Then four of the men at the station conceived the idea of renting a big tent and making their home in it, doing their own cooking on a nondescript stove borrowed from a nearby farmhouse. The life in the open and sleeping in the tent, where in the late fall the water often froze in the pail, soon had its effect on the city desk-worn man and it was not long until his strength and vitality began to return, and with them came a great longing to go back to the old life that he knew so well and in which he had hoped to be successful.

Then, one day, as he was jogging the eighteen miles to the nearest town for supplies, came the idea that later established him in a comfortable store of his own and made life worth living once more.

At the station at which he worked Marshall counted ten men, all with families. A mile away was a beet farmer who all through the hauling season kept a force of twenty teamsters and as many more in other capacities. Scattered around the station within the radius of a mile were dozens of other farmers, each with equally large forces. On every beet farm was a large family of Russians or Mexicans employed as beet weeders and planters all summer long. And all these people made the long trip to town oftentimes through mud hub deep when neither men nor teams could be spared to get the weekly supply of groceries. Why not start a grocery store at the station?

With a promptitude born of several years' business experience, Marshall began talking the matter as soon as he returned to the camp. Every one promised their support and then the energetic young man gave up his position at the station and began the organization of a stock company or co-operative scheme for the starting of the store, the only way possible considering his present financial condition. He had some difficulty in

To the Retail Shoe Dealers

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Simplify matters—lower the cost of doing business by entirely eliminating the risk of loss. Every shoe in the line is a seller any day. No freak styles to go stale, plain values, quick sales, always available. Carried in stock. Made to sell thrifty people who appreciate durability.

Some mighty bright dealers are pushing Hard Pans and making money. Are you?

Our Name on the Strap of Every Pair

Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.



Stock No. 887

convincing the hard-headed old farmers—foreigners—that the affair would be a success, but after considerable difficulty induced them to subscribe enough stock to get the store in running order. A plain frame building was erected, a good stock of staple groceries was laid in and the store opened for business.

Things went on flourishingly for a while and the new project seemed to be on the high road to success. Then one day Marshall thought of something that made him tremble for the success of his venture. He had started the store in the fall when the season would soon be over and much of his custom move away. Still in its infancy, the business would hardly be able to tide over until the next spring, when the increased population at the station would make enough business to put the project on its feet for all time and provide sufficient funds to carry it through the dull winter months. But fortune favored the young man. The frosts came early, freezing the beets in the ground. The sugar company refused to take beets except in such quantities as they could work up at once, fearing to store the thousands of tons as it was thought that a thaw might come and destroy a large share of the season's crop. The growers were cut down to a certain tonnage and could haul only a certain amount each day, thereby compelling them to keep their force on nearly all winter. In the spring the store was still running, with a good profit on the right side of the ledger. The following summer put the project on its feet and

made enough money to enable Marshall to buy out the stock of the farmers, who were willing to sell at a small profit in order to be rid of a matter in which they were not greatly interested.

This done, Marshall turned his attention to larger things. There were thirty stations on the road, at each of which conditions similar to those at the first one prevailed. Why not start a store at each?

Five years later, with two-thirds of the stations covered by his stores, he took a trip back East and walked into his old doctor's office in his home town. The doctor looked up from his desk as the tall broad-shouldered young man darkened the doorway. He searched his memory as the big young man grasped him by the hand, and finally blurted out, "Howard B. Marshall, I'll be bound! How did it happen?"

And the young man told him all about it. Burton Allen.

Some Historic Features Surrounding Jamestown Exposition.

The exposition on the shores of Hampton roads has a great advantage in being located upon a historic site. It bears the name of a long abandoned settlement on the James river whose foundation 300 years ago affords the occasion for celebration. But it does not have to draw much upon the history of that first capital of the "Old Dominion" to arouse interest, so many stirring scenes having been witnessed in its immediate vicinity since the earliest

days of European discovery and settlement.

The visitor to Norfolk may see for himself plastered high in the walls of an old brick church a cannon ball fired from a British war vessel during the revolution. He needs little imagination to picture the Chesapeake as it sailed out to sea, to be overhauled and humiliated by the British frigate Leopard in one of the exciting years just preceding the "War of 1812." He may find still living many persons who witnessed the famous duel between the Monitor and the Merrimac, which revolutionized naval warfare.

When the conspicuous part played by the splendid harbor of Hampton roads in the three great wars of the republic is recalled it is evident that there is good reason for the naval features of the coming exposition. A large amount of history has been written since Newport sailed into those waters with his little fleet in the spring of 1607, and much of that history has been connected with the sea.

The distance is not great, either, to the storied points on the Chesapeake. Yorktown is but a few miles away across the peninsula. The Potomac and the James are dotted with places made familiar by three centuries of American development. Unlike many parts of the country, too, the land has suffered few changes since those early days. No large population has rushed in to alter the face of nature. It is easy to sail along those wide rivers or visit for a while at Williamsburg and the site

of Jamestown and get right back in fancy to the days of the "knights of the golden horseshoe" or the fiery eloquence of Patrick Henry.

In fact, except for the centennial exposition at Philadelphia, there has never been an enterprise of this character where the site was so rich in historic associations. The probabilities are that the greatest pleasure to the visitor will not come from what is to be seen within the grounds of the exposition. It will be found, rather, in the hours spent in places whose traditions are interwoven with the making of the nation. The historic spots of New England are familiar to thousands of Americans who have never set foot within the domain of Virginia. To many of them the northern influence has seemed by far the greater. It will be a means of strengthening still further love of country and pride in its glory to be able to see an entirely different environment and to have emphasized those features of our national life which had their origin in the storied region centering at Hampton roads.

One reason for so many spoiled children nowadays is the fact that woodsheds are no longer built. If you spare the rod you spoil the child, yet no father feels exactly like inviting Eddy in the furnace cellar, besides it would be difficult nowadays to scarp up a shingle, and a roofing slate is about the most incongruous object possible to use in correcting a bad boy.

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(the sign of the best rubbers made) and the top is cut from a special selection of Milwaukee Grain, light, durable and pliable and silk stitched throughout. They'll get you business.

Why not let us send you a sample case on approval?

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Not in a Trust

236 Monroe St., Chicago

TWO CENTS A MILE.

Seventeen States Enact Passenger Rate Laws.

The sessions of the Legislatures in the various states are drawing to a close and the railroad interests are beginning to breathe more freely. They feel that in most of the states they know the worst. They have been hard hit, however, in more ways than one.

The wave of resentment against the railroads which has been sweeping the country the last winter resulted in a perfect flood of bills aimed at a reduction of the enormous profits which have been pouring into the coffers of the various lines. These measures were inspired by the revelations of the Inter-state Commerce Commission regarding the methods used by the apostles of "high finance."

The most popular form of hitting the railroads has been in reducing the rates of fare charged. During the last week the Legislatures of Minnesota and Pennsylvania have passed bills reducing the rate for carrying passengers to two cents a mile. The Senate in Michigan also passed a similar measure and the House will adopt it this week. The Minnesota bill has been signed by Gov. Johnson and Gov. Warner of Michigan is ready to sign as soon as he has a chance. The Governor of Pennsylvania signed the bill last Friday. The Pennsylvania Railroad made a strong effort to have the Governor veto the measure. President McCrea wrote a letter to Gov. Stuart claiming the bill was unfair to the roads, but the protest was ignored.

In Illinois the House has passed unanimously a two cent fare bill and the Senate now has it under consideration. The outcome is problematical.

Considering the bill as good as passed in Michigan, and not counting Illinois, this makes seventeen states that have enacted two cent fare bills. They are:

Alabama.
Arkansas.
Indiana.
Iowa.
Kansas.
Michigan.
Minnesota.
Mississippi.
Missouri.
Nebraska.
North Carolina.
North Dakota.
Pennsylvania.
South Dakota.
Oklahoma.
West Virginia.
Wisconsin.

These acts probably will mark the end of the anti-railroad legislation for this year in most of the states, as the sessions will come to a close in a few days. In Michigan and Minnesota, however, there is likely to be further radical legislation. In the latter State there has been considerable friction between the lawmakers and the representatives of the railroads. They failed to get together on a compromise fare measure, and there was such an ugly feeling over the matter that the two cent fare bill was rushed through both houses in one day.

It is expected that as a result of the strained relations a bill will be passed ordering an average reduction of 12½ per cent. in the commodity rate. A bill ordering a 5 per cent. gross tonnage tax also is looked upon as a certainty.

In Michigan also further railroad legislation is expected.

With the passage of these low fare measures, however, the fight against the railroads has only been half won. The representatives of the railroads propose to fight in the courts every two cent law which has been passed by a Western State. If the roads win in the United States Supreme Court, to which they propose to carry the contest, the Eastern roads will take steps to upset the two cent fare laws of Ohio, Indiana, Michigan and other states.

Some of the railway managers believe the best plan is to appeal to the Inter-state Commerce Commission against the application to through traffic of the two cent rate of the different states. The attorneys for the railroads, while agreeing that the Commission would rule that a two cent rate was unreasonably low, particularly in the Western States, think too much time would be consumed in reaching a final decision in the matter if it were taken up first by the Inter-state Commerce Commission.

The roads traversing Indiana and Michigan are preparing to make effective without delay the two cent rate on inter-state traffic, but will not reduce their rates on inter-state traffic on a basis of two cents on their mileage in states making that the maximum fare until the courts have ruled that they must do so. Such a ruling would cost the railroads between Chicago and the Atlantic seaboard millions of dollars annually.

Some attorneys for railways believe that the highest court will decide that the state laws are unconstitutional, because of their effect upon inter-state traffic.

Anti-pass measures have been enacted in several states.

In Iowa two attorneys or firms of attorneys in each county and two physicians in each county and one eye specialist for each division of a road are permitted to ride free, as also are firemen and policemen when wearing uniforms. Children going to or from school can be carried at reduced rates. Everybody else must pay.

In Nebraska only bona fide employes of roads can ride on passes. The new law makes void all free passes now in existence. To be entitled to a pass a person must give the major portion of his time to the service of a railroad. The bill has been signed by the Governor and goes into effect at once.

The bill passed by the New Hampshire Legislature forbids State officials from using railroad passes. The Governor is authorized to contract for railroad transportation of members of the Legislature and public officers as needed. The present mileage compensation is to be abolished and a weekly allowance made for legislators traveling from their homes to a railroad station.—Chicago Tribune.

Buck Bal



This shoe is made from a leather as soft as a glove, and as tenacious as Indian tanned buckskin.

We use an extra quality of slaughter sole leather in the bottoms, giving it excellent wearing quality throughout.

This shoe beats all records for durability and comfort.

Black or Tan, men's sizes, \$2.15.

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Grand Rapids, Mich.

Plans To Make Hoisting Machines.

Owosso, April 9—Daniel Abrey, of this city and Detroit, is superintending the building of a patent hoist. The hoist is being manufactured at A. A. Steggall's machine shop, and if it is the success that Mr. Abrey and Mr. Steggall believe it will be the apparatus will be manufactured in large numbers. A big railroad system is watching the invention and will take several score.

The hoist, which is fully covered by patents, is for use in machine shops and factories wherever heavy weights are to be moved. The principles of its construction and operation are new and much simpler than the derricks and carriers now in use. With a very little change the hoist mechanism can be used for an elevator. Mr. Abrey has sold Pennsylvania to the Earle Construction Co., of Philadelphia, on royalty and a large number has already been put out by the company.

Mr. Abrey is best known here as a real estate dealer, having platted and exploited Maple Park, from which he has withdrawn, but he is a mechanic and inventor of no mean ability. He already has one elevator to his credit, which is being manufactured and is quite generally in use. Mr. Abrey gets a royalty off this patent.

If the hoist proves all that is expected of it a company will be formed here and a factory erected for the manufacture of the contrivance.

Mr. Abrey has patented many kinds of machines during his busy life. He was the inventor of the hoist machine which ran the first cable cars in Chicago many years. In spite of the great value of that invention Mr. Abrey made very little off it. A corporation got hold of the patent and made the money.

Payne Bros., proprietors of the Owosso Canning Co., have purchased the old Laverook screen door factory and will remove their business to that location. Instead of employing twenty hands they will now be in position to give employment to 100. The same firm owns a creamery at Pewamo.

F. W. Smith and Felix Teal, two employees of the Estey Manufacturing Co., who left this city a year ago when the company's factory was destroyed by fire, have returned from Baltimore, Md., and will go into business for themselves. In an abandoned factory they will soon start the manufacture of veneer.

Plans To Double Its Output.

Bay City, April 9—Although the Bay City Traction & Electric Co. is not now producing its capacity in electrical units, the company has decided to begin within thirty days the construction of an addition to its plant that will slightly more than double its electrical output. The decision was arrived at in view of the fact that the new buildings and manufacturing plants determined on for this summer will give the company an increase of patronage that will more than tax its capacity.

Five manufacturing plants are to be constructed this summer, besides which there will be, exclusive of any building made necessary by the passage of the park proposition, seven

down-town business blocks, ranging from two to five stories.

The Traction & Electric Co. will install new turbine engines throughout and will add about 1,000 horsepower to the boiler capacity. Two huge new dynamos will be placed. The cost of the improvements, including the new building, will be about \$100,000.

The present plant is still new, being built only five years ago at a cost of about \$125,000. Since the park proposition passed the company is compelled to enlarge anyway, owing to the large number of new buildings that will have to be erected.

Modesty versus Money.

When the wind was in its most capricious mood on a particularly "blowy" day last summer, a woman at that mysterious age when her friends speak of her as "well preserved," made a dash around the corner of the treacherous flatiron building. Her gown was the lightest of summer muslins, and on her head she wore a marvelous creation of gauze and flowers. Every vagabond breeze in that vicinity instantly saw an opportunity to do stunts.

Sooner than it takes to tell it, the summer muslin was describing the most alarming aerial flights. But its owner, a hand on either side of her hat, kept on as stubbornly as though such a display of open-work hosiery was an everyday affair.

"Madame," cried another woman, rushing up to her, holding her own draperies in a tight embrace, "you are probably not aware of it, but your skirts are above your knees."

"I don't care," retorted the other, never moving a finger from the flower-laden bonnet. "I've had those legs for forty-eight years and can't lose them, but I've just bought this hat and paid eighteen dollars for it, and I don't mean to let it get away."

Creature Could Swallow Earth.

A queer little animal is the one called the "slipper animalcule," but which men of science call "paramoecium." The most wonderful thing about this little creature is the rapidity with which it multiplies. By a beneficent provision of nature they seem to become exhausted and die after the 170th generation. A naturalist points out that if a paramoecium family should have a run of luck and all members live for 350 generations they would crowd every other living thing off the earth and be themselves bigger than the whole planet, while if they were to have enough luck to survive to the 900th generation the sun, moon and stars would be floating in a universe of them. These little creatures are plentiful in stagnant water.

A ma does not get on the bright side of life by scoring his fellows.

SELL

Mayer Shoes

And Watch

Your Business Grow

"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.



Our Trade-mark Represents Some Marked Advantages Over Ordinary Footwear

It indicates shoes that stand hard abuse better and last longer.

Shoes whose style, appearance and fit make them the kind that go on the feet and don't stay long on the shelves.

Shoes whose service is so good they bring the wearer and his friends back for another pair.

We make many kinds and styles—all quick sellers at a fair profit.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Capital, \$800,000.00

All Business Men Require

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

The **Old National Bank**

No. 1 Canal Street

Grand Rapids, Mich.

Is the oldest and largest bank in Western Michigan.

Resources \$7,000,000.00

COLLECTING BAD DEBTS.

One Good Way To Accomplish Such a Result.

They certainly were dandies, these Simpsons, both he and she.

They had an account at our store for two years, and they had other accounts on the street, too. With us they never had been satisfactory, because of the frequent complaints and the delays in settlement.

Simpson or his wife would make some purchases and have them sent to their home. When the time for payment arrived, either one or the other, generally the one who was absent at the time the purchase was made, would call and on one pretext or another make some claim or return part of the goods, and before the matter finally was adjusted they would have secured from two to six weeks' grace, and often even a longer time. When pushed hard for a settlement, one would blame it on the other, and it seemed an utter impossibility to get a bill paid within anything like a satisfactory period.

This state of affairs finally came to such a pass that I determined at the first opportunity I would force the issue to a condition where I would be justified in closing the account.

I had not long to wait.

During a certain month Mrs. Simpson had made numerous purchases. These goods were charged on different days during the month, and an itemized bill was sent for the entire account on the first day of the month following. The time for the payment of the bill passed by without receiving any attention from the Simpsons. I then sent one of the collectors up to see them. He returned with the information that they would not pay the bill until a hair brush and comb, two of the items on the bill, were accepted as returned and credit given for them.

Now, it was an invariable rule, and for sanitary reasons an obvious one, never to exchange or receive back a hair brush or comb. Signs in the department, as well as statements by the salespeople, so informed purchasers. And when the Simpsons made this purchase they were well informed on this point, because in a previous instance they had an encounter with the department manager on account of their effort to effect a similar exchange.

Simpson was in a sort of note shaving business, and had an office in one of the buildings opposite our store. His business was in the name of a company, and, although most people knew that he was the sole owner, he claimed to be only a salaried employe. He signed all checks, using the company's name with his own under it as cashier.

He also was known to have considerable real estate, but this was in such shape as to render it entirely "ungettable" in the event of the necessity for recovering a claim by legal means. This property was trust deeded to some individual, most probably fictitious, and the instruments redeeming it were locked away in some safety deposit vault, where no one but Simpson or his wife could get at them.

In short, it was a dead open and shut game of freeze out if they ever made up their minds not to pay their bills. And sooner or later this condition, I feared, would be brought about. So I determined to get out from under before the crash came and here was my chance.

As soon as I was informed of the condition relative to the brush and comb complaint by the collector I rushed an order through the house closing the account. I next called my head collector, an experienced, resourceful fellow, and to him I stated the circumstances, concluding with these instructions:

"Their bill is \$368. Now, Charlie, I want you to get that money to-day. You know your man and I am going to leave the entire matter in your hands. You need not consult me as to the method, and as long as you remain within the law I won't ask any questions. Just get busy and be sure you get the money."

Charlie walked directly to the building in which Simpson had his office. On reaching this he ascended by way of the elevator to the floor on which the office was located, went down the hall until he reached the glass door on which was painted the name of the company which Simpson claimed to represent, and, pausing for a moment to reflect on his best mode of procedure, turned the knob and entered.

Charlie had been there once or twice before. The room was neatly furnished with such articles of furniture as usually are found in a one room office. Simpson's desk was in a corner of the room inside a railing about three feet and a half high. His desk and a couple of chairs occupied the entire available space inside this inclosure, and a swinging door permitted entrance and egress. Outside the railing was the desk of the stenographer, a safe, a letter copying press, and a few chairs. Rugs covered the floor and a few really good pictures hung upon the walls. But the thought entered Charlie's mind, as he glanced around, that there was no \$368 and costs worth of stuff here, if he was compelled to make a levy.

When Charlie entered he expected to be met by the stenographer, but instead he found Simpson alone and at his desk.

"Good morning, Mr. Simpson," said Charlie, with his habitual smile.

"What can I do for you?" responded Simpson, sternly, evidently recognizing his visitor and guessing his errand from previous experiences.

"Having more trouble at the store?" asked Charlie, so as to give him an opportunity for any explanations he might wish to offer, so that he might get down to the real business of his call as rapidly as possible.

"Yes, there's always trouble at your store. I'm going to quit trading there. I told my wife so only last night. You fellows don't know how to run a store. You say that you will exchange purchases if they are not found satisfactory, and at the first chance you refuse to do it. I tell you I'm sick of your confounded methods over there, and I'm going to end it right now." By this time he was talk-

ing rather loudly and gesticulating almost wildly. Probably he thought he could bluff Charlie by this line of talk.

"We would be sorry to lose your trade, Mr. Simpson, and I am sure we would do anything within reason to make trading with us agreeable for you. That is entirely outside of my department, but I know there are those in the employ of the house who would make every effort to adjust any grievance you may have. I am here, Mr. Simpson, for the purpose of getting your check for this account," and here Charlie handed him the statement.

"I'll not settle that account to-day. Furthermore, I'll not settle it until I get good and ready, and I promise you it's going to be some time until I do get ready. When you get your machinery in such working order that you can give me credit for the goods that I can't use, let me know."

"What goods are those?" asked Charlie, as if he never had heard of them before. Simpson explained about the comb and brush.

"But, Mr. Simpson, would you like to buy a brush and comb for your use that the chances were some one else had used before?"

"It don't make any difference. I won't pay the bill. That's what."

"Well, I'm sorry to hear you say that, because in such cases I have to do things I don't like to do. You bought the goods and, instead of asking unreasonable things, you should pay for them. Besides, you know this is not the first time you have made trouble for us."

"I will not pay the bill, so you might as well get ready and sue me for it if you want to."

Charlie went back to the store. Down into the basement he ran and directly to the shipping room. Here he found the man having charge of the porters and wagon men.

"Say, Henry, I want ten good, strong, husky fellows for about an hour. Charge their time to the credit department. But I must have big, strong men."

"Wait a minute, then," and the man hurried away. He soon returned, followed by a dozen men dressed in jumpers, with sleeves rolled up and in most cases with collars turned in. Charlie looked them over rapidly, smiled more deeply than ever, and finally selected ten of them.

"Can you spare these for a while—say, an hour or two?" he asked of the man in charge.

"Yes. We're not busy here to-day. You can keep them all the afternoon if you like."

"Good! Thanks, old man. Now, my men, come over here until I tell you what I want of you." And Charlie led them to a corner of the room and spoke to them for about five minutes. Then they each got their hats and followed Charlie in single file out of the basement.

Over to the building in which Simpson's office was located Charlie led them. He squeezed the bunch and himself into the elevator and up to Simpson's floor they ascended.

Arrived here, Charlie strung them along one behind the other, in a line

directly opposite Simpson's door and about twelve or fifteen feet away from it. The line reached back from there clear to the window. Then Charlie said to them: "Now, every one of you know just what to do?"

"You bet yer life we do," returned they.

"All right. Well, here goes."

Charlie went to the door of Simpson's room and entered. He found Simpson sitting at his desk just about as he had left him. As Charlie entered Simpson looked up and seeing him so quickly again probably thought he had called to conciliate him and cajole him into a settlement.

"There is no use of your bothering me. I told you that I won't pay the bill, and that settles it," he almost shouted.

"All right," said Charlie, and he turned and left the office.

He closed the door behind him and walked straight over to where the porters stood in line. He approached the first one, and handing him the statement said: "Go ahead, Bill."

The man addressed was tall, broad, and strong, dressed in a blue and white striped jumper, the sleeves of which were rolled up, showing extraordinary muscular development; his big hands soiled with the cases of goods he had handled, he certainly looked the part of the bruiser. He shuffled into Simpson's office and straight up to that gentleman's desk. Here he shoved the statement under Simpson's nose, and tilting his hat over his left ear he said:

"Soy, I've come to kerlect that bill, d'y'er see, an' I wants de mon. Come, cough up."

"I won't pay it."

"Well, s'long. If I'm returned t' dis yere shebang fer de mon' agin yer had best t' hev it waitin' fer me. Now mind, see? I'd git it now 'f I hadn't been tole t' go light on yer. See?"

And the man strutted to the door and out.

Just outside was Charlie awaiting results, and he was informed of the result of the big fellow's call, and what had taken place.

"Now, Bill, you take your place at the back of the last man in the line, and you take your shot at the guy." This latter was meant for the second man in the line, who immediately stepped forward and proceeded to enter Simpson's office. He returned shortly and told Charlie that he had met with no better success than the first. He also went to the rear of the line of men and took his place behind the others, the column moving gradually forward.

"Number three," said Charlie. The next man, the one now at the head of the column, stepped forward. This was an extraordinary specimen of the immense size to which some of the sons of the Emerald Isle grow. As large at least as the one who had interviewed Simpson first, brawnier, although not quite so fierce looking, he would have been anything but a pleasant foe in an encounter in which size and muscle would contribute toward supremacy. Besides, he was gifted with the brogue. Charlie had great hopes of his ultimate success with this fellow, and he was hardly

to be blamed for his confidence. "I don't think he can withstand your brogue, Mike. Give it to him good and plenty. If we don't get the money before, I'll bet money you get it on the next trip in."

Now, the Irishman made up his mind that the easiest way was the best way, and the best way was to "con" him out of the money. He leaned his big heavy hulk of a body familiarly over Simpson's desk, put one of his immense dirty hands on the back of Simpson's chair, and the other on the desk, and, looking Simpson square in the eye, and speaking in a confidential tone of voice, said:

"Now, ye'll be pleased to hear me till ye me tale, an' oi c'n see be th' lookshs iv yir countenance, koind an' binivilint as that same shows yi t' be, that ye'll be afther takin' me advice bein' as it cums not on'y frum the heart, but that it ish the bist dictate of me moind. Ye undershtand the sityeashun. Th' shture sez as ye owe thim money, an' thim they goes on an' says as how they'll colickt it no matter phwat koind o' thricks it'll tak' t' git it. So they gits ivirybody in th' house what ain't busy to cum over here to see ye an' te thry an' git the money offa ye. There's a great big bunch o' thim outside yer dure there, an' there's a whowl regimint mure down shtairs, jist waitin' like fir the chanst ter cum upp. An' the orders is if they don't git the money here t' folly ye to yer home t'night and wan afther another will go in te see ye there. Remibmer there is over tin tousend peple impleyed in the shture, an' it won't do ye anny good at all, at all, to have thim follyin' ye ivrywhere ye goes. Now, be jabers, it's me earnist requisit that ye be listinin' te the good sinse that oi'm prachin' t' ye, an' that ye will shtop the whole tomfoolery be payin' the bill."

But the Irishman's "sinse" had no effect on Simpson. He just refused to pay the bill.

The fourth, fifth and sixth man went into the office without effect. The result of each man's interview was the same. He finally refused even to look up when they entered.

As each man came out after the interview he took his place at the rear of the line, thus always leaving nine men in line and one either in the office or on his way there.

Finally, after the seventh man had left him, Simpson opened the door about an inch and peeped out. What he saw there made him think that the Irishman had told him the truth. He saw the line of men, and one coming with rapid strides towards the office.

"Well, I'll be darned! He certainly has brought a regiment."

His first thought was of locking the door, but he realized that this might cause a scene. Next he thought of the police, and he finally rang up the Central office over the phone. Charlie's waiting man inside the office while the conversation was being carried on reported one side of it to have been something after this fashion:

"Hello, is this the police station? Well, this is Simpson in the Blank

Hardware Price Current

Table with multiple columns and rows listing hardware items such as AMMUNITION, IRON, METALS-ZINC, MISCELLANEOUS, MOLASSES GATES, PATENT PLANISHED IRON, PLANES, NAILS, RIVETS, ROOFING PLATES, ROPES, SAND PAPER, SASH WEIGHTS, SHEET IRON, SHOVELS AND SPADES, SOLDER, SQUARES, TIN-MELYN GRADE, TIN-ALLAWAY GRADE, BOILER SIZE TIN PLATE, TRAPS, WIRE, WIRE GOODS, WRENCHES, HOUSE FURNISHING GOODS, and HORSE NAILS.

Crockery and Glassware

Table listing various crockery and glassware items including STONEWARE (Butters, Churns, Milkpans, Stewpans, Jugs), SEALING WAX, LAMP BURNERS, MASON FRUIT JARS, LAMP CHIMNEYS, ANCHOR CARTON CHIMNEYS, FINE FLINT GLASS, LEAD FLINT GLASS, PEARL TOP IN CARTONS, ROCHESTER IN CARTONS, ELECTRIC IN CARTONS, LA BASTIE, OIL CANS, LANTERNS, LANTERN GLOBES, BEST WHITE COTTON WICKS, COUPON BOOKS, and CREDIT CHECKS.

National Bank building. There is a persistent bill collector with a force of a couple of dozen, maybe more, men lined up in front of my office and he sends one at a time in here to molest me. Can't you send some one up to put a stop to it? What's that? You can't stop him unless he is disturbing the peace. Well, he is disturbing my peace, and if he don't go away soon I'll be a fit subject for the lunatic asylum. That's nothing, you say? Well, I'll be darned. Advise me to pay the bill, do you? Well, I'll see him in hades first. Fine police force you fellows are."

And the conversation was stopped at this point because evidently the other end had hung up the receiver. That was all the satisfaction he got from that source and by the time two or three more of Charlie's men had been in to see him he was almost distracted.

He eventually went to the door and beckoned to Charlie to come into the office.

"Say, how long are you going to keep this up?"

"Until you pay the bill."

"Well, I'm going to leave the office now."

"We will go along with you."

"I'm going home."

"All right. We will accompany you there."

"What? And keep up the same game there?" anxiously enquired the now desperate Simpson.

"Certainly," answered Charlie, and a merry twinkle of the eye accompanied the exasperating smile on his face.

"I'll call the janitor."

"No use. He can't interfere. If he puts us out of the building we will come in one or two at a time. The only way for you to get rid of us is to pay the money. I want that and I must have it."

And going to the door he opened it and said: "Next."

"Say, hold on, I'm getting sick and tired of this desperate game. But I'll get even with you and your blamed store for this, I'll bet you. How much is your bill?"

And Charlie got the check for the full amount, had it certified, did the right thing by the men who helped him get it, and brought the check to me. It was some time afterward before I learned of the trick he had employed to get the money.

Mrs. Simpson called at the store some time after the collection and made some purchases which she desired charged. When told that the account had been closed she came to me and wanted me to reopen it. This I declined to do, but I had to refuse her on one or two occasions afterward.

The persistency of the Simpsons, both he and she, certainly was phenomenal. R. Th. Emgros.

Factories All Report Plenty of Work.

Port Huron, April 9—Larned, Carter & Co., manufacturers of the Head-light overalls, whose head branch is located in Detroit, have concluded to open a branch factory here, and have leased the entire upper floor of the McMorrin-Davidson building, on Water street. No time will be lost, as

the concern already is advertising for help and will commence operations this week. Abner E. Larned, a member of the concern, stated that the company would give employment to about fifty girls at the start, and that this number would be increased to 100 in a very short time.

The Stock Xylite Grease & Oil Co. has done more business this year than ever before in the history of the firm. During the month of March it shipped 66,700 pounds of grease to different parts of the United States and foreign countries. The company supplies many of the mills in the United States with grease and oil. To take care of their increasing business several new tanks and coolers were put in, and a lot of machinery on hand that there is no room for is waiting to be installed. Manager Stock, of the concern, says that another addition will be built in a few weeks.

In a short time the North End section will have the appearance of an automobile testing track and the streets will be among the busiest in the city. The Northern Motor Car Co. will then begin to turn out new machines and the cars will be run up and down the street while being tested preparatory for shipment.

The Huron Folding Bed Co. will commence the manufacture of beds and a large number of the model type will be placed on the market for the first time.

In the course of a few days the Fead Knitting Mills will put a force of seventy-five or more girls at work.

Small Industries Developing Rapidly.

Battle Creek, April 9—A number of little industries are springing up around this city, developing gradually, after the fashion that characterized the early days of the Postum Cereal plant, the thresher works and the others that have acquired world-fame. Some of these are going about as fast as their size can permit.

Among the interesting ones are the Candy Crabb Dough-Nut factory, which concern has heretofore confined itself to a peculiar confection of which the title of the company is characteristic, but which is now manufacturing, for export, all kinds of candies. Others are the Jansen broom manufacturing industry, the outgrowth of a Bedford plant run by H. J. Jensen, a blind genius; the Binder Fertilizer Co., which manufactures a bone fertilizer for lawns and fields, with a national business, and the Osgood Portable Boat Co., which has reorganized and taken a section of M. E. Brown's Moon building for the manufacture of canvas and steel boats.

The big factories are running top speed, even the thresher industries, ordinarily dull at this time, being busy. The Advance Thresher Co., for instance, is working ten hours a day and paying \$7,000 a day in wages. Nichols & Shepard's thresher works are shipping carloads of machines. The busy season for food factories also begins now, as this breakfast food of the flake or granulated varieties is more in demand in summer than in winter.

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.

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.

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.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 6—This week jobbers seem to be rather more cheerful, but there are some who seem to think we are on the top wave and that it is high time heed be given to warnings which conservative men have been giving out for some time. Prices seem to have reached their highest and "the cost of living" has got to decline. But all this is not within the range of this correspondence. Some pretty good sales of coffee have been made and buyers are not so backward about taking supplies as they were. At least this has appeared to be the case in several instances. At the close Rio No. 7 is still held at 7c. In store and afloat there are 3,943,793 bags, against 3,928,147 bags at the same time last year. Crop arrivals at Rio and Santos from July 1, 1906, aggregate 16,272,000 bags, against 9,185,000 bags at the same time last year. The market for mild grades is in itself "mild." Orders are simply for enough stock to keep up assortments and no change whatever is to be noted in the prevailing quotations.

The stronger tone to the market for raw sugar has led some to prophesy an advance within a week in refined. The demand this week has been moderate and almost all orders were in the way of withdrawals under previous contract, new business being almost nil. To judge from reports coming in, there will be little stuff to can this year and so no great demand for sugar can be hoped for. This will, however, be settled later on.

The demand for teas of certain low grades continues fairly good and quotations on such are well maintained. But for the better sorts the jobbing demand is not particularly interesting. Packet teas under proprietary labels are about the only sort the average consumer wants, and owners of such find little fault with the situation. We still hear an occasional whisper of a big campaign in Ceylons to be made, but—wait!

Stocks of rice are not so large as to be at all burdensome, and it would not be unreasonable to look for a slight advance should there be any increase in demand. This, however, seems not likely to occur. People are not yet "educated up" to the eating of rice, and a little in the average family goes a long way. Three-fourths of the world's inhabitants live on it—but these three-fourths are mostly outside the United States. Choice to fancy head, 4¼@5¾c; Patna, 5½@6¼c.

There has been a fair call for spices and quotations are firm and unchanged. Cloves are undoubtedly running light of supply and there may be very likely will be—some advance. At present Zanzibar are quoted at 18½@18¾c and Amboyna, 20@22c.

New crop Puerto Rico molasses is coming in quite freely and the general molasses market is fairly well

supplied, although there is no overabundance. The demand is pretty good and quotations are firm and unchanged. Syrups are in good demand and held at previous rates. Good to prime, 27@35c.

Packers of tomatoes are firmly standing for 82½c for standard No. 3s and maintain with vehemence that good goods can not be put up this year for less. Every single constituent entering the production of the article shows material advance and the consumer has to pay for it. True, some sellers have named 81½c with an "if," but there is mighty little doing anyway, either in spots or futures, and the whole market is a simple drag. Spot goods are 90c in Maryland. Some holders here are also quoting 90c, but it is said they are not especially active in urging buyers to take hold. Other goods in tins are neglected, with perhaps an exception to be made in the case of corn. Future Maryland, Maine style, 55@57½c. Asparagus is pretty much out of sellers' hands. Peas are pretty firmly sustained on the basis of \$1.05 and up. Anything for less is not to be relied upon.

The top grades of butter are well sustained and the demand is good. The strictly fancy grades are in comparatively moderate supply, but of the average grades there is a great sufficiency. A lot of factory butter was returned from Europe for some reason, and this has now been pretty well worked off. Extra creamery, 30½@31c; firsts, 28@30c; seconds, 25@27c; held extras, 30c; firsts, 27@29c; imitation creamery, 26@27c; factory, 21@21½c; renovated, 21@25c.

Cheese is steady and unchanged. Supplies are, of course, at about the lowest ebb and new stock will find the market well cleaned up. Full cream is worth 15c.

Eggs of the "most respectable varieties" are coming in freely, but are quickly transferred to cold storage and quotations for such will range around 19@20c. There is a huge supply of average grades and these work out at a range of 15½@18½c for Western stock, the latter rate seeming to be the very top. It is this big decline in eggs that has made the "cost of living" somewhat lower.

Camera Works in Mid Air.

Cameras on the wing are flying through Germany. A projectile to take photographs and claimed to have been successful at heights of half a mile is the idea of Herr Marie, a German photographer. A camera having the form of the usual kind of conical shell is thrown into the air by means of a kind of trap. At a predetermined angle as the camera turns to make its descent and is pointed slightly downwards, the shutter is automatically released, and a picture is taken of a broad expanse of country. In still air the flight and spot at which the aerial camera will fall can be calculated with much precision. Precautions are taken to avoid damage by concussion and the results are expected to be of great possible value in military operations.

Many a man loses his heart trying to get ahead.

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.

Saves Oil, Time, Labor, Money
By using a
Bowser Self Measuring Oil Outfit
Full particulars free.
Ask for Catalogue "M"
S. F. Bowser & Co. Ft. Wayne, Ind.

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.

Established 1894
BUTTER—All Grades of Dairy Butter Wanted
EGGS—Get Our Prices Before Shipping
Stroup & Carmer - - - Grand Rapids, Mich.

....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
Office and Warehouse Second Ave. and Railroad.
BOTH PHONES 1217 GRAND RAPIDS, MICH.

W. C. Rea **A. J. Witzig**
REA & WITZIG
PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry
Beans and Potatoes. Correct and prompt returns.
REFERENCES
Marine National Bank, Commercial Agents, Express Companies; Trade Papers and Hundreds of Shippers
Established 1873

Butter

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

American Farm Products Co.
Owosso, Mich.



SUCCESSFUL SALESMEN.

**Frank M. Pierson, General Salesman
Carson, Pirie, Scott & Co.**

Some years ago in a competitive examination for appointment to a position in charge of a public building—this occurred in Boston—the contestants were required to answer the following: "Describe a naval engagement in an American war," to which one answer was returned about as follows: "Two vessels met in mid-ocean; they fought and one overcame the other," and the aspirant for the position claimed full credit for his answer as specifically answering the question. In the final analysis of an ever present, ever dominating commercial question a similarly terse answer might be returned, the question being, "What constitutes successful merchandising?" the answer, "Buying at the lowest and selling at the highest figure."

Volumes have been written, sermons innumerable have been preached, endless addresses have been made, schools have had as their reason for being the one object of teaching or attaining success in business. Specialists, notably of recent years, have devoted their entire time and attention to the same object, illustrating in their results, in instructive measure, the success of its attainment.

When every precedent has been examined and the advisability of every rule and method has been weighed, success in merchandising resolves itself practically into the plain solution contained in the phrase "good salesmanship." That shibboleth is the explanation in very large measure of American supremacy in Europe and elsewhere abroad, supremacy in general as well as leadership in commerce. For it is in large degree to the ability of the high-class American salesman that America owes its status in foreign countries. American institutions have been made familiar to our transatlantic and transpacific friends by those who have introduced to them the products of American inventive genius and American skill as well as the raw material produced in the largest naturally resourceful country. The respect paid abroad to American institutions is a result in appreciable degree of the energy, enterprise and intelligence of those who have familiarized American manufactures in foreign markets. To this class, largely as pioneers, is due somewhat the place of the United States among the great nations, and to the appropriate meed of thanks the leaders among the alert, intelligent, hard-working salesmen of commercial America certainly are entitled.

In the dry goods trade of Chicago, as in few other localities, proportions of population considered, successful salesmanship has been most prominently exemplified. Notable examples of this have been published in recent

years and even within recent months on this page of the Michigan Tradesman. Those who have attained to prominence in the trade which justified their exploitation on this page have all been notable examples of efficient salesmanship. In the commercial air of that community seems to abide an influence tending peculiarly in that direction. One of the best examples of this proposition with whom the Tradesman is acquainted is the gentleman whose name and position are set forth in the caption to this article.

Frank M. Pierson was born at Batavia, N. Y., Nov. 10, 1863. His father is of English descent. He is a miller by occupation and is still hale and hearty at the age of 78 years. His mother was an American. When he

arrangement he spends about five months of the year in Chicago and the remaining seven months he is out on the firing line. His loyalty to his house and the indefatigable manner in which he works to maintain its reputation and prestige are matters of common knowledge with every dry goods merchant in the State, and it is very generally conceded that few men in Michigan put in more hours and accomplish more within a given time than Mr. Pierson.

Mr. Pierson was married in 1893 to Miss Jessica Wickham, of Niles. They reside in the house in which Mrs. Pierson was born. Mr. Pierson has few hobbies outside of a consuming ambition to increase the sales of his house every season. He is not a member of any fraternal organiza-

an insincere suggestion. He is a man who from boyhood has not waited for something very distinguished to do. He believes it is better to do well whatever is before him than to fail in something more conspicuous. It is one of the strongest elements of his nature that all labor seems honorable and he believes that everybody can dignify and make honorable whatever task he has to perform.

Mr. Pierson believes that an aimless life can be none other than a wasted life and that to live only to fulfill the pleasures of to-day, to disconnect to-morrow from the present, to disintegrate the years and to live for spots and single days is a crime. We find to-day thousands of men who have failed of the purpose of life, not because they are vicious, not because they are criminal, not because they are not clever in many respects, but because there is nothing toward which they aim. Mr. Pierson believes that only the earnest man succeeds and that the man who throws aside every weight and keeps his eye on the goal is the man to reach it.

We shall not profit by a study of his life if his example does not inspire us to a singleness of aim and unconquered persistence. He believes not only in keeping on, but bending and blending all our energies upon the subject before us. It may be truthfully said of him that he believes in putting aside whatever wastes our time and dissipates our energies and presses steadily along the path of choice, uphill and down, and is not satisfied until we attain our aim and achieve at least an honorable position. He believes that censure and criticism never hurt. "If false," he says, "they can not hurt you unless you are wanting in character; if true, they show a man his weak points and forewarn him against failure and trouble."



Frank M. Pierson

was 7 years old the family moved to Chicago, where they remained until 1871, removing to Niles just before the great fire in October of that year. Mr. Pierson was graduated from the Niles high school in the literary course when he was 19 years old. He immediately obtained employment with Carson, Pirie, Scott & Co. as assistant to R. H. Moulton, general salesman for Michigan. He secured this position through the influence of the dry goods merchants of Niles, including Ex-Mayor Dougan. Five years later he went on the road as Michigan representative for the house and fourteen years ago, on the death of Mr. Moulton, he was made general salesman for Michigan, and now has eighteen traveling men under his personal supervision. Under this ar-

tion and finds his chief delight in driving about the beautiful country roads in the vicinity of Niles with a high grade roadster.

Mr. Pierson is one of the most ingenious advertisers among the traveling fraternity. He issues each year a portrait calendar bearing philosophic observations which are quoted and commended from one end of the State to the other. No feature with which the Tradesman is familiar has done more to cheer the retailer when he is depressed and encourage him to repeated effort than this modest reminder.

Mr. Pierson is both companionable and entertaining. He possesses a charming personality, which attracts and retains friends. He is the soul of honor and scorns a dishonest act or

Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

Hotel Livingston

Grand Rapids

the ideal place to spend Sunday

THE Keeley Cure
LIQUOR MORPHINE
27 Years Success
WRITE FOR
ONLY ONE IN MICH. INFORMATION.
GRAND RAPIDS, 265 So. College Ave.



DON'T FAIL
To send for catalog showing our line of
**PEANUT ROASTERS,
CORN POPPERS, &c.**
LIBERAL TERMS.

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

Gripsack Brigade.

Perry McDougal, who has managed the general store of E. Gilbert, at Sherman, for the past six years, has engaged to travel for the Traverse City branch of the National Grocer Co.

J. Henry Dawley has ceased his connection with the National Biscuit Co. and will shortly open a cigar and confectionery store at the corner of Fountain and North Division streets under the style of J. H. & K. L. Dawley.

Allegan Gazette: Orlo McGeath, who has been in the employ of E. T. Messinger a long time, has been engaged by the L. Perrigo Company as traveling salesman and will leave Monday morning to cover the territory formerly visited by W. E. Sawyer.

On the theory that one good turn deserves another the Tradesman proposes to accord the traveling men an opportunity they have long coveted to increase its circulation. Partial particulars are given elsewhere on this page. Inside information will be promptly furnished on receipt of a postal card.

A. B. Jourden, Northern Michigan representative for the Buhl Sons Co., was called to Grand Rapids Monday by the death of his father, Frank Jourden, who passed away Sunday at the age of 57. Death was caused by heart failure and was entirely unexpected. Deceased left a widow and four children. The funeral and interment were held in Coopersville Tuesday.

E. P. Waldron, well known in the Michigan wholesale shoe trade, has secured the Michigan agency for seven shoe factories at and near St. Louis, Mo. These factories produce special lines that do not interfere with each other and have a combined daily capacity of 48,000 pairs of shoes or an annual output of 15,000,000. Mr. Waldron has opened a show room and headquarters in Saginaw.

In their jubilation over the adoption of the 2 cent law the traveling men should remember that there is one man who is entitled to all the praise and glory—Governor Warner. He has been the steadfast friend of the traveling men from the beginning. While it is true that he did not secure as good a mileage book as he possibly might have done when the present Michigan book was adopted, yet this omission should hardly be charged up against him because he was surrounded by men who were not properly qualified to speak for the traveling fraternity as a whole—one of whom, at least, was tainted and smirched by railway influence. Governor Warner's advocacy of the 2 cent law has been persistent and consistent from the beginning. He debated the matter long and earnestly before he recommended such action by the Legislature in his message and when he once made up his mind that his cause was just, he stood his ground like a man and refused to be swerved from his sense of duty by the promise of railway influence or by corporation sneers and ridicule. Governor Warner has suffered more than any once else has suffered in the

advocacy of this measure, but, now that he has succeeded, he is entitled to and will undoubtedly receive the recognition and commendation that his action deserves at the hands of the people. In this connection mention should be made of the generous co-operation accorded the Governor by Railroad Commissioner Glasgow. He has been a loyal adherent and faithful advisor to the Governor all the way through the campaign and no celebration of the victory is complete that does not include the name of Mr. Glasgow.

First Meeting Under the New Officers.

Grand Rapids, April 8—Grand Rapids Council, No. 131, United Commercial Travelers, held their regular session last Saturday evening with the newly elected officers handling the reins of government, and I must say they acquitted themselves nobly. The way they conducted the business of the evening would have led an outsider to think them veterans at the work. Two new members were initiated—H. F. Schaefer, representing Grobhiser & Crosby, furniture manufacturers of Sturgis, and Adolph W. Kreuter, representing Armstrong & Graham, of Detroit. Although the attendance was not quite as large as at the annual a month ago, still the meeting was a hummer in more respects than one. Brother Wilbur S. Burns was with us with his coat off and sleeves rolled up to tell us all about the hard work that was done at Lansing in the interest of the two cent fare bill, and while Wilbur's extreme modesty forbade his taking much credit to himself, he was liberal with his praise of the others who took such an active part, not forgetting E. A. Stowe, of the Tradesman. A vote of thanks was extended to all. The little after-smokers which have been given during the winter months have been of such great help in getting the boys out to attend the meetings that it was decided to continue them during the spring at least, and a committee of hustlers, Brothers W. D. Bosman, E. C. Jones and H. Fred DeGraff, were chosen to arrange the programme for the May meeting. I hope to be able to give you more in regard to this session of the Council for your next week's publication.

O. F. Jackson, Sec'y.

Censure the C. P. A.

Hillsdale, April 7—You not only have my support, but the full backing of Hillsdale Council, No. 116, eighty-seven members in good standing. We, as a Council, condemn the positions taken by F. C. Donald and censure the Central Passenger Association for retaining such a man in its employ. In return for such treatment and untruthful remarks as were accorded by Mr. Donald, our Secretary has made two special trips to Lansing to refute such statements and treatment from the Central Passenger Association and has labored hard in behalf of a practical mileage book—1,000 miles for \$20, otherwise a flat 2 cent fare. No compromises accepted.

A. T. Lincoln,
Grand Page United Commercial Travelers of Michigan.

Going Back on Their Own Affidavit.

The editor of the Tradesman recently uttered the following affidavit: I am editor of the Michigan Tradesman, a trade journal circulating mainly in the Middle West. About the first week in October, 1906, I called on F. C. Donald, Commissioner of the Central Passenger Association, at his office in the Tribune building, Chicago, and asked him, "When will the C. P. A. book be made good on the trains?" He replied, "Never so long as three-quarters of the traveling men are scoundrels (or dishonest, I do not remember which) and seven-eighths of the conductors are thieves."

The railroads forced Mr. Donald to utter a counter affidavit, denying that he had ever imputed dishonesty to traveling men or conductors.

Now comes the attorney of the Michigan Central Railway before the Transportation Committee of the House of Representatives at the final hearing of the rate bill yesterday with the admission that Michigan Central conductors are dishonest. According to the Grand Rapids Herald, the statements were as follows:

The Michigan Central people seemed anxious to secure an amendment which would allow conductors to take 10 cents more than the regular fare at two cents a mile of those who paid their fares on the train.

"It's to keep our conductors honest," was the somewhat startling reason given.

When he took the 10 cents the conductor would give the passenger a receipt which could be cashed at the first passenger station, it being figured by the railroad magnates that this scheme would prevent "knocking down" on the part of the conductors.

There are members of the House who see in it, however, an attempt of the railroads to foist an unconstitutional bill on the State.

According to the Detroit Free Press the statement was as follows:

Realizing that the main issue is settled, the railroads ask for a measure of protection that seems reasonable. It is that all passengers paying a cash fare on trains pay 10 cents additional, to be refunded at any station on presentation of the cash fare receipt. This is in vogue on Eastern roads and is intended to prevent "knocking down" on the part of the conductors.

Now, as it is impossible for con-

ductors to be dishonest without the traveling men being dishonest also, and as the attorney of the Michigan Central Railway insists that its conductors are dishonest, which affidavit is entitled to credence—that of Mr. Stowe or the counter affidavit of Mr. Donald?

When it is remembered that the reason given for the abandonment of the Northern mileage book in the fall of 1905 and the substitution of the C. P. A. book therefor was that such action was necessary to circumvent dishonest traveling men and conductors, and when the more recent statements of the attorney of the Michigan Central Railway are taken into consideration, it begins to look as if Mr. Donald placed himself in a peculiar position when he made an affidavit which is directly opposed to the statements of his employers. Instead of being a question of veracity between Mr. Stowe and Mr. Donald, it has now resolved itself into a question of veracity between Mr. Donald and the attorney of the Michigan Central Railway.

It is easy to mistake a resolution for a reform.

The man who pities himself always is pitiable.



HOTEL TULLER

Detroit's newest and finest hotel. Absolutely fireproof—walls, partitions, halls and stairways. CONVENIENT—Only one block from Lower Woodward, on the west side beautiful Grand Circus Park, corner Adams ave., W. ROOMS—Steam, bath, electric lights, \$1.50 up. PLAN—American and European. Fine popular priced cafe. Elegant Am. dining room. DINNER—Served 6 p. m., six courses, 50c. Sunday, 75c. CARS—Take Woodward, Grand River or Fourteenth street. Get off Adams avenue. MUSIC—Until 12.30 p. m. Make The Tuller your home while in Detroit. Colored souvenir postal of hotel and park and illustrated brochure mailed on request. Address Tuller Hotel, Detroit.

One Hundred Dollars in Gold

The Michigan Tradesman proposes to distribute \$100 among the traveling men who secure the most new subscriptions for the Michigan Tradesman during the present calendar year, as follows:

- \$50 For the Largest List
- \$25 For the Second Largest List
- \$15 For the Third Largest List
- \$10 For the Fourth Largest List

Subscriptions must be taken on the regular order blanks of the company, accompanied by a remittance of not less than \$2 in each case. For full particulars regarding this contest and a full supply of order blanks address this office. This contest is open to all traveling salesmen, without regard to line, location or territory.



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.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. O. Schlotterbeck, Ann Arbor; F. N. Maus, Kalamazoo; John S. Bennett, Lansing; Minor E. Keyes, Detroit; J. E. Way, Jackson.

Stopping Leaks in the Drug Store.

One of the things most essential in the proper conduct of a store is to stop the business leaks. This is not so hard as it may seem, barring, of course, occasional thefts by a customer or dishonest clerk.

The proper taking of stock and close, careful buying will plug up what are, if neglected or attended to in a slipshod manner, most serious leaks.

The best way to prevent thieving by outsiders is to remove the opportunity. If the windows are enclosed a source of frequent loss is estopped from shoplifters and mischievous boys. Goods on the showcases may be protected by glass shields, which also permit the display of more goods. In all but exceptional cases arrangements should be made to always have at least one employe of the store where he or she can at all times keep a watch on the customers. This should be insisted on emphatically and manager or employe that does not observe the rule should be disciplined.

Where there is a cashier employed this duty should be delegated to her, whereupon it becomes important that she should remain at her post and refrain from sociabilities with the clerks or customers and from reading in business hours. Many stores employing a cashier keep no check on her or her attention to duties, usually taking it for granted that she is all right if she makes change properly, is pretty and neat, and gets to the store on time. The qualities named are all more or less essential, but do not by a long way comprise all that should be expected of the cashier. Several times during the last few weeks I have, as a matter of test, gone into various large and small drug stores that employ cashiers, and after receiving my checks coolly walked by the cashier unnoticed.

Again, many times a person may buy a glass of soda, receive a check for it—the soda losses alone are considerable in any store that sells much of it unless the check is required before the soda is served—and going to another department, receive a check there and present only the last check received at the desk. The floorwalker and department managers and cashier are to blame in the large stores. In the smaller stores the cash-

ier is alone to blame, for she can easily keep check on the customers, and there is no excuse for her carelessness in allowing any person who has been buying goods right under her nose to walk out without paying for them.

The question of possible leaks through dishonest clerks is a delicate one to handle. Many a man has been robbed for months, systematically, by some unscrupulous clerk, before waking up. Then, as a usual thing, he has opened his sleepy eyes only long enough to fire the offender, sometimes on suspicion only and without proper justification in tangible proof. He hires a new clerk and goes to sleep again. If the clerk chances to be honest, or dishonest and slick enough, his slumber is undisturbed. If not honest and not slick enough the performance described above is repeated, and so on, ad infinitum.

The wise proprietor sees that his clerks come to him with a "character." Clerks as a rule, I think, are above pilfering, but the proprietor must keep his eyes open. While protecting himself he is also protecting every honest man in his employ. If a thief goes long undetected, he may, before the final exposure, escape many times by throwing the blame for his misdeeds upon an innocent man. One thief in a store is a menace to the comfort, reputation, perhaps even the liberty, of every one of his fellows.

In addition to assuring himself as far as possible that his employes are honest, the proprietor should spare no effort to keep them so. He should by reasonable safeguards and liberal treatment avoid tempting those who under pressure might lapse, and so enter the downward road.

No man has any right to disturb the system in his store by taking goods for his own use without paying for them in cash into the cash drawer. Unless he does this his inventory and sales accounts will not agree at the end of the year. Nor will he have any right in many cases to attribute the discrepancy to the fault of a clerk. He should pay cash and, in order to check himself and exactly and also to instill the necessity for system into the minds of his employes, should make all his purchases from them.

Of course, a druggist's wife and children should be held to the above rule of cash payments. The only way to keep cash straight is for the druggist to draw out a salary adequate to his personal and family needs, and exact from himself the same treatment that he would expect from a customer.

Another source of leakage is in loss of material or apparatus by accident or carelessness. Unless constant effort is made to avoid this loss it will often make not inconsiderable inroads on the profits of a business.

A. Luke Lukerhorn.

The Drug Market.

Opium—Is very firm and another advance is looked for on account of reports of severe weather in the growing district. The report is that the crop has been badly damaged by the frost.

Morphine—Is as yet unchanged.

Acetanilid—Is very firm at the late advance.

Citric Acid—Is very firm and tending higher.

Cod Liver Oil, Norwegian—Is very firm and advancing.

Vanilin—On account of competition among manufacturers has declined.

Balsam Copaiba—Is very firm and tending higher.

Balsam Peru—Is very firm and has advanced.

Vanilla Beans—Are in a very strong position and steadily advancing.

Juniper Berries—Are very firm at the late advance.

Oil Cloves—Has been advanced 5c per pound on account of higher values for spice.

Oil Cassia—Is very firm and advancing.

Oil Pennyroyal—Is very scarce and higher.

Oil Wintergreen—Is scarce and tending higher.

Oil Peppermint—Is dull and lower.

Gum Camphor—Is very firm and advancing.

Dandelion Root—Is in better supply and has declined.

Cloves—Have advanced and are tending higher.

Linseed Oil—Has declined.

New Idea of Canals in Mars.

Cracks or canals? While examining the lava volcanoes of Hawaii for resemblances to the craters of the moon Prof. Pickering made some striking photographs of so-called canals in the volcanic lava surfaces or plateaux. Along one of these cracks vegetation has sprung up, and the obvious inference is that the so-called canals in Mars, which, because more clearly visible at some period of the year, are owing probably to the melting of the Martian polar ice cap and consequent floods, are similar to cracks in the surface of Mars. Cracks of the kind occur on the moon. The largest is known as Sirsalio, which is 400 miles in length. It is possible also that they exist in the earth. It sometimes has been supposed that terrestrial volcanoes lie along subterranean cracks which do not reach the surface. The volcanoes of the great chain of the Andes lie along a straight crack reaching from Southern Peru to Terra del Fuego, 2,500 miles long. Since other lines of volcanoes are numerous, and since countless others existed in former times the cracks in the earth's crust must be exceedingly numerous. Every mineral dike and vein bears witness to this fact. There is no reason why terrestrial cracks should not be as numerous as those in the moon. In the case of the earth they usually have been closed, sometimes by liquid matter from below and sometimes by surface inundations. One crack comes to the surface in various places in Eastern Asia and Western Africa, and, stretching from the Dead Sea to Lake Nyassa, reaches the enormous length of 3,500 miles. That is about the same length as the longest of the Martian canals.

They never need fear sin's contagion who walk its ways in charity's errands.

Seventy-One Applicants for Registration.

Battle Creek, April 9—At the recent examination for registration of pharmacists and druggists at Grand Rapids there were in all seventy-one applicants, of which forty-two tried for registered pharmacists' certificates and twenty-nine for registered druggists' certificates. Following are the list and addresses of those passing as registered pharmacists:

M. R. Anson, Kalamazoo, F. W. Baxter, Grand Rapids; Earl Cassada, Grand Rapids; Don Cohoe, Capac; Earl D. French, Belding; Bessie M. Faulkner, Delton; H. D. Hudson, Decatur; John B. Hallock, Reading; H. W. Kirby, Charlevoix; L. E. Ulmstead, Detour; Gumar Von Tell, Gladstone; Louis E. Węks, Ionia; Frank J. Walsh, Saginaw.

The following passed as registered druggists:

M. A. Anderson, Frankfort; H. K. Campbell, Harrison; E. F. Cade, Coleman; Clayton M. Charman, Big Rapids; F. H. Foote, Grand Rapids; C. S. Furniss, Nashville; A. J. Foster, Chelsea; C. J. Hampton, Kalamazoo; C. J. McNamara, Ewart; J. D. McLeath, Detroit; G. L. Mummery, Stanton; L. V. Mulholland, Reed City; W. C. Nelson, Grayling; Robert I. Peck, Jackson; John S. Pittwood, Big Rapids; Ryall L. Clark, South Haven; Fred J. Rowe, Port Huron; Julius Smith, Big Rapids; H. J. Saladin, Negaunee; Avenon S. Biger, Munising; Wm. Weber, Hancock.

Sid Erwin, Sec'y.

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.

TRADESMAN ITEMIZED LEDGERS

SIZE—8 1/2 x 14.
 THREE COLUMNS.

2 Quires, 160 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

80 double pages, registers 2,880
 invoices. \$2 00

Tradesman Company
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Acidum	opaiba	1 75@1 85	Scillae Co	50
Aceticum 6@ 8	Cubebae	1 35@1 40	Toitutan	50
Benzoicum, Ger. 70@ 75	Evechthitos	1 00@1 10	Prunus virg	50
Boracic 17	Eriogon	1 00@1 10		
Carbolicum 26@ 29	Gaultheria	2 25@2 75		
Citricum 65@ 70	Geranium	2 25@2 75		
Hydrochlor 3@ 5	Gossippi Sem gal	70@ 75	Tinctures	
Nitrosum 8@ 10	Hedeoma	4 00@4 50	Anconitum Nap's R	60
Oxalicum 10@ 12	Junipera	40@1 20	Anconitum Nap's F	50
Phosphorium dil. 4@ 15	Lavandula	90@3 60	Aloes	50
Salicylicum 44@ 47	Limons	2 20@2 40	Aloes & Myrrh	50
Sulphuricum 13@ 15	Mentha Piper	2 75@3 00	Asafoetida	50
Tannicum 75@ 85	Mentha Verid	3 50@3 60	Atropo Belladonna	50
Tartaricum 38@ 40	Morrhuae gal.	1 75@1 80	Aurant Cortex	50
	Myrica	3 00@3 50	Benzoin Co	50
Ammonia	Olive	75@3 00	Barosma	50
Aqua, 18 deg. 4@ 6	Picls Liquida	10@ 12	Cantharides	75
Aqua, 20 deg. 6@ 8	Picls Liquida gal	10@ 12	Capsicum	50
Carbonas 13@ 15	Riclna	1 06@1 10	Cardamon Co	75
Chloridum 13@ 14	Rosmarini	1 06@1 10	Castor	1 00
	Rosae oz	5 00@6 00	Catechu	50
Black 2 00@2 25	Succini	40@ 45	Cinchona	50
Brown 30@ 50	Sabina	90 1 00	Cinchona Co	60
Red 45@ 50	Santal	90@ 95	Columbia	50
Yellow 50@3 00	Sassafras	90@ 95	Cubebae	50
	Sinapis, ess, oz.	1 00@1 20	Cassia Acutifol	50
Cubebae 22@ 25	Tigill	1 00@1 20	Cassia Acutifol Co	50
Jniperus 8@ 10	Thyme	40@ 50	Digitalis	50
Xanthoxylum 30@ 35	Thyme, opt	1 00@1 20	Ergot	50
	Theobromas	15@ 20	Ferri Chloridum	35
Balsamur			Gentian Co	50
Copaiba 10@1 20			Gentian Co	50
Peru 6@ 10			Guaiaca	50
Terabin, Canada 60@ 65			Guaiaca ammon	50
Toitutan 35@ 40			Hycosyamus	50
			Iodine	75
Cortex			Iodine, colorless	75
Abies, Canadian. 18			Kino	50
Cassiae 20			Lobelia	50
Cinchona Flava. 18			Myrrh	50
Buonymus atro. 15			Nux Vomica	50
Myrica Cerifera. 20			Opil	75
Prunus Virgini. 15			Opil, camphorated	50
Quillaja, gr'd 12			Opil, deodorized	50
Sassafras .po 25 24			Quassia	50
Ulmus 36			Rhatany	50
			Rhei	50
Extractum			Sanguinaria	50
Glycyrrhiza Gla. 24@ 30			Serpentaria	50
Glycyrrhiza, po. 28@ 30			Stromonium	60
Maematox 11@ 12			Toitutan	60
Maematox, 1s 18@ 14			Valerian	50
Maematox, 1/2s 14@ 15			Veratrum Verde.	50
Maematox, 1/4s 16@ 17			Zingiber	20
Ferru				
Carbonate Precip. 15				
Citrate and Quina 2 00				
Citrate Soluble 55				
Ferrocyanidum S 40				
Solut. Chloride 15				
Sulphate, com'l 2				
Sulphate, com'l, by 7				
bbi. per cwt. 70				
Sulphate, pure 7				
Flora				
Arnica 15@ 18				
Anthemis 40@ 50				
Matricaria 30@ 35				
Folia				
Barosma 35@ 40				
Cassia Acutifol. 15@ 20				
Tinnevely 25@ 30				
Cassia, Acutifol. 15@ 20				
Salvia officinalis. 18@ 20				
1/2s and 1/4s 8@ 10				
Uva Ursi 8@ 10				
Gummi				
Acacia, 1st pkd. 2@ 45				
Acacia, 2nd pkd. 2@ 35				
Acacia, 3rd pkd. 2@ 25				
Acacia, sifted sts. 45@ 65				
Acacia, po. 23@ 25				
Aloe Barb 23@ 25				
Aloe, Cape 23@ 25				
Aloe, Socotri 55@ 60				
Ammoniac 35@ 40				
Asafoetida 50@ 55				
Benzoinum 35@ 40				
Catechu, 1s 13				
Catechu, 1/2s 13				
Catechu, 1/4s 16				
Comphorae 1 45@1 55				
Sulphorbium 40				
Sabanum 1 00				
Gamboge .po 1 35@1 45				
Gualacum .po 35 45				
Kino .po 45c 45				
Mastic 45				
Myrrh .po 50 45				
Opium 4 40@4 50				
Shellac 60@ 70				
Shellac, bleached 60@ 70				
Tragacanth 70@1 00				
Herba				
Absinthium 4 50@4 60				
Eupatorium oz pk 20				
Lobelia .oz pk 25				
Majorum .oz pk 25				
Mentha Pip. oz pk 23				
Mentha Ver. oz pk 23				
Rue .oz pk 29				
Sanacutum .V. 33				
Thymus V. oz pk 25				
Magnesia				
Calcined, Pat 55@ 60				
Carbonate, Pat. 18@ 20				
Carbonate, K-M. 18@ 20				
Carbonate 18@ 20				
Oleum				
Absinthium 4 90@5 00				
Amygdalae, Dulc. 75@ 85				
Amygdalae, Ama 3 00@3 25				
Anisi 1 85@1 95				
Aurant Cortex 2 75@2 85				
Bergamoti 3 35@3 50				
Capputi 85@ 90				
Caryophylli 1 60@1 70				
Cedar 50@ 60				
Chenonadi 3 75@4 00				
Cinnamonl 1 90@2 00				
Citronella 65@ 70				
Conium Mac 50@ 55				

Liquor Arsen et Hydrarg Iod 25	Rubia Tinctorum 12@ 14	Vanilla 9 00@
Liq Potass Arsnit 10@ 12	Saccharum La's 22@ 25	Zinci Sulph 7@ 8
Magnesia, Sulph 20@ 3	Salacin 4 50@4 75	
Magnesia, Sulph bbl 15@	Sanguis Drac's 40@ 50	
Mannia, S F 45@ 50	Sapo, W 13 1/2@ 16	Oils
Menthol 2 90@3 00	Sapo, M 10@ 12	Whale, winter 70@ 70
Morphia, S P & W 2 55@2 80	Sapo, G 10@ 15	Lard, extra 70@ 80
Morphia, Mal. 2 55@2 80	Sedits Mixture 20@ 22	Lard, No. 1 60@ 65
Moschus Canton. 40	Sinapis 18	Linseed, pure raw 40@ 43
Myristica, No. 1 25@ 30	Sinapis, opt 30	Linseed, boiled 41@ 44
Nux Vomica po 15 10	Snuff, Maccaboy,	Neat's-foot, w str 65@ 70
Os Septa 24@ 28	DeVoes 51	Spts. Turpentine Market
Pepsin Saac, H & P D Co 1 00	Snuff, S'h DeVoes 51	Paints
P D Co 1 00	Soda, Boras 9@ 11	Red Venetian 13 1/2@ 15
Pical Liq N N 1/2 gal dos 2 00	Soda, Boras, po. 9@ 11	Ochre, yel Mars 13 1/2@ 15
Pical Liq qts 1 00	Soda et Pot's Tart 25@ 28	Ochre, yel Ber 13 1/2@ 15
Pil Hydrarg po 80 50	Soda, Carb 1 1/2@ 2 5	Putty, comm'er'l 2 1/2@ 3
Pil Nigra po 22 50	Soda, Bi-Carb 3@ 5	Putty, strictly pr 2 1/2@ 3
Piper Alba po 35 50	Soda, Ash 3 1/2@ 4	Vermillion, Prime
Pil Burgum 75	Soda, Sulphas 2	American 13@ 15
Pumbl Acet 12@ 15	Spts, Cologne 2@ 2 60	Vermillion, Eng. 75@ 80
Pulvis Ip'e et Opil 1 80@1 50	Spts, Ether Co. 50@ 55	Green, Paris 24@ 30
Pyrethrum, bxs H & P D Co dos 75	Spts, Myrcia Dom 2 00	Green, Peninsular 13@ 16
Pyrethrum, pv 20@ 25	Spts, Vinl Rect bbl 7@ 8	Lead, red 7 1/2@ 7 3/4
Quassia 8@ 10	Spts, VI' Rect 1/2 b 7@ 8	Lead, white 7 1/2@ 7 3/4
Quina, S P & W 21@ 31	Spts, VI' R't 10 gl 7@ 8	Whiting, white S'n 9@ 10
Quina, S Ger 21@ 31	Spts, VI' R't 5 gal 7@ 8	Whiting, Gilders' 9@ 10
Quina, N. Y. 21@ 31	Strychnia, Cryst'l 1 05@1 25	White, Paris Am'r 1 25
	Sulphur Subl 2 1/2@ 3 1/2	Whit'g Paris Eng
	Sulphur, Roll 2 1/2@ 3 1/2	cliff 1 41
	Tamarinds 8@ 10	Universal Prep'd 1 10@1 20
	Tererenth Venice 28@ 30	Varnishes
	Theobromae 65@ 70	No. 1 Turp Coachl 10@1 20
		Extra Turp 1 60@1 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

Table listing various grocery items such as Ammonia, Baked Beans, Butter, Candles, etc., with their respective prices and quantities.

Table listing various grocery items such as Arctic Ammonia, Oysters, Peas, etc., with their respective prices and quantities.

Table listing various grocery items such as Emblem, Gem, Ideal, etc., with their respective prices and quantities.

Table listing various grocery items such as Raisins, London Layers, etc., with their respective prices and quantities.

Table 6: Meal, Bologna Sausages, Beef, Pig's Feet, Casings, Corn, Hay, HERBS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLLASSES, MINGE MEAT, MUSTARD, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, Smoked Meats, SEEDS, Lard, SHOE BLACKING.

Table 7: Bologna Sausages, Beef, Pig's Feet, Casings, Corn, Hay, HERBS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLLASSES, MINGE MEAT, MUSTARD, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, Smoked Meats, SEEDS, Lard, SHOE BLACKING.

Table 8: SNUFF, SOAP, LAUTZ BROS. & CO., Soap Powders, Soap Compounds, Scouring, SODA, SOUPS, SPICES, Whole Spices, Pure Ground in Bulk, TWINES, VINEGAR, WICKING, WOODENWARE, Baskets, BUTTER PLATES, Churns, FANNINGS.

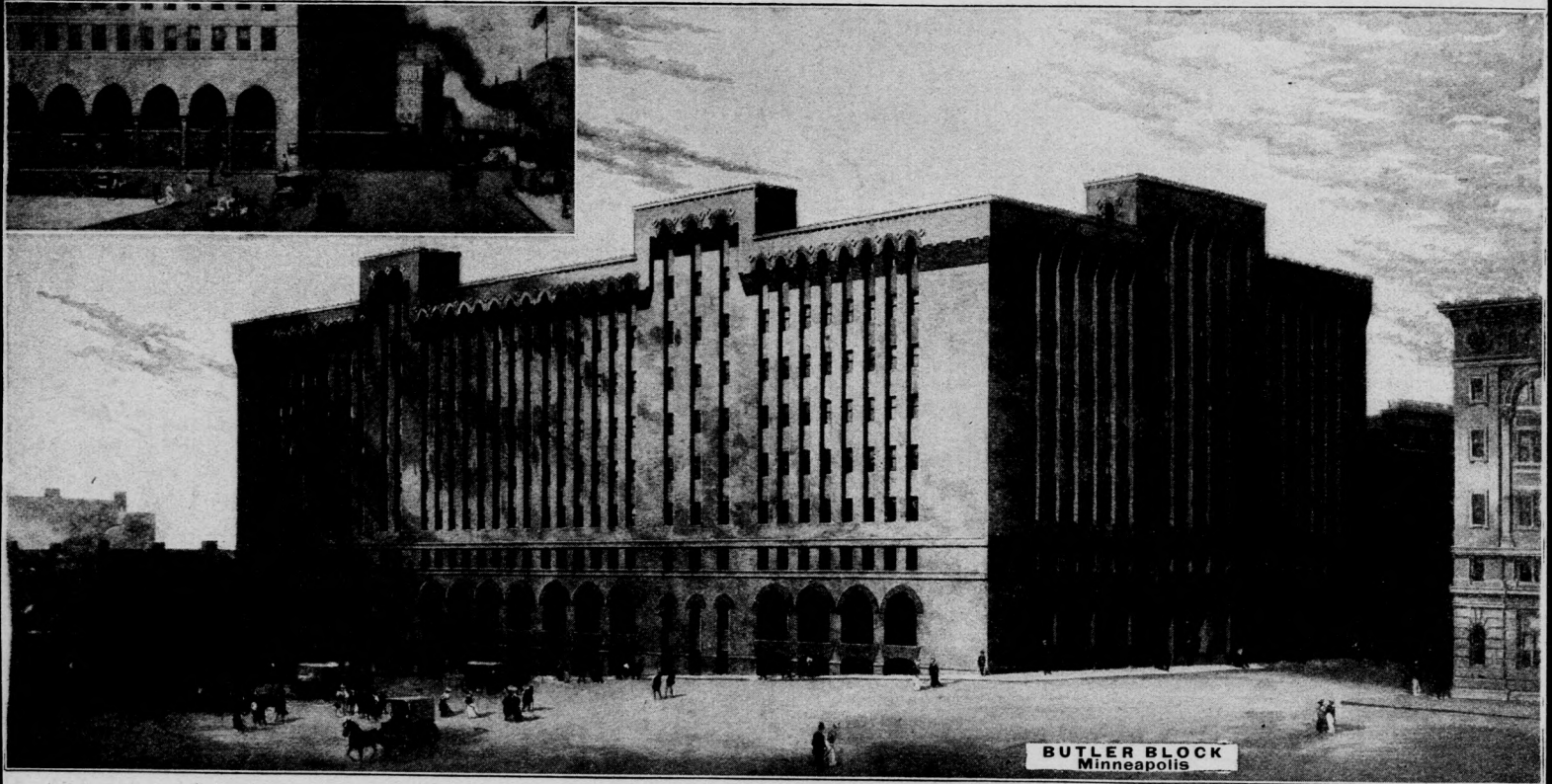
Table 9: Gunpowder, Young Hyson, Oolong, English Breakfast, India, TOBACCO, Fine Cut, Plug, Smoking, WRAPPING PAPER, FRESH FISH, HIDES AND PELTS, Tallow, Wool.

Table 10: Clothes Pins, Egg Crates and Fillers, Mop Sticks, Pails, Toothpicks, Traps, Wash Boards, Window Cleaners, Wood Bowls, WRAPPING PAPER, FRESH FISH, HIDES AND PELTS, Tallow, Wool.

Table 11: CONFECTIONS, Stick Candy, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Loaf, Leader, Kindergarten, Bon Ton Cream, French Cream, Star, Hand Made Cream, Premio Cream mixed, O F Foreground Drop, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Bias Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quinette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Old Fashioned Mollasses Kisses, Orange Jellies, Lemon Sours in 5lb. Boxes, Old Fashioned Hore-bond drops, Peppermint Drops, Chocolate Drops, H. M. Choc. Drops, U. M. Choc. Lt. and Lark No. 12, Bitter Sweets, ass'd, Brilliant Gums, Crys., A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms., Cream Buttons, String Rock, Wintergreen Berries, Old Time Assorted, Buster Brown Goodies, Up-to-date Assnt., Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't., Pop Corn, Dandy Smack, 24s, Dandy Smack, 100s., Pop Corn Toast, 100s, Cracker Jack, Checkers, 5c pkg., Pop Corn Balls, 200s, Cicero Corn Cakes, Azulikit 100s., Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, Avica, Almonds, California sft., shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shelled, Walnuts, Grenoble, Table nuts, fancy, Pecans, Med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts per bu., Ohio new, Cocoanuts, Chestnuts, New York State, per bu., Shelled, Spanish Peanuts 8 1/2 @ 9 1/2, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanut, Fancy, H. P. Suns 7 1/2 @ 7 1/2, Roasted, Choice, H. P. Jumbo, Roasted.

One Month Old

Every American retailer, no matter where located and though not yet our customer, is vitally interested in our possession of a month-old Minneapolis distributing house.



With this FOURTH great outlet now making "man's size" additions to our ability to dispose of quantities, what maker is likely to lose sight of our buying bigness—so unique and swiftly growing?

And the more advantages we get in buying the more we shall have to give in selling. How much does that mean to you?

The answer—up to the moment—is always in our monthly catalogue in the form of guaranteed, net prices for goods sold with a five-day return privilege.

Shall we send you our April catalogue—No. J. 607?

BUTLER BROTHERS

"The House That Covers the Country"

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

Sample Houses: Baltimore, Dallas

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUINE



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

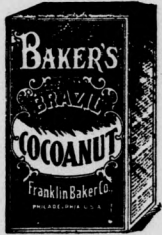


G J Johnson Cigar Co.'s bd.
Less than 50083
500 or more32
1,000 or more81
Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
85 1/4 lb. pkg. per case 2 60
85 3/4 lb. pkg. per case 2 60
16 1/4 lb. pkg. per case 3 60

FRESH MEATS

Beef
Carcass5% @ 8 1/2
Hindquarters6 1/2 @ 10
Loins8 @ 14
Rounds6 1/2 @ 7 1/2
Chucks5 @ 6 1/2
Flates4 @ 4 1/2
Livers3 @ 8
Pork
Loins@ 11
Dressed@ 8 1/2
Boston Butts@ 10
Shoulders@ 9
Leaf Lard@ 10
Trimnings@ 8 1/2

Mutton
Carcass@ 8
Lambs@ 12 1/2
Spring Lambs

Veal
Carcass6 @ 8 1/2

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

Jute
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor
50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided
40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire
No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 11b.
White House, 21b.
Excelsior, M & J, 11b.
Excelsior, M & J, 21b.
Tip Top, M & J, 11b.
Royal Java
Royal Java and Mocha ...
Java and Mocha Blend ...
Boston Combination

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in.6
1 1/4 to 2 in.7
1 1/4 to 3 in.9
1 1/4 to 4 in.11
2 in. to 3 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

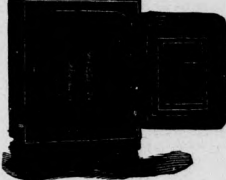
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 20
Knox's Acidu'd. gro. 14 00
Nelson's1 50
Oxford75
Plymouth Rock1 85

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Twenty different sizes on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size. .6 50
50 cakes, large size. .3 25
100 cakes, small size. .3 85
50 cakes, small size. .1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

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—320 acres land, good soil, 1/2 mile from R. R. station. Some improvement. No buildings. A snap, \$6 acre. Address No. 762, care Michigan Tradesman. 762

For Sale—280 acre land, timbered with green hemlock, block birch, pine and cedar. R. R. switch on land. Price \$10 per acre. Address No. 763, care Michigan Tradesman. 763

Partner Wanted—Grocery stock, require \$2,500. Practical man. Address No. 764, care Michigan Tradesman. 764

Two sets tinner's tools, cheap for cash. Lock Box 41, Bear Lake, Mich. 761

Drug stock in Detroit, \$4,000. Well located. Fine business. 10,000 prescriptions annually. Best reasons for selling. Don't miss this. For further particulars address The National Drug Exchange, Detroit, Mich. 760

For Sale—Nice grove on shore Campau Lake. Room for twelve cottages, one already built. Good fishing and boating. Also land across the river from Cascade Springs. Geo. P. Stark, McCords, Mich. 759

For Sale—Stock of drugs, \$500 to \$600, in town of 5,000. Good location, town growing. Doing good business. Must be sold at once. Address 1041, Greenville, Mich. 758

For Sale—Store building and fixtures, corner lot close to depot. Only one other general store, drug store, hardware, two hotels, one cheese factory, elevator, foundry, bank. Putting in new pickle salting station. Good farming all around. A good chance for another general store. Will sell cheap. Address W. H. Wamsley, Butternut, Mich. 757

Business Chance For Sale—A good clean up-to-date stock of furniture and undertaking in a good live town in South Dakota; county seat of one of the best counties in this state. Population 2,500; only undertaker in town; owns complete outfit. Will sell for cash only. An opportunity of a lifetime. Ill health reason for selling. Will stand close inspection. Don't write unless you mean business. Address Box 564, Webster, South Dakota. 755

For Sale—Nice clean stock of groceries in fashionable part of Grand Rapids. Good prices. Good location. Rent reasonable. Sales last year \$28,000. Owners leaving city. Address No. 754, care Tradesman. 754

For Rent—At Watervliet, Mich., modern cement block store building 31x100. Admirably located in hustling town on Pere Marquette Ry. and Paw Paw Lake summer resort. Good opening for drug store. Address F. F. Blake, R. F. D. 1, Coloma, Mich. 753

For Sale—Lumber yard and hardware store in small town in north Texas. Doing good business. Thickly settled country. Stock will invoice about \$6,000. Good reasons for selling. Address J. F. Wellington, Boyce, Ellis County, Texas. 766

For Sale—Country store; invoice about \$2,000; little credit business. Best territory for wagon routes. Address W. F. Krahn, Fairfield Center, Ind. 752

For Sale—Snap. Stock drugs, dry goods and groceries, about \$3,000. Easy terms. In best village in Michigan. Address No. 750, care Michigan Tradesman. 750

For Sale—Good dry goods and grocery business. Inventorying \$2,000 to \$3,000. Money maker. Terms easy. Address No. 751, care Michigan Tradesman. 751

Wanted—Partner for old-established business, 24 years. Lady preferred. Address H. care Michigan Tradesman. 749

For Sale or Trade—A No. 1 R. R. hotel and restaurant; good business; 10 years; must get out. Address R, Care Windsor Hotel, Savanna, Ill. 748

For Sale—A \$15,000 wholesale grocery stock, in a good live city of 35,000. Goods all new and in good condition. Building well adapted for the business and will give a lease for a term of years, at cheap rent, if sold at once. Reason for selling, poor health. No trades considered. Address C, Care Michigan Tradesman. 747

Cash for your real estate or business wherever located. If you want to sell, send description and price. If you want to buy, send for our monthly. Northwestern Business Agency, 43 Bank of Commerce Bldg., Minneapolis, Minn. 746

Merchants and Business Men. I have an up-to-date collection system, it makes the old-time beat dig up the coin; \$1 gets it with the privilege of your money back if not satisfactory. C. L. Peck, Neola, Ia. 745

For Sale—\$10 down and \$5 per month buys a 40-acre farm in Pulaski county, Missouri; fine timber, price \$100. Address Harry McGuire, Mt. Vernon, Ill. 744

Chattel mortgage sale of general merchandise, Thursday, April 18, at 2 p. m. For particulars write to Lillian Garrison, Eaton Rapids, Mich. 767

One of the best bargains ever offered to a lucky purchaser—Pocono Springs Sanitarium and Hotel Resort, on Pocono Mountains, at Elmhurst, Penn., 60 rooms completely furnished, near New York; beautiful scenery; 2,000 ft. altitude; fine spring water; ideal in every way. A great bargain where a fortune can be made. For particulars write E. E. Snyder, 27 Main St., Binghamton, N. Y. 768

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

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—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

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—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 middleman'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

For Sale—Shares of preferred 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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Recent Trade Changes in the Hoosier State.

Bloomfield—Blend & Shepherd succeed Chaney & Blend in the grocery business.

Clayton—W. G. Peck is succeeded in the grocery business by Claude Secrest.

Elwood—The grocery business formerly conducted by J. W. Montgomery will be continued by Bolser & Smith.

Gas City—Smith & Schafer, hardware dealers, are succeeded in trade by the Farmers' Hardware Co.

Groveland—Randolph & Pierson are the successors of Shinn & Randolph in general trade.

Osgood—W. D. Cowan is succeeded in the meat business by J. H. Newman & Son.

Evansville—C. C. Klenck will continue the grocery business formerly conducted by J. L. Klenck & Sons.

Shirley—Odom Durham succeeds E. Muse & Co. general merchants.

Indianapolis—Aug. Schultz is succeeded in the grocery business by C. R. Steinle & Co.

Brownsburg—Cape & Hunt, dry goods merchants, are succeeded in trade by Hunter & Hunt.

Elwood—M. E. Winnigs will continue the undertaking business formerly conducted by Kramer & Winnigs.

Huntington—Morris Fuller succeeds White & Son in the meat business.

Pine Village—C. M. Atkinson, shoe dealer, has retired from trade.

Sullivan—J. H. Leonard, grocer, is succeeded by Leonard & Goodman.

Goshen—A grocery store will soon be opened by A. Stantschi.

Goshen—Chas. J. Ulrey has taken as a partner in his fuel, lime and cement block business Jacob Beaver, who has acquired a half interest, the business to be continued under the style of Ulrey & Beaver.

Richmond—R. W. Hall has sold his stock of hardware to John S. Brown and Joseph N. Sweaney who will be ready for business as soon as the inventory is completed.

Goshen—Walter F. Smith, Earl Smith and J. Artley Clark will embark in the house furnishing business about August 1. The firm will be incorporated in the near future.

Recent Business Changes in the Buckeye State.

Cincinnati—The business formerly conducted under the style of Kotte's Pharmacy will be continued by F. S. Kotte.

Cleveland—The grocery stock of John J. Taylor has been destroyed by fire.

Cleveland—Wm. R. Martin succeeds J. A. Green & Co. in the grocery business.

Eldorado—C. E. Shewman will continue the hardware business formerly conducted by Shewman & Billman.

Hicksville—G. O. Morgan is succeeded in the drug business by Morgan & Pattit.

Lancaster—The stove business formerly conducted by Chas. Harbison will be continued by the Chas. Harbison Co.

New Lebanon—Keener & Diehl are succeeded in the hardware business by Keener & Gauvey.

Dayton—Application has been made for a receiver for McCafferty & Disinger, grocers.

Fremont—J. F. Hooben, grocer, is succeeded in trade by Wm. Heibel.

Wellsville—F. A. Burri succeeds R. A. Noble in the jewelry business.

Mansfield—Harry DeHart succeeds C. W. Baer, meat dealer.

Wapakoneta—Werst & Collins have merged their dry goods business into a stock company under the same style.

Cincinnati—Fred Kinzback, druggist, is dead.

McArthur—Martindill & Wood are succeeded in the clothing business by Martindill & Gorsuch.

Scott—Scott Bros., general merchants, are succeeded in trade by C. L. Gordon.

Van Wert—Lowrey, Weck & Co., hardware dealers, are succeeded by Goman, Weck & Co.

Cincinnati—The jewelry firm of Oskamp, Nolting & Co. has changed its name to the Oskamp-Nolting Co.

Columbus—Smith & Reed succeed Jones & Bro. in the grocery business.

Continental—L. C. Wyncoop will continue the vehicle business formerly conducted by Wyncoop Bros.

Morrow—R. Evans & Co. are succeeded in the dry goods business by Evans & Wund.

Toledo—Geo. E. Lorenz has purchased the half interest of J. S. Halleran in the Lorenz Perfumery Co., which puts him in possession of all the stock of the company.

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

Buffalo, April 10—Creamery, fresh, 26@31c; dairy, fresh, 20@26c; poor to common, 18@20c; roll, 23@25c.

Eggs—Fancy white, 18c; choice, 17c.

Live Poultry—Springs, 15@15½c; fowls, 15@16c; 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 Man Who Deserves the Praise.

Flint, April 9—The commercial travelers of this city have sent a telegram to Governor Warner, thanking him for his efforts to bring about the adoption of a 2 cent railroad rate bill by the Legislature.

William Judson left Monday for Detroit, where he attended the annual meeting of the Michigan State Telephone Co. Tuesday. From there he proceeded to New York to supervise the preparation of the programme of the annual convention of the National Wholesale Grocers' Association, of which he is President, which will be held in Chicago June 27, 28 and 29.

BUSINESS CHANCES.

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—Grocery and crockery business. Last year's sales \$20,000. Good opportunity. Stock invoices about \$3,000. Address Paul J. Walk, Neillsville, Wis. 716

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

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—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

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—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

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—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

For Sale—One of the best located general stores in the Arkansas Valley east of Pueblo, Colo. Investigate. Address S. H. Longmoor, Nepesa, Colo. 678

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. A1 references. Address No. 674, care Michigan Tradesman. 674.

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

For Sale—Large store building, with large basement, two stories. A1 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 out your business satisfactorily or no pay. A1 references. G. E. Breckenridge Auction Co., Edinburg, Ill. 608

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—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—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

For Sale—Pork packing house, capacity 150 hogs per day. Reason for selling, wish to retire. J. H. Copas, Sr., Owosso, Mich. 485

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. 388, care Michigan Tradesman. 386

Retail merchants can start mail order business in connection with retail business; only a few dollars required. We furnish everything necessary; success certain. We offer retail merchants the way to compete with large mail order houses. Costs nothing to investigate. Milburn-Hicks, 727 Pontiac Bldg., Chicago, Ill. 201

SITUATIONS WANTED

Wanted—Permanent position as salesman in general store, (shoe store preferred). Five years' experience. Best of references. Address Salesman, care Michigan Tradesman. 756

HELP WANTED.

Wanted—Dry goods clerk, competent all around man. Must be up-to-date goods salesman and stockkeeper. Also experienced shoe clerk. Permanent positions for good men. Address Lock Box 28, Alma, Mich. 765

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

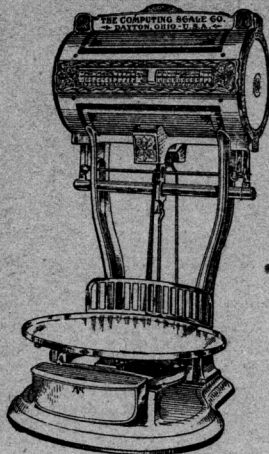
Wanted—An honest, industrious, reliable and experienced young man as drug clerk. Write F. R. Skinner, Druggist, St. Charles, Mich. 738

Wanted—Experienced and temperate clerk in general store. Steady job. J. W. Jackson & Co., Chesaning, Mich. 737

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. 725

Wanted—A good, bright grocery clerk for general store. Must be of good habits and well recommended. Address Clerk, care Michigan Tradesman. 587

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 exacting 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.



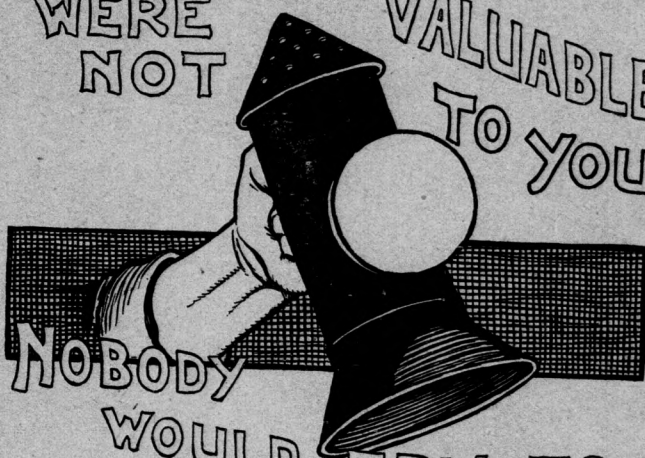
Moneyweight Scale Co.

58 State St., CHICAGO

IF ARBUCKLES' COFFEE VOUCHERS

WERE NOT

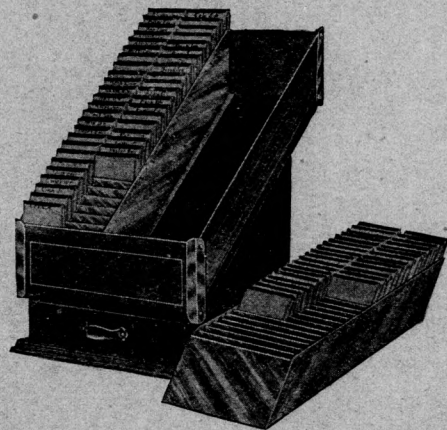
VALUABLE TO YOU



NOBODY

WOULD TRY TO KEEP YOU FROM GETTING THEM

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 REMITTANCES?**

Would it not be advisable to give your accounts **ABSOLUTE PROTECTION IN CASE OF FIRE?**

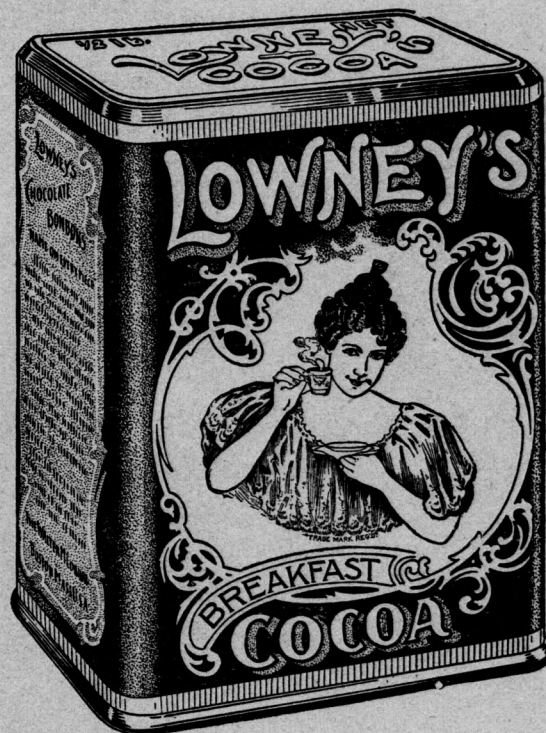
If your answer is **YES**, you need our Keith system.

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.



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.

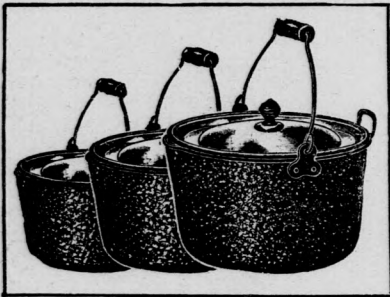
The **WALTER M. LOWNEY COMPANY**, 447 Commercial St., Boston, Mass.

Seasonable Goods Just When You Want Them

There's no need of investing your good money in merchandise three or four months in advance of the time you really need the goods. We can supply you whenever you want them, and you can sell them before your bill becomes due, and remember

OUR PRICES ARE ALWAYS THE LOWEST

"Columbia Gray" Assortment Duchess Kettles

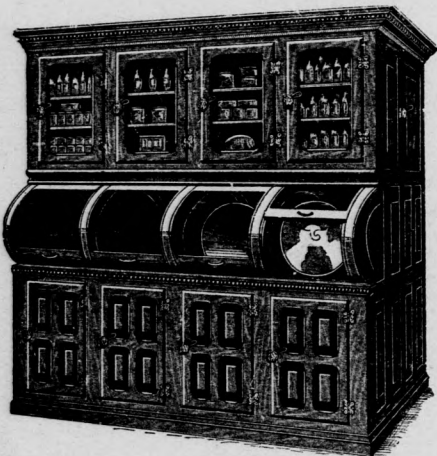


These kettles are double coated gray enameled steel, warranted selected firsts, and have self-locking retinned covers, making them the most practical self-draining kettles on the market. The assortment contains 24 kettles as follows:

4 No. 50—5 quart \$0.25	\$1 00
8 No. 60—6 quart35	2 80
8 No. 70—7 quart40	3 20
4 No. 100—10 quart50	2 00

Total..... **\$9 00**
Brings at retail **\$15.20**

Leonard Cleanable Refrigerators For Home and Store Use



Absolutely the acme of perfection in refrigerator construction

Use Less Ice and Give Better Results Than Any Other Make

Ask for descriptive catalog and prices
Secure agency for your town

Owing to early and unusually heavy buying we are able to offer



**10 Quart I C Tin
Flaring Pails at
\$1.05 Per Dozen**

the steady advance in all kinds of tinware notwithstanding. These pails are not bought at auction but contracted for early in the season and guaranteed

Full Standard Size and Weight

Heavy Tin Dairy Pails With IX Bottoms

These pails are made of heavy quality bright tin and called IX by some. A point of advantage over most pails is the raised bottom, which is made of extra heavy IX tin. The edges are well strengthened by a wire. Bail attached to riveted metal ears. Black enameled handle.



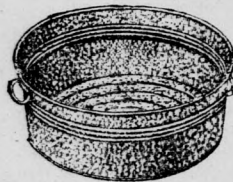
10 Quarts Doz.....\$1 50 | 14 Quarts—Doz.....\$1 90
12 Quarts—Doz..... 1 70 |

IX TIN DAIRY PAILS—Sold as IXX by Some

These are made of best IX tin. Have raised bottoms, heavy wire-strengthened tops, riveted metal ears, wire bail with black enameled handle.

10 Quarts Doz.....\$1 75 | 14 Quarts—Doz.....\$2 15
12 Quarts—Doz..... 1 95 |

Highest Grade Galvanized Iron At Lowest Possible Prices



Galvanized Tubs
Galvanized after they are made

Note Our Large Sizes
No. Size in. Price dz.
1 20 1/2 x 10 3/8 \$6 30
2 22 x 11 6 30
3 24 x 11 6 95

Galvanized Iron Pails

8 Quarts—Doz..... | 12 Quarts—Doz.....\$2 20
10 Quarts—Doz.....\$1 90 | 14 Quarts—Doz..... 2 35

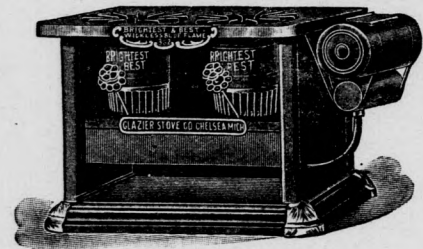
Galvanized Sprinklers

4 Quarts—Doz.....\$3 20 | 10 Quarts—Doz.....\$5 45
6 Quarts—Doz..... 4 00 | 12 Quarts—Doz..... 6 19
8 Quarts—Doz..... 4 70 |

Galvanized Oil Cans

With Spout		With Faucet	
1 Gall—Doz.....\$1 58		Nickel Plated Brass	
2 Gall—Doz..... 2 45		3 Gall—Doz.....\$4 45	
3 Gall—Doz..... 3 45		5 Gall—Doz..... 5 20	
5 Gall—Doz..... 4 45			

Wickless Blue Flame Oil Stove Economical--Safe--Reliable



Skeleton Frame

No. 2—2 Burners, low.
In lots of 12 or more (delivered.) Each.....\$2 40
Less than 12. Each..... 2 65
No. 3—3 Burners, low.
In lots of 12 or more (delivered.) Each.....\$3 30
Less than 12. Each..... 3 60

Cabinets

No. 4—2 Burners, low.
In lots of 12 or more (delivered.) Each.....\$2 90
Less than 12. Each..... 3 25
No. 5—3 Burners, low.
In lots of 12 or more (delivered.) Each.....\$4 15
Less than 12. Each..... 4 38

"Brightest and Best" Lamp Oil Stoves

4-inch burners. 1/2 dozen in case
No. 01—One Burner. Per case.....\$1 85
No. 02—Two Burners. Per case..... 3 70
No. 03—Three Burners, 1/4 dozen in case. Per case.. 2 50

"Junior" Cabinet Gasoline Stoves At Bargain Prices

Steel Cabinet frames, stationary tanks, individual burners. Nicely japanned and ornamented.

Sell for retail at

\$3.00 and \$4.00



2 Burners, low.....\$1 75
3 Burners, low..... 2 95

Successors to
H. LEONARD & SONS
Wholesale

Leonard Crockery Co.

Grand Rapids, Mich.

Half your railroad fare refunded under the perpetual excursion plan of the Grand Rapids Board of Trade. Ask for "Purchaser's Certificate" showing amount of your purchase.

Crockery, Glassware
and
House-Furnishings