

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 24, 1907

Number 1244



Do you see any Green in her eye?



"This
is
what
I
want"



Not much—Mr. Grocer.
She's the up-to-date housewife.

She's the woman who does the buying.

She knows what she wants, and
She despises an imitation.

She knows that every other so-called "corn flakes" is an imitation of

Kellogg's—the ORIGINAL TOASTED CORN FLAKES

Our extensive advertising campaign is educating her to ask for Kellogg's; to look for the signature on the package, to refuse a substitute. **And she will.** Then the quality—the delicious flavor; the quantity—the new large package, is bound to hold her to Kellogg's. Isn't this the person you want to cater to? Under the circumstances do you see how you can profitably handle anything but Kellogg's Toasted Corn Flakes? It will only be a matter of a very short time until there will be but one corn flakes—that will be Kellogg's. And the dealer who loaded up on imitations will have more worthless stock left on his shelves, than he did in the days of wheat flakes deluge.

A glance at the situation should make clear why you should stick to the genuine Toasted Corn Flakes. When you order be sure and specify Kellogg's.

W. K. Kellogg

THIS SIGNATURE IS PLACED ON EACH PACKAGE FOR
YOUR PROTECTION, FOR THE TRADE'S PROTECTION
AND FOR OURS.

TOASTED CORN FLAKE CO.
BATTLE CREEK, MICH.

Every Cake



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

The Fleischmann Co.,

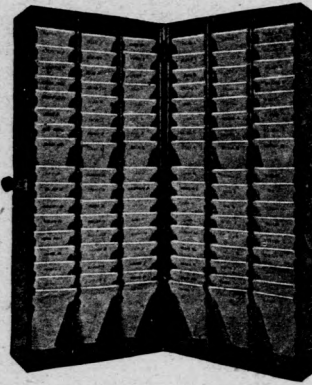
of Michigan

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

DO IT NOW

Investigate the

Kirkwood Short Credit System of Accounts



It earns you 25 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.

105 Ottawa-St., Grand Rapids, Mich.

Bell Phone 87 Citizens Phone 5087

Pat. March 8, 1898, June 17, 1898, March 19, 1901.

Pure Cider Vinegar

There will be a great demand for

PURE CIDER VINEGAR

this season on account of the Pure Food law. We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food laws of every State in the Union.

Sold Through the Wholesale Grocery Trade

The Williams Bros. Co., Manufacturers

Picklers and Preservers

Detroit, Michigan

Makes Clothes Whiter - Work Easier - Kitchen Cleaner.

SNOWBOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fourth Year

GRAND RAPIDS, WEDNESDAY, JULY 24, 1907

Number 1244

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.

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

Banking By Mail

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES
Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

THIRD RAIL SYSTEM

A course in bookkeeping, shorthand and typewriting is like the third rail. It increases your speed toward the goal of success. Secure it at the

Commercial School
Valley City
75, 83 Lyon St.
Grand Rapids, Mich.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Fire and Burglar Proof

SAFES

Tradesman Company
Grand Rapids

MEN DIFFER.

One of the commonest of to-day's haphazard observations in regard to men we know and think we are sorry for is, "Yes, poor devil, but he doesn't know how to enjoy himself."

Seemingly it rarely occurs to us that the Hell we read about would be right here on earth if all men were alike in temperament and bent, and just as certain is it also that no man has any call at any time to bestow gratuitously his sympathy and commiseration upon some man who "does not know how to enjoy himself."

There is the very rich man of your town, for instance. All you know about him is what you have picked up casually through business relations and a conventional social meeting now and then. This is all you really know. You have heard this thing, that and the other, but none of these revelations bear the stamp of actual personal knowledge, and yet you combine what you know and what you have heard and voice your estimate by declaring: "Yes, poor devil, but he doesn't know how to have a good time."

Three hundred years ago or so the old Spanish author said, "Man, know thyself," because he nor any of his intimate acquaintances knew very much as to his own early life; but by his writing "Don Quixote" he corrected his record, so that his early life was of little or no consequence from the historical viewpoint.

Men of to-day are not required to know themselves. Their strong point must be to know other men and those who do not know must needs put up the "bluff" of knowing by giving out their verdict that So-and-So is all right, only he doesn't get all that is coming to him out of life.

Every man gets exactly what is his due in this life, and in all likelihood the rule will hold good after the grave or the crematorium. To take a widely known example, there was the late Russell Sage, about whom it was more frequently remarked than of any other man in New York that he did not know how to enjoy himself. Facts have come to light since his death which show that he had great enjoyment in rational, intellectual and valuable ways, entirely apart from his pleasure in handling securities, loaning money and collecting interest and premiums. He enjoyed social intercourse with his close friends; he enjoyed benefactions bestowed by his wife; he enjoyed his indifference to certain social conventions, which was perfectly proper if he saw fit to pass them by; he enjoyed history and the writings of the great philosophers. In brief, he found his pleasure in scores of ways and en-

joyed probably the fact that people had picked him out as a man who did not know how to have a good time.

The man or woman who feels it incumbent to so conduct themselves as to merit, receive and utilize invitations to some social function for each day in the year does not have a good time in the eyes of those others, the man and woman who take positive delight in staying at home alone together or taking a pleasure trip together, stopping at hotels, seeing nobody they know intimately or care for particularly and vice versa. The farmer and his wife who revel in the serene quiet of their country home, as they go into ecstasies over the new born calf or colt or lamb or litter of pigs, do not know how to enjoy themselves in the estimation of the man and his wife who must go to the theater three or four nights each week with an elaborate cafe luncheon after each performance, and vice versa.

The chap who has an automobile and enjoys it thoroughly pities the poor person who is contented to drive a well-matched pair of steppers which can do the mile inside of three minutes, and under his breath the horse-man says, "Ye gods, how can a man be content to do that when he could do this?"

And so it goes. Everything gets its value by comparison. Just think this over when next you regret that your friend does not know the meaning of pleasure.

Justice Jaycox, of Brooklyn, has decided that the Butter Committee of the New York Mercantile Exchange has been in the habit of deliberately and systematically issuing quotations on the wholesale price of butter which were untrue in a vast majority of instances. This action the judge declared wilful fraud and he made an order restraining the Exchange from issuing quotations at other than the selling values commonly obtainable. This decision is the outcome of a suit brought some time since by G. W. Martin & Brother, who allege that the official quotations on butter have been manipulated for speculative purposes. It was declared absurd and ridiculous by the officers of the Exchange, who predicted it would never come to trial. Martin & Brother have pushed it energetically and have done a good thing for the butter trade.

An order has been issued to the Government employes in all departments at Washington, which prohibits them from taking the rubber bands supplied for the office work, to make rubber balls for their children at home. The people will be willing that the clerks be given some of the red tape that is so plenty at the capitol, for the amusement of the children.

"LOOK, STOP, READ, LISTEN."

It is already plain to be seen that the railway corporations are more than busy with their interest in the forthcoming Constitutional Convention.

There are a lot of reasons why this interest is evident. During the last Legislature the railways learned that, in spite of their well-paid lobby at Lansing, it was entirely possible for the people of Michigan to accomplish things which they deemed they were entitled to; all over the country well organized bodies representing the most important of business interests are investigating, analyzing and framing up demands upon their legislators with a view to obtaining at least a share of their just deserts.

For these reasons the railways in Michigan are alert, and "if there is any such thing in the book" it is a safe bet that the Constitutional Convention will be packed by the paid attorneys of those railway corporations. Therefore, it will be wise for the voters in all districts sending delegates to the convention to learn beforehand and unequivocally just where their candidates stand in regard to the rights, duties and privileges of railways.

With the proposed new constitution licked into shape by their paid attorneys, the railway corporations can well afford to spend many thousands of dollars in the effort to have such a constitution endorsed by the vote of the people; and this is just what will be done unless the voters keep close tab not only upon the delegates they send to the convention but upon the character of the document finally submitted to them for their approval or rejection. And the railway attorneys—among the best in the State—are sufficiently skilled in their science and art, particularly their art, to sneak into a new State constitution all sorts of loopholes and byways designed for the benefit of the railways and their high salaried, arrogant officials.

Whaling was once a great industry on the New England coast, but the discovery of oil in the ground reduced its importance and in some places the business was abandoned. That the old time whaling that made the port of New Bedford famous has not wholly vanished is shown by the arrival home of the barque Josephine after a 20 months voyage to the Indian Ocean with 30 casks of sperm oil, five times that amount of whale oil and thousands of pounds of bone. The value of the cargo is said to be around one hundred thousand dollars.

The world has suffered a good deal less from thinking without saying than from saying without thinking.



"Sleep in the Fresh Air Saves More Lives Than Science."

It is really surprising how many, many people are waking up to sleeping out of doors. And not only those suffering from lung trouble but also those showing a tendency to tuberculosis and then those others—those sensible others—who believe that an ounce of prevention is worth much more than the proverbial pound of cure, the ones who live in the enjoyment of unbounded health and wish to continue to possess that greatest of all earthly blessings.

A lady in the East End has slept out on a screened-in back porch for an entire year. She is the perfect picture of good nature, and—listen, ye of muddy and sallow complexion—her cheeks are like a roseleaf in texture and color!

Down near Madison avenue a lady and her little girl have "taken to the alcove," as the mother puts it. The south and west sides of the alcove—there are no sides! The house clapboards form the east and the north sides of this tiny bower.

"Sometimes it rains and we then have to 'take up our beds like the Arabs and silently steal'—inside, where the air, even with three immense windows wide open, seems as stuffy as a haymow. You would think that the wind from three such openings would sweep through in a perfect gale; you would suppose that it would seem just exactly the same as sleeping out of doors: but there is a difference and a great one. The only thing I can compare it to is the counterfeit and the genuine. Give me the genuine—the free air of Heaven—every time.

"Around the corner from me an entire family—father, mother and three small children—sleep out on a large, roofed, screened-in upper piazza. And a neighbor lady living in the next block sleeps on a second-story porch under the starry dome! An oilcloth coverlid catches the falling dew and the lady does up her head in an oilskin cap."

What has all this about the comfort and pleasure of sleeping in the open to do with window trimming? Well, wait a minute; I'm coming to that:

I saw, just yesterday, a striking window display of comforts of a high grade. They were of various designed goods and were so placed in the window as to form steps that went way to the ceiling. The comforts were continuous crosswise—no spaces between them—and so piled, as to pattern that, from a distance, the effect was of mammoth stairs of mosaic.

A neat sign caught the eye at once:

Sound Sleep
in
Cold
Fresh
Air
Saves More Lives
Than
Science

—Sir Joseph Lister, famous London surgeon.

Then the card went on to say:

"Maish laminated cotton down comforts make such sleep possible. They are luxuriously warm and wonderfully light—do away entirely with the unhealthy, depressing weight of heavy comforts.

"Practically every person in this city will read about Maish comforts this season.

"All sizes—crib to extra large—in silkolene, sateen and silk coverings."

Talking about the fresh air cure for tuberculosis and tubercular inclination, a young woman, the very image of good physical condition, re-

dance nor make any other violent exertion.

"I observed, religiously, all these things, a whole year in California—and for that matter ever since I left there for home—and came back perfectly restored in health; not a vestige of cough or other lung difficulty remained. Don't I look vigorous?"

I glanced at her clear complexion, shining eyes and plump figure and could make but one reply.

"But my California doctor told me before I departed for my Michigan home that if people could only be induced to take the same minute care of themselves at their own homes that they do when they come out West, giving their entire attention to getting well, they could save themselves all that expense of a trip across the country and living away from their own State.

"But," said he, with a twinkle in his eye, 'they won't do that, and so, when their home doctors give them up to die, and shunt them off on to us, we Westerners are not going to

"The object presenting an appearance of being a small telephone is a new style of electric light for use inside of a wardrobe or closet in a home. This apparatus consists of a large storage battery set in a fancy metal case and attached to a wooden panel for hanging within the wardrobe. Connected with the battery there is an insulated electric wire, several feet in length, which terminates at a medium size, bell-shaped electric bulb. The bulb is enclosed in a nickel-plated case and is designed to hang on a hook beneath the battery when not in use. The weight of the bulb when thus hung actuates a spring which breaks the connection between it and the battery. When lifted from this position the battery connection is formed and the bulb becomes lighted. This outfit is adaptable for many other purposes as well, such as lighting the sick room, interior of a carriage, etc. The batteries are renewable, so that one of these lights could be used for an indefinite period."

Another new thing on the market, for those who indulge in the "noxious weed," is an ash receiver, of which the following is said:

Every cigar smoker is familiar with the fact that partially smoked cigars, when placed in an ordinary open ash receiver, will impregnate the atmosphere of the room with a disagreeable odor. To obviate this unpleasant feature a special ash receiver was recently designed and is now being offered to the trade. The new style receiver consists of a glass cup, two and one-half inches in height, having a plated metal top upon which a cigar rest is mounted. The cigar rest works in conjunction with an inner plate which serves as a cover for the mouth of the opening in the metal portion covering the ash compartment. By shifting the cigar rest to either side the receiver becomes uncovered while ashes are being deposited and can then be closed in a like manner, so as to prevent the escape of odors arising from smouldering or dead cigar stumps. The accompanying glass jar is octagon-shaped and has a fancy pressed bottom. Similar ash receivers can be had in several styles.

Ways of Japanese Merchants.

Curious ways the Japanese merchant has of doing business. A special agent of the United States Government who is now in Japan gives some illustrations: "The buyer," he says, "makes no payment until the arrival of the goods. If in the meantime the market has dropped the Japanese will often go to the American and intimate that he is not prepared to stand all the loss and that the American should divide the loss with him, although to do so might wipe out all the profit on the transaction."

High Up and Low Down.

Tommy—I saw a mountain last summer so high that it was up in the clouds.

Jack—Huh! That ain't so much! I saw a valley so deep it was in a lake.

The man who does nothing does much harm.

An Invoice Thirty-Seven Years Old

Joseph W. Putnam favors the Tradesman with an invoice sent out by the firm of Putnam Bros. & Co., one of the several predecessors of the National Candy Co., in 1870. The Tradesman herewith reproduces same in facsimile, calling attention to the difference in prices prevailing thirty-seven years ago and at the present time:

Grand Rapids, Mich. *Feb 2 1870*

Helen T. Mowley

Bought of PUTNAM, BROS. & CO.,
WHOLESALE DEALERS IN
BALTIMORE OYSTERS,
And Manufacturers of Pure Confectionery,
20 MONROE STREET.

125	Stick Candy	20	5
15	Coconut Bar	25	125
15	Gum Drops	30	150
7	Milk	30	210
15	Pop. Candy	30	160
			11.15

marked to me:

"Five years ago I was sent out West by doctors for my lungs. I coughed from morning until night, and then all the night long, and had all the other consumption characteristics. You know what it means when doctors treat for months, with no benefit whatever, persons so situated and then send them to another climate for their illness: They are simply sent away from home to die—the physicians want to get rid of them—not have them die on their hands.

"I was advised to sleep out of doors at night, be out of the house all day long and take Cod Liver Oil at stated intervals.

"When I reached my destination—California—I placed myself under the care of an eminent physician. He gave me the same counsel—for a large consideration!

"I was practically to live on eggs and milk and take deep-breathing and other good exercises to expand the collapsed air cells, but I was not to

quarrel with a fate that sends us our bread and butter and jam!"

* * *

It Isn't Only
"What Does It Cost?"

But

"What Do I Get Out Of It?"

That Counts

With

You

is the rather odd statement in a local dry goods window, inferring that the store in question has the interests of its customers at heart.

Of course, we all know that proprietors of merchandising establishments are not, generally speaking, in business strictly for their health, nor yet for the fun of showing goods over counters to wear out the wood of the latter, but the feminine public are pleased, just the same, with a little chunk of flattery.

* * *

One of the novel things on the market is what is termed a "wardrobe light," of which I offer this description:

O'BRIEN RECEPTION.

How the General Speakers Were Introduced.

At the recent reception tendered Ambassador O'Brien by the Grand Rapids Board of Trade, the general speakers were introduced as follows:

Justice Montgomery.

The first speaker is a man of more than State reputation. To the well-known probity of his character, his careful circumspection and foresight, his unselfish devotion to duty, his conscientious adherence to upright and conservative principles and business methods and his indefatigable zeal and energy the constant growth and present prosperity of this commonwealth, as well as the high standing of our Supreme Court, are largely attributable. He is a good citizen in the best sense of the term, animated by the sincerest patriotism and an active public spirit, always ready and eager to serve the common welfare to the best of his ability. To those who enjoy the privilege of working with him he is not only a respected chief whose guidance can always be followed with the absolute confidence which his high integrity and wisdom inspire, but a friend endeared to his associates by the goodness of his heart and the warmth of his sympathies, and also by an unflagging geniality and cheerfulness of temper which, wherever he is, create an atmosphere of good feeling and happiness.

Hon. G. J. Diekema.

The next speaker is by no means a stranger to Grand Rapids people. His honesty of purpose, clearness of vision and power of graphic and accurate statement are manifest in small things and in great. His public duties in recent years have brought him into the presence of some of the most memorable happenings in the world's history. Wholly free from national antipathy, race prejudice or social narrowness, he measures his associates and constituents by the single standard of ability to produce results. He has an eagle's eye for opportunity and an insatiable appetite for fresh enterprise in fields that remain unperceived by the dull vision of the mediocre. In the art of statesmanship he is a gifted architect, and to build is the darling occupation of his bold and aspiring mind. Every actuality, every present-day condition that can affect the welfare of his constituents is the object of his assiduous study, but his also is the rarer power to connect the present with the distant future by new lines of policy. He has the statesman's instinct for tendencies as well as realities; and when the tendency of to-day becomes the fact of to-morrow it will find him armed and prepared.

Hon. William Alden Smith.

The next speaker is so well known to you all as to require no introduction at my hands. His life has been an open book in this community for the past thirty years. Business and political success, instead of spoiling him or causing him to fall back into comfort and luxury, spur him on to renewed efforts. He knows men thoroughly; he loves his kind; he re-

members his own beginning and never tires of giving others the chance which has been proffered him. He has the patience of a Lincoln—he bears with men until they see the error of their ways; he alleviates their envy of one another; he stands by his lieutenants when others demand their heads. He is big and broad and just, and others develop these qualities through contact with him. He is ambitious; he is determined; he is endowed with insight; he is gifted with enthusiasm. He is vouchsafed the qualities of real leadership. He succeeds in life because success comes inevitably to those who have the power of conquest and who exert that power to the utmost.

Hon. T. J. O'Brien.

The honored guest of the evening is one of the finest types of American manhood which this country has ever produced. He early learned from practical experience, under exacting employers and in minor positions, the difficulties and discouragements of young men struggling for pay and promotion. It made him in after years exceedingly thoughtful and considerate of his associates. He never asked as much of others as he willingly did himself in those trial periods of his life. Long before he acquired a competence he was a trained and able man of affairs, demonstrating those qualities of sensitive honor and efficient industry which are the sureties of success. The chief characteristic of Mr. O'Brien's work is conscientious thoroughness. He has to be satisfied that the thing is right before he will lend his influ-

ence or money, no matter how alluring the prospects of profit. Temporary failures may discourage others, but they energize his efforts. Many are now holding responsible positions whom he recognized as young men of promise, watched with solicitude and assisted at critical periods. His confidence is unbounded, in those whom he trusts. The men who have been associated with him the longest and most closely cherish many striking evidences of his unquestioning faith in their integrity and intelligence.

Mr. O'Brien is a high-minded gentleman in all the relations of life. He is not sordid; he is not petty; he is not mean-spirited. His catholicity extends from his politics to his religion. He is never a trimmer and never a time-server. What he does, he does, and it remains to his everlasting credit that he never shirks a responsibility nor attempts to saddle a burden upon another. He is an American of Americans in ambition, in sentiment and in spirit. He serves his family, his business associates, his State and his country faithfully, intelligently, honorably, patriotically, and the full record of his achievements will give him a high place in the history of this century.

Mr. O'Brien has won many of the great prizes of life—high position, wealth, influence, popularity and business success—but he has never paid any of their tragic penalties. His temper has remained sweet, his faith in men is unimpaired, his honor is unscathed, his love of humankind is unchilled. I am sure I correctly rep-

resent the sentiment of the members of the Grand Rapids Board of Trade when I pay this tribute to the character, the integrity, the large, generous heart, the brilliant and gifted mind and the abounding energy of our honored member. So long as life lasts, so long as memory lingers, we shall ever recall his lofty spirit and winning manners, simple, sweet and genial. The benevolence of his heart shines out in the engaging smile, in the keen and penetrating yet kindly eye which gains for him a friend in every acquaintance. To know Mr. O'Brien is to like him; to know him well is to love him and to trust him to the end.

The Indirect Method.

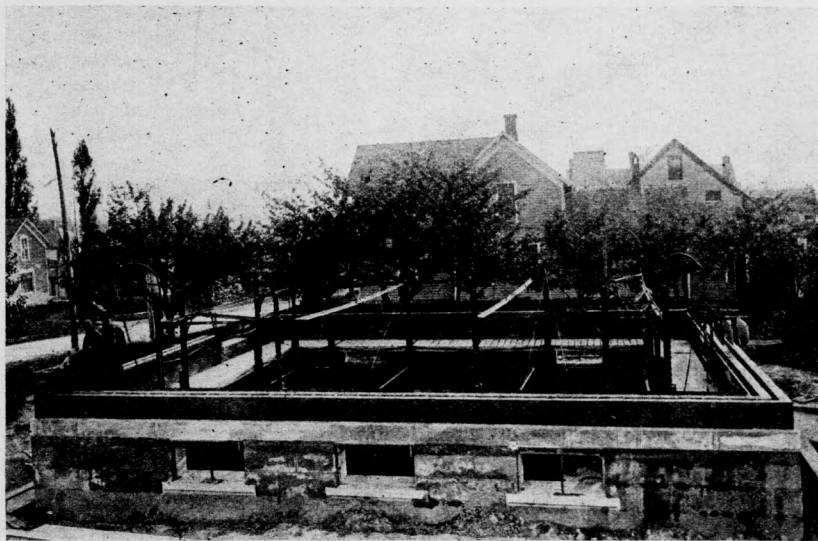
Home made ice cream was a regular item on the bill of fare at Willie's house, and while he liked the cream he drew the line at turning the freezer. One day when his mother returned home she was agreeably surprised to find him working at the crank as if his life depended on it.

"I don't see how you got him to turn the ice cream freezer," she said to her husband. "I offered him a dime to do it, and he just laughed at me."

"You didn't go about it the right way, my dear," replied the husband. "I bet him a nickel he couldn't turn it for half an hour."

When once you have tasted of the happiness of making others happy you will cease to worry about heaven.

Work Done by the Hollow Wall Machine Co., Petoskey, Mich.



With this new device the expense of making blocks is eliminated. It requires but little skilled labor, hence it is easily operated. This apparatus completes the building from bottom to top, making window and door sills as required and leaving the inner wall at once ready for putty coat, paper or decorating. The outer wall can be given any artistic design desired. It is the most simple and economical way to handle concrete, yet the quality of work done is far superior in appearance and solidity to block or the ordinary form methods formerly used.

The adoption of Monolithic Reinforced Hollow Walls is as rapidly increasing as is the use of concrete. They are durable, reliable and will give entire satisfaction because they are not affected by fire, acids, gases, steam, water, climatic changes, etc.

Write for catalog and prices. Territory for sale. Secure it now. For further information write

The Hollow Wall Machine Co., W. J. Rachow, Sec'y & Treas., Petoskey, Michigan



Movements of Merchants.

Holland—The Holland Shoe Co. is now occupying its new addition.

Port Huron—S. Gutter & Co. have opened their new furniture store.

Decatur—F. W. Thomas has sold his stock to Wood Bros., of Augusta.

Detroit—The capital stock of the Detroit Drug Co. has been increased from \$16,000 to \$20,000.

Detroit—The Globe House Furnishing Co. has increased its capital stock from \$31,000 to \$75,000.

Detroit—The capital stock of the German-American Bank has been increased from \$10,000 to \$250,000.

Pinckney—Paul A. Bock, for many years engaged in the bakery business in Detroit, has opened a bakery here.

Remus—J. E. Geiger has sold his hardware stock to John Farwell, of Remus, who will continue the business.

Stambaugh—The office of the Consolidated Mercantile Co. has been moved from Iron River to this place.

Cass City—Dana Losey has purchased the grocery stock of H. L. Hunt, who retires from trade on account of ill health.

Detroit—The Paige & Chope Co., wholesale dealer in paper and stationery, has increased its capital stock from \$50,000 to \$100,000.

Otsego—Creditors have closed the store of C. A. Daniels, dealer in notions. Mr. Daniels has been engaged in business here over fifteen years.

Lake Odessa—A. A. Wise is succeeded in the candy business by Arthur Tolles, but will continue the paper and paint business assisted by his son.

Hudson—H. Blayney and Bert Winn have purchased the grocery stock of G. W. Shields and will continue the business under the style of Blayney & Winn.

Davison—L. R. Damon & Sons, of Chesaning, have purchased the Worden grocery stock of W. G. Allen and will continue the business under the style of Damon & Sons.

Detroit—A. E. Wood & Co. have been incorporated to deal in dry goods with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and paid in cash.

Muskegon—W. G. Peacock is succeeded in the tobacco and confectionery business by Harry Hines, who will continue the business in the store formerly occupied by A. Herro & Sons.

Hudson—The stock of notion goods formerly owned by M. E. Guyer has been purchased by Arthur Green, who will continue to conduct the business under the style of the Economy Store.

Beaverton—The grocery stock of Carl Barrett has been destroyed by fire. Mr. Barrett announces his intention of re-engaging in business as soon as he can secure a suitable location and another stock.

Portland—Barton Bros. will suc-

ceed S. Brooks & Co. in the meat market business. A. J. Barton will manage the new business and his brother William will remain in the agricultural implement store.

Muskegon—A corporation has been formed under the style of the Lund Clothing Co. to conduct a retail clothing and furnishing goods store. The company has an authorized capital stock of \$5,000, all of which has been subscribed, \$1,200 being paid in in cash.

Mesick—W. E. Noteware and Grover Crum have formed a copartnership under the style of Noteware & Crum and engaged in the grocery business. Mr. Noteware was formerly principal of the Fife Lake schools and Mr. Crum was a teacher in the Cedar Creek school.

Muskegon—Ole B. Haven & Co., who started a clothing and furnishing goods store in this city about three months ago, have closed the store and sold the stock. They give as the reason for their retirement that there is so much competition that the business is not a paying one.

Edmore—H. H. Dean is succeeded by the firm of Johnson & Kamp, which is composed of Mrs. Johnson, whose husband was a fireman killed in the Pere Marquette wreck at Riverdale last March, and Mr. Kamp, who is a brother of Mrs. Johnson. Mr. Dean will locate in Manitoba.

Elk Rapids—M. B. Lang, who has been in the grocery business in Elk Rapids for more than twenty years, has disposed of his business interests to Towers & Cole, who have been in the same business here for about two years. Mr. Lang is President of the Elk Rapids Savings Bank and will give his time to the Bank and other interests.

Manufacturing Matters.

Kalamazoo—The Blood Brothers Machine Co. has increased its capital stock from \$7,000 to \$15,000.

Battle Creek—The Michigan Wire Bound Box Co. has increased its capital stock from \$40,000 to \$50,000.

Detroit—E. J. Kruce & Co. have merged their cracker manufacturing business into a stock company, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Baraga—The Nester estate will replace the big mill recently burned at this place without delay. The new plant will not be in shape for operation until next spring, but the firm will put in a stock of logs for it during the fall and winter.

Pellston—A corporation has been formed under the style of the Pellston Turning & Manufacturing Co., to make wood turnings and wood specialties. The authorized capital stock of the company is \$10,000, all of which has been subscribed, \$8,500 being paid in in cash and \$1,500 in property.

Detroit—A corporation has been formed under the style of the Detroit Oval Manufacturing Co. to make picture frames, mouldings and art goods. The company has an authorized capital stock of \$7,000, of which amount \$3,600 has been subscribed, \$65 being paid in in cash and \$2,815 in property.

Metamora—The Metamora Creamery Co. plant will be sold at auction August 7, for the purpose of defraying the floating indebtedness. As the creamery is doing a satisfactory business with its patrons, operations will be continued under the management of Dan Stuart, buttermaker, the officers being President, E. R. Palmerlee, Lapeer; Secretary, H. B. Foote, Metamora; Treasurer, A. C. Brown, Metamora; Directors, Geo. Blook, Metamora, and John Walker, Hunters Creek.

Rexton—Because of the scarcity of lumber workers the saw mill of D. N. McLeod, at this place, thirty miles from St. Ignace, has been shut down. Unless he can get more men he will also have to shut down his operations in the woods. He says that at no time this season has he been able to get one-half the men needed, and in his twenty-five years' experience he has never known labor to be so scarce. The going wages are \$35 and \$40 a month and board and this is not enough of an inducement to get men.

Hillsdale—The Alamo Manufacturing Co., manufacturer of gasoline engines, has authorized an issue of \$100,000 preferred stock to enable it to expand its rapidly growing business. During the year just closed the increase of business has amounted to 50 per cent. and at this time 200 men are employed in the factory. The daily output for the year has averaged 22 horse-power; the last six months show a daily output of 25 horse-power and the last sixty days show an output daily of very close to 30 horse-power. The coming year will show, with the present force, an average of over 30 horse-power.

Summer Hog Values.

The time is at hand when we may expect to witness a widening of the gap between light and heavy hogs. Hot weather always has the influence of popularizing hogs below 150 pounds and likewise of decreasing the popularity of weights over 200 pounds. At present there is a spread of only about 15 cents prevailing, which is even more than was displayed a week ago, but this may be expected to widen into at least a 50 cents difference before the summer is over, and perhaps more.

Adjustment to this basis may be gradual, or it may be radical. It may be brought about either by a considerable advance on lights or a decline on heavies. The former is not very likely as the hog surplus does not show any scarcity and there is not much argument for higher prices on present conditions. It is more likely that the spread will be effected by a contraction of heavy hog values or a combination of some advance on lights and decline on heavies. Already the tendency seems to be towards a readjustment of heavy hog values to a summer basis as was shown in the market last week, when heavies were slow and inclined to be draggy, while lights were buoyant and generally firmer.

One thing believed is worth a million things denied.

The Grain Market.

The past week has made a falling off in wheat prices of about 1c per bushel on cash grain. The market has been largely a weather one, conditions having been favorable both for harvesting in the Southwest and the growing spring wheat crop in the Northwest, with now and then minor reports to the contrary. There are some reports of rust and damage from flies to the spring wheat, but nothing of a very serious nature. The visible supply showed a decrease in wheat for the week of 449,000 bushels, with a decrease in oats of 713,000 bushels and in rye of 9,000 bushels; an increase in corn of 670,000 bushels and in barley of 78,000 bushels. This brings present stocks of 46,637,000 bushels of wheat, 8,999,000 bushels of corn, 4,651,000 bushels of oats, as compared with stocks last year at the same date of 25,915,000 bushels of wheat, 5,851,000 bushels of corn and 5,376,000 bushels of oats.

September wheat is now selling from 91@93c per bushel, while the price one year ago for September was 76@77c per bushel. September corn is now worth 52@53c per bushel, and one year ago 51c per bushel. September oats are now 38c per bushel, and one year ago 33@34c per bushel.

The market on the whole has been of a very nervous nature, taking runs of 2 or 3 cents per bushel first one way then the other, but every day is bringing us nearer to the new crop, and it will soon be but a matter of proper harvest weather. Prices of all grains are high and moderate stocks are generally advised, at least until prices become more settled.

Millfeeds continue very firm, there having been practically no break in prices and the demand for both bran and middlings for spot and August shipment was never better, prices ranging from \$22@26 per ton, depending on the quality of spring or winter wheat goods. L. Fred Peabody.

The State Dairy and Food Department has entered upon an aggressive campaign having for its object the prevention of the use of a binder in the manufacture and sale of sausage. Last January the Department sent out a circular letter to all the butchers in the State, informing them that the use of a binder would not be permitted any longer and a similar notification was sent to the packers of Chicago and elsewhere informing them of the action taken by the Department. Notwithstanding this notice, the packers have continued to put up sausage with 4 per cent. binder and the retail dealers have continued to sell it. A test case is likely to be started before the end of the present week having for its object a legal determination of the case. Inspectors Dane and Sutton are in the city this week picking up samples from the retailers, who are informed by the inspectors that if it is found that the samples contain any binder they will be prosecuted under the law.

M. O. Walker, 210 West Bridge street, has sold his grocery stock to Thos. Harden, who will continue the business at the same location.



The Produce Market.

Butter—The market is firm and unchanged. The receipts all clear up on arrival, as the quality of the current make is running very good considering the hot weather. The speculative as well as consumptive demand is very good, not only in Michigan, but over the entire country. No radical change in prices is expected soon. Creamery is held at 25c for No. 1 and 26c for extras. Dairy grades command 21c for No. 1 and 18c for packing stock.

Cabbage—60c per doz. for home grown.

Cantaloupes—Carlot shipments are coming from Colorado and Tennessee. The are pretty good sellers, but prices are somewhat high for a heavy popular demand. Rockyfords command \$5 per crate and Georgias fetch \$3.

Celery—25c per bunch.

Cherries—\$2 per 16 qt. crate for sour.

Cocanuts—\$4 per bag of 90.

Cucumbers—40c per doz. for hot house.

Currants—\$1.75 per crate of 16 qts.

Eggs—The market for fancy is firm and advancing. The largest percentage of arrivals are showing the effects of the prevalent hot spell, the loss off ranging from one to three dozen per case. From now on, if the weather keeps hot, a falling off in the receipts may be expected, with an advance in price. Local dealers pay 15c for case count and find no difficulty in getting 18c for candled.

Green Onions—15c for Silver Skins.

Green Peas—Telephones fetch \$1.

Gooseberries—\$1.75 per 16 qt. crate.

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

Lemons—Californias and Messinas command \$5@5.50 per box. The demand is very heavy, as usual at this season of the year, and shipments are hardly large and frequent enough to supply the trade's requirements. The Eastern market is very firm.

Lettuce—75c per bu. for head and 50c per bu. for leaf.

New Beets—20c per doz.

New Carrots—15c per doz.

Onions—Spanish command \$1.75 per crate. Louisville fetch \$2.35 per sack of 65 lbs.

Oranges — Mediterranean Sweets, \$4.50@5; late Valencias, \$5.50@6. They show a great deal of activity and are in a strong position.

Parsley—30c per doz. bunches.

Peaches—Elbertas from Arkansas command \$1.15 per 4 basket crate.

Peppers—30c per doz. for green.

Pieplant—85c per 40 lb. box.

Pineapples — Floridas command \$4.75 for 36s and \$5 for 30s.

Potatoes—This week will undoubtedly see the last of the old stock cleaned up. The demand continues very good and the stock is moving out rapidly on the basis of 30@40c. Liberal supplies of new are coming from the South and the quality is excellent. They command \$1 per bu. for red

and \$3 per bbl. for white.

Poultry—The market is in excellent condition, receipts being fair and demand strong. The local dealers pay 10½c for live hens and 12½c for dressed; 9½c for live ducks and 11½c for dressed; 12c for live turkeys and 16@20c for dressed; live broilers, 14c.

Radishes—12c per doz. bunches for long and 10c for round.

Raspberries—\$2.25 per 16 qt. case for either red or black.

Tomatoes—Tennessee and Illinois command \$1 per 4 basket crate. Home grown fetch 90c per 8 lb. basket.

Veal—Dealers pay 6@7c for poor and thin; 7½@8½c for fair to good; 9@9½c for good white kidney from 90 lbs. up.

Watermelons — Prices have not come down yet, in spite of liberal receipts and good demand. The melons are coming from Georgia and are of unusually fine quality. Sales are mostly in barrel lots, \$2.75 being the ruling price for 8, 9 or 10 melons.

Wax Beans—\$1 per bu. for home grown.

Copper Country Merchants To Picnic.

Houghton, July 23—Definite plans have been announced for the picnic which is to be held by the merchants of Hancock and Houghton. The movement to have the merchants of both towns set aside a day each year as a holiday has been under advisement for some time and has now become a reality. The merchants of the two towns will hold their picnic on August 8 at Freda Park.

Committees have been appointed and all arrangements for the celebration of the day are being made. Music has been engaged for the concert and dance to be held in the afternoon. The base ball teams of the cities will go to the park and play a game for the intercity championship. There will be a tug of war between two picked teams of the business men from each side of the river and every known sport will have a place on the programme. Arrangements have been made with the Copper Range Railroad for transportation and, in fact, everything is fast rounding into shape for the celebration.

The merchants have decided to close all places of business on the day and make the first annual picnic a record breaker. The families of the employers and employes have all been invited to attend. The wholesale jobbers have been asked to take part in the festivities and will no doubt accept. The merchants of Hurontown and Atlantic will be the guests of the Hancock and local merchants.

The Nachteggall Manufacturing Co. has erected an office building, 20x34 feet in dimensions, and has rebuilt the dry kiln and lumber shed. A full equipment of machinery has been installed in the main building and operations are now in full blast.

The Michigan State Millers' Association will hold the semi-annual meeting at the Hotel Pantlind in Grand Rapids, August 7 and 8.

The capital stock of the C. S. Paine Co., Ltd., has been increased from \$80,000 to \$130,000.

The Grocery Market.

Sugar—Refined is unchanged and gives no indication of any further advance for the time being. The demand is excellent.

Teas—New crop Japan teas continue very strong in price. The market is fully 2c higher than it was a year ago at this time. First crop Japans are on their way here. Second crop Japans are commanding good prices and the market will undoubtedly continue strong. Cheap grades of Japans are advancing.

Coffee—The general conditions are about steady. Trade in options is extremely small, owing to most operators' complete distrust of the market. Actual coffee conditions will follow options very closely. The consumptive demand for Brazil coffees is about normal for the season. Mild coffees are steady and unchanged. Mochas show a slight decline. Javas are firm and show a constantly hardening tone.

Canned Goods—Spot tomatoes are firm. The market on future tomatoes is steady. Growing conditions are good and the price of futures will largely depend upon the developments of the next few weeks. Canned corn is steady, with plenty who believe that it is due for much better prices. Minnesota canners are preparing for this year's pack. The crop is a little late, but factories are being gotten in shape for it when it is ready. String beans are strong. Baked beans are firm and advancing. All other lines of canned vegetables are firm. Some packers are endeavoring to rush new peas onto the market to take advantage of the present high prices and scarcity in spot stocks. Some of these early arrivals are none too good in quality. Tomato packers will probably follow the same policy. New prices on California canned fruits announced this last week show advances of from 20c to 85c per dozen over the opening prices of last year. The demand is strong and it will not take long for packers' stocks to be pretty well cleaned up. Jobbers are discussing whether or not the high prices will affect consumption. Reports from the East show that the Eastern pack of cherries is a failure. Raspberries, gooseberries and blackberries will be high during the coming year. The reported large crop of blackberries has not yet materialized. Blueberries are now coming to the packers. There are no new features in the canned fish market. Prices throughout are firm. Lobsters, oysters, sardines, shrimps, and all kinds of salmon are strong in price, with many bare spots in jobbers' stocks.

Dried Fruits—Apricots show no relief from the scarcity and high prices. Currants are unchanged and in fair demand. Apples are firm and unchanged, Prunes have stiffened up very slightly during the past week, due to discouraging reports from the coast as to crop conditions. There has been no actual change in price, however. The demand is very light. It seems to be generally believed that this year's sale of future prunes was much below the average. Peach-

es are dull and still very high. The high prices of raisins are still maintained, but there is talk of lower prices on the coast, due to fear of the coming competition with foreign raisins. On loose raisins particularly there seems to be some reason to expect lower prices.

Spices—Entire list is steady, with pepper showing a tendency to advance.

Farinaceous Goods—The raw oat market is strong and the price of rolled oats is well maintained. Such items as sago, tapioca, pearl barley, peas, beans, etc., are all in good demand and firm.

Syrups and Molasses—The demand for molasses is fair. The call for corn syrup is good and increasing.

Rice—Prices remain about the same as last week. Stocks for immediate supply are none too good. All grades are firmly held.

Fish—Cod, hake and haddock rule at steady prices, but the demand is light. Salmon is fairly active at ruling prices. The sales of future sock-eye have been very large, though no prices have been named as yet. Sardines, both imported and domestic, are unchanged in price, steady to firm, and in fair demand. The supply of new shore mackerel is still inadequate for the demand. The quality is improving and as it does the price advances. Some new Norways are coming forward, but scarcely enough to make a market.

Provisions—There has been a very good demand for everything in the smoked meat line, but with plenty of stock to go round and no disposition to advance prices. Pure lard remains firm. Compound is not quite so firm, but without any change in price as yet. Barrel pork, dried beef and canned meats are all firm and unchanged and in good consumptive demand.

Cheese—The market remains very firm, with a large consumptive demand as well as demand for speculation. The quality of the make is fancy and about normal. The market is healthy and no change is expected in the immediate future. The receipts are kept closely cleaned up all the time.

Bradford and Burns Join Forces.

Bradford & Co., dealers in poultry, meats and fish, and Wilbur S. Burns, broker and dealer in bakers' supplies, have merged their business into a stock company under the style of the Bradford-Burns Co. The authorized capital stock of the company is \$4,000, of which amount \$2,000 has been subscribed, \$558.89 being paid in cash and \$1,441.11 in property. Mr. Burns will discontinue his office in the Michigan Trust building and conduct his brokerage business from the store of the new corporation, 7 North Ionia street, where he will spend all his time. The shares are \$10 each and are held as follows: Wilbur S. Burns, 80 shares; Claude M. Bradford, 80 shares and Andrew Herrud, 40 shares. The officers are as follows:

President—Claude M. Bradford.

Vice-President—Andrew Herrud.

Secretary and Treasurer—Wilbur S. Burns.

MAN OF JUDGMENT.

Factors Which Enter Into the Determination of Credit.

I like to read Kipling's story, "Captains Courageous." It is a fine story of the Newfoundland fishing banks, full of sea and storm, fog and fish, and rough courageous men.

The hero of this tale is Disko Troop, Captain of the "Were Here," and he is brave and self-reliant, but best of all, as his son Dan Troop says, "Dad's never mistook in his judgments!" As I think of him out on his six months' cruise, feeling his way through the treacherous fog, braving all the storms of the Atlantic, and then bringing home his little cockle shell fishing schooner, laden to the water's edge with prizes of the deep, I think he is a fine example of a strong, self-reliant man of judgment.

In contrast to this hero of the sea I well remember when I made my first loan in the bank. The cashier was away. I was the boy. A good farmer owning 160 acres of land, with horses, stock and machinery, and no incumbrance, came in and wanted to borrow \$25 for a few days. How weak and green and helpless I felt. Oh that Disko Troop or some other man of judgment had been there to say yes or no. I now know that I would have invited that old farmer behind the counter and told him to help himself, without any loss to the bank; but then I had no judgment.

I was like that medical student to whom the professor was explaining a very difficult case of surgery where everything went wrong. At the very crisis of the supposed operation he suddenly turned to the young man and said, "What would you do then?" With trembling knees and pale face at the very thought of such responsibility, the student answered, "I would run for a doctor." He had no experience. He had never assumed responsibility. He had no judgment.

What is this judgment which changes the raw landsman into the bold captain of the main; which makes the timid student the skillful and self-reliant surgeon; which makes the bank clerk a banker; which develops from the homely and awkward boy loading freight steamers on the wharfs of St. Paul the great railroad magnate, bearing upon his shoulders the responsibility of the Great Northwest. Is this judgment a matter of physical manhood? Yes, in some degree, but yet a man may be as handsome as Apollo and be able to strike as hard a blow as Sullivan and yet not have judgment. Is it a matter of intellect? Yes, and yet one might be able to write Shakespeare's plays or Milton's "Paradise Lost" and yet not have judgment. Is it a matter of character? Yes, and yet one might be the greatest leader and reformer of the age and yet not have judgment.

Judgment is a combination of all the powers of body, mind and spirit, by which a man understands the things which have been; by which he grasps the things which are and perceives the things which are to be; he absorbs them; he assimilates them; he weighs them; he gives each part

its due importance and out of them all brings forth the correct decision.

Through all the storm of the ocean, the roaring wind and the heaving sea, the magnetic needle points steadily to the North; so it is with a man of judgment. His mind unerringly chooses the right way through panic, war and disaster. Sometimes these decisions may be of small importance and then again they are like that old lame god, Vulcan, gathering into his Olympic workshop gold, silver, iron and metals of every kind, trying them, weighing them, testing them, fusing them and forging a thunder bolt for Jupiter.

If judgment is a matter of such great importance, how may the banker obtain it? In the first place, life is so short I think he ought to inherit some of it, and then his education ought to begin in infancy. Judgment, common sense and good horse sense are closely related and some of them can be absorbed in childhood. I have a theory that good horse sense can be absorbed in some degree from a horse, so I keep a horse and a cow; and I have taught my boys to take care of them, in hopes that they may absorb some of these strong qualities in boyhood.

I think that the farmer boy has a great advantage over the city boy. A great many fundamental truths come to him naturally, which have to be acquired in after years by the city boy. He learns to work. He learns to save. He enjoys simple pleasures. He knows the value of character. A surprising number of village boys and country boys push their way to the highest positions. Over at the State Agricultural School, when a great man comes to visit them he is cautioned not to say, "I was raised on a farm." It is such an often repeated statement that it has become a joke. My friend who told me that he was so warned said that a great man from Canada, who was also a visitor that day, began his speech by saying that he was raised on a farm. I told this story to one of the University professors the other day; he laughed and said that he had also told them that he had been raised on a farm.

That country boy, Rockefeller, says, "My father taught me to be self-reliant, taught me to do simple things. At the age of 7 or 8 I could milk a cow as well as a man. He taught me at the age of 8 to drive a horse and to drive him just as carefully as a man! My father said, 'Hold him carefully going down the hill. Do not let him stumble, and when you are on the level road let him trot right along.'" Rockefeller's horse has been trotting right along ever since. He says, "I was taught to do business when a child, to buy cordwood, and when I was little more than a boy my father commissioned me to contract for and build a good brick house for the family. I engaged the architect, let the contract, paid the bills and have all the receipts laid away in a little mahogany box until this day." He says, "I was taught that it was the thing to keep money and it did not burn a hole in my pocket." All good sensible ways of teaching a boy common sense and judgment.

I was reading the other day about

the son of a rich Chicago banker. A position had been obtained for him in a big New York bank through his father's influence. The father, writing to the President of the New York bank, asked how his son was getting along. This was the answer: "Your son just rode up in his \$2,500 automobile with another rich man's son, who is filling a similar position to that of your son. Your son is doing well and we do not intend to discharge him, and so far as we can see he will continue to earn his \$10 per week indefinitely."

In the early days in Ohio a young man was seeking his first school. He studied up carefully on his arithmetic and grammar and geography and presented himself with fear and trembling before the school director for examination. The old man pointed a bony finger at him and asked him just one question: "How do you cure the itch?" "Sulphur and molasses." He got the job.

So if I were to choose the head of some great bank and handsome young candidates should present themselves and I were in doubt which one to choose, remembering the value of good common sense and farm training, I think as a final deciding question I would ask, "Can you milk a cow?" I am sure that many of the great bankers who represent the millions of the Northwest could successfully pass that examination.

As we saw a few years ago in Minneapolis for the first time that splendid drama of Wagner, the most dramatic figure was that youth Parsifal, with his rude shepherd clothing and country ways, suddenly ushered into the magnificent temple where was being observed the solemn ceremony of the Holy Grail. Lost in wonder and stupefaction he stands spellbound before the assemblage of those splendid knights. Tremendously moved, he yet does not see into the future—that he is to be the deliverer and the king of that assemblage. So it seems to me that it sometimes is, with that awkward country boy, with but homely clothes and clumsy ways, but with a fine brow and a clear eye, who for the first time enters the pillared portico of some great city bank with awe and trembling to take up the humble position of messenger, in that field where future years will find him master.

The judgment of the banker is not only acquired through heredity and by the environments of youth, but also by the experience of business.

"Faith, Mrs. O'Hara, how do you tell those twins apart?" "Aw, it's aisy, I sticks me finger in Dennis' mouth, and if he boites I know it's Moike."

When I was the green boy in the bank I remember asking the cashier why he so rudely refused money to Paddy Ryan. He then explained to me that whisky in bond might be very good security, but whisky on the breath was mighty poor collateral. I asked him how it happened that Hans Schmeerkis got the \$500 that he wanted without any question. He explained that the honest smell of onions and sauerkraut which Hans carried with him was good security at any bank.

It took me some time to realize that the note of generous handsome Chappie Cornwallis, with his tailor-made clothes and his dashing red necktie, might be of doubtful value, while that miserable old Scrooge, who squeezed every cent and was so mean that he would pasture a goat on his grandfather's grave, could borrow what he wanted at any bank. It is a matter of experience that school teachers like to speculate, and that doctors are so used to taking desperate chances and have so many underground risks that they take naturally to gold mining.

Experience is a great sharpener of the banker's wits. My father, who was a banker before me, had his early training in a country store. He learned to know men. I have heard that he said that he could tell whether he wanted to loan a man money when he first saw him enter the bank. Such ability might be possible in a simple community, where one's customers are pretty much all good farmers, but in complex city life it is not so easy to discriminate. It is a difficult thing to know when it is wise to make loans to perfect strangers.

A few days ago a street car conductor asked me to loan him \$125. I looked through my mind for one of those stereotyped answers which a banker always keeps handy for an unwelcome customer. The one I happened upon was "that we rarely make loans to any one who is not a customer of the bank." He then took out of his pocket one of the little savings books which we issue, showing a deposit of \$125. I then asked him the question, "For what purpose do you want this money?" A question to which some of our customers object, but a perfectly fair one for the banker to ask unless the borrower puts up first-class security.

Then he took a letter out of his pocket showing that he owed \$300 on a land contract. The money was not due yet, but the creditor needed it at once and would accept \$250 in payment of the debt.

"Well, who will sign with you?" "I have no one." "Who will introduce you and vouch for you?" "I am a newcomer and know very few." "Dont you know anyone that does business with us?" "No, but your director knows my parents in Southern Minnesota."

And so I called up my director on the telephone and he spoke highly of the young man's family, and I made him the loan. As he was about to go I said to him, "When you came I did not expect to make you the loan." He said: "I did not expect to get it." "Do you know how you happened to get it?" "Not exactly." And then I said to him, "If you had not saved that \$125 on your book there would have been no use of asking for the loan. Many a young man does not know the value of saving a little money. It opened the first gate for you. And then, again, you bear a good name. I can not find out much about you, but your father and mother have bequeathed a good name and you remember that 'a good name is to be chosen above great riches.'" It

is almost unnecessary to say that the loan was paid when due.

There are trying experiences and disappointing experiences which come to the banker, but there are also wonderful revelations of nobility and character which inspire him.

On the East Side of Minneapolis, and near the University, lives a woman who, becoming involved in the panic, was paying her debts out of her hard-earned salary and meager income, money which she needed for her advancing years. In sympathy for her I said: "Professor! Men go through bankruptcy and get rid of such debts. If you do not want to do it that way let me arrange a compromise and you pay 50 cents on the dollar. Your creditors are rich corporations and it will not hurt them to lose a little." Was she pleased at my proposition? Did she thank me? Nay, verily! She rose in her righteous indignation and spurned my suggestion. She said, "My father taught me when I was a child that when the storms of adversity attacked me I was not to yield weakly to the gale, but rise and fight the blast. I could not sleep in my grave unless I paid my debts, and I shall pay them in full." I had to permit that noble woman to pay my bank, as she paid others, to the last dollar. If some morning you see in staring head lines that a new wonder has appeared in Southeast Minneapolis and that Elijah's fiery chariot and flaming horses have again swept down to earth, and that our beloved professor has been caught up into the heavens, do not be surprised, only pray that her mantle of integrity may fall upon a worthy successor.

In closing I would say in no business or profession does one need to be a man of judgment more than in that of the banker.

I have sometimes compared the profession of a banker to that of a minister.

The minister is the spiritual father of the community, while the banker is the financial father.

As trust and confidence are given to the minister, so in a wonderful degree are confidence and trust given to the banker. I can never forget the great amount of money which was intrusted to me when I was running a private country bank. I remember some of those old coon coated farmers coming to my window and my greeting them, expecting a deposit of one or two hundred dollars, and then have them bring out a great roll of bills from their pocket. Maybe a thousand dollars, and after that was counted, go down in the other pocket and bring out another thousand and take my certificate of deposit. Was ever a minister trusted like that? The customer often trusts the banker with that which is dearer to him than life. I think of depositors whose teeth fairly chatter with excitement when they speak of their money. Such a man would kill himself or would kill you if disaster came to the bank.

Death often follows great bank failures. With such responsibility resting upon him the banker needs to be sane and wise.

I have sometimes compared the

profession of the banker to that of the doctor.

I once traveled in the Yellowstone with a doctor chum of mine. When we came to the different park hotels the best room in the house was assigned to him. I asked him why it was. He said that he had been called to treat the wife of one of the officials of the Northern Pacific road, who was sinking fast. He had made a correct diagnosis of the case and saved a life. I could answer that I had also saved lives in the financial world.

When that terrible panic was upon us and men were in the very agony of death, what a great delight it was to be able to offer a succoring hand.

I also compare the profession of banking to that of the judge, the most honored profession of our country. A political position and yet how above all politics it carries itself! Deciding questions of the greatest financial value, yet without suggestion of corruption. Oh righteous judge, how many times do you hold our money and our reputation in your hands!

The banker is also a judge. Upon his decision rest life and hope, future and fortune, and also upon his decision rest failure, insolvency, bankruptcy, despair and death.

Above all men the banker needs to be a man of health, a man of intellect, a man of character, a man of judgment.

H. A. Scriver.

Japanese Mission in Corea.

Healthward Japan is nursing the decrepit race of Corea. The fine system of railroads Japan has built from one end of the country to the other has vastly enhanced land values in the interior, as well as proved a potent factor in civilizing the natives. Japanese loans are being devoted to developing the industrial and commercial resources of the country. Enormous sums already have been expended by the Japanese government in the improvement and extension of highways; for before the advent of Japan there were no roads fit for horse vehicles. Modern systems of water works already are well under way in some of the larger towns and cities, and with improved sanitation promise to make the fearful epidemics to which Corea has been subject as rare as they are in Japan. Plans have been formulated for a national system of education similar to that in Japan; text books are in course of preparation for the new schools, for which the Japanese normal and training colleges are to provide efficient teachers. The ancient, ineffective system of policing the country has been placed upon a modern basis, while the law courts of the empire, which never had been independent of the executive, have given way to a judicial system modeled on Japanese lines, with local courts in which innocent persons are no longer tortured into confession of crime.

Reason Enough.

Guest—Waiter, bring me some rice pudding.

Waiter—Boss, I can't jess recommend de rice puddin' to-day.

Guest—What's the matter with it?

Waiter—Nuffin, 'cept dar ain't none.

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Don't fail to see our novelties in dolls made of papier mache, with full ball joints, extra fine bisque heads, moving eyes, etc.

Taken as a whole, we feel justified in stating that the merchant who buys his Dolls, Doll Furniture, Metal, Mechanical and Wooden Toys, Toy Dishes, Fancy Goods, Pictures, Photo Albums, Post-card Albums—over fifty styles—from us will command the Holiday Business of his locality. We advise, however, an early selection in order to secure some of the foreign-made goods on which the supply cannot be duplicated. We ship when you tell us.

John V. Farwell Company

Chicago

The Great Central Market



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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, July 24, 1907

OUR DAILY FEAST.

The daily papers of Grand Rapids, and all over Michigan for that matter, presented first pages during the first three days of the present week which were repulsive to the last limit.

And the threadbare excuse offered by editors and publishers: "We must give our readers the news or go out of business," is not only no excuse, but it is not true.

The harrowing details lugged in are not news. The dreadful collision on the Pere Marquette Railway was news of the saddest character, readily and thoroughly appreciated as to its horrors by a plain statement of when, where and how it happened, just as was the quadruple murder near Coopersville entirely comprehended in its charnel house gruesomeness without its soul torturing embellishments.

It is an insult to the intelligence and decency of the reading public for the publishers of the daily papers to force upon them the penny-dreadful rhetoric of their representatives who seem to feel that they must fill as much space as possible with hearsay reports, wild imaginings and deceptive thrillers bearing no legitimate relation to the actual news in the cases.

If the spontaneous comments by citizens as they glance at the first page scare heads are any criterion, if the casual observations heard on the streets have any value whatever, such matters handled in such fashion are not only not wanted by the readers of the daily papers, but those readers are unanimous in their protests against such publications. And these protests apply not only to the reports of dreadful accidents and horrible crimes, but to the nasty scandals—financial, religious, social and political—that are given so large a place each day as alleged news. The people do not want them, at least they declare voluminously that they do not want them and then—

Ah, there's the rub, the publishers have learned the lesson of how to create business.

Along comes an agile, vociferous newsboy screeching: "Extra! Extra! All about," etc., and human curiosity, entirely thoughtless, drops a penny in the slot, glances at the gory head-

lines and resumes his protest against yellow journalism. The publisher smiles and says: "We've got to publish the news or go out of business," and the reading public growls wishes for the advent of decent news gathering and publication.

The almost universal tendency among publishers to color their reports of all things coming under their observation with sensational touches is reprehensible in the extreme. It creates a false estimate as to public opinion, it intensifies features which, if left unnoticed, would work no injury to any person or interest, and it inflates a lot of filthy, ignorant and useless people with the idea that they really amount to something.

THE OFFICE OF DIRECTOR.

There was recently published a list of the directorships held by several prominent and well known men. Some of them literally hold scores of these offices. The purpose of electing a man director of a corporation presumably is to secure the value of his opinion and judgment as to important policies and details of management. In order to give this information and make it at all valuable the man must be familiar with the business of the concern, what it is doing and how it is doing it, and, moreover, must know something about the conditions of the trade in which the corporation is interested. It is a physical impossibility for a man to know all that a director ought to know about the business of thirty or forty different corporations handling millions of money belonging to the stockholders. A man may know a great deal about three or four, or perhaps twice as many, but when the three or four is multiplied by eight or ten that is a different matter.

Of course, a good many directors are merely ornamental, put there to fill up, and of these Senator Depew has been and still is a pretty good example. He has not been a very potent or important factor in the actual management of any of the companies in which he has been concerned. Even when he was president of the New York Central Railroad he was a figurehead and there were other men who did the business and whose consent he had to have before he could announce any important decisions or policy. When he was having his troubles growing out of the insurance investigation he made an announcement to the effect that he would withdraw from a good many of these directorships and that henceforth he would pay attention to his duties as United States Senator. The list recently issued shows that he is a director of sixty-four corporations. To attend to those and the other things which he ought to attend to is a practical impossibility. Presumably he is just about as much of a fizzle in these directorships as he is in the United States Senate. Curious, isn't it, that the great Empire State of New York should be represented in the United States Senate by Platt and Depew, who amount to about as much in national statesmanship as a fly on a wagon wheel.

THE FATE OF COREA.

When at the outbreak of the war between Russia and Japan the latter power coolly threw her armies into Corea and made the port of that country bases of operations against Russia, it became evident that the independence and sovereignty of the Coreans existed in name only. It is true the Japanese permitted the internal affairs of the country to go on as formerly without other interference than their military necessities demanded, but it was well understood that Corea was to become the trophy of the victor.

When the treaty of peace between Russia and Japan was finally arranged at Portsmouth it was agreed that Russia should in no way interfere in the affairs of Corea or place any obstacle in the way of Japan assuming the protection or control of that country. The ratification of that treaty was the final overturning of Corean autonomy, as Japan promptly proceeded to appoint a Japanese Resident at Seoul to be the adviser, nominally, of the Corean government, but actually to govern the country by means of the native officials. The Emperor was guaranteed personal safety and the protection of his sovereignty. Although an outward semblance of keeping up the Corean government was made, the actual control has been all along in the hands of the Japanese.

So long as the Corean Court placed no obstacles in the way of Japanese authority, the Emperor and his entourage were allowed to remain unmolested, but chafing under the humiliation of being constantly in leading strings to the Japanese Resident, the Emperor made the mistake of sending a secret mission to the Hague Peace Conference to interest that body in the situation of Corea, with a view to having international pressure brought on Japan to withdraw from the country and guarantee its independence.

As soon as the Japanese government discovered the secret mission to the Hague steps were taken to bring the Emperor to his senses. Two former claimants to the Corean throne, who have been exiles in Japan, were brought back to the Corean capital, and last Wednesday the Corean Cabinet, which is under the thumb of the Japanese Resident, Marquis Ito, made a demand on the Emperor for his abdication. As the Emperor has no means of making any defense, it is more than probable that he will be dethroned and a mere figurehead set up in his place. That much accomplished, the Japanese government will probably throw off the mask and boldly assume a regular protectorate over Corea.

As far as the outside world is concerned, the abdication of the Corean Emperor, should it occur, and the declaration of a regular Japanese protectorate, will have no influence. Since the close of the recent war the Corean diplomatic representatives have been withdrawn from all foreign capitals and all foreign relations of Corea are conducted by the Japanese. The formal declaration of a protectorate or annexation would be only putting

in effect officially what has already been in progress, practically, for a considerable time.

The political changes in Corea may cause more or less trouble, but the Japanese forces are so large that the unarmed and unwarlike Coreans will not be able to give very much trouble. Undoubtedly the country is apt to prosper more under Japanese rule than would be possible under the old regime, but the change is certainly not desired by the Coreans.

CORTELYOU SUGGESTION.

A good many prominent politicians improve an opportunity once in awhile to suggest the name of a friend for some desirable promotion and to make it in the hearing of a reporter, so that it will get into print and please the friend. The higher the office for which the friend is suggested, the better he is expected to be pleased. This scheme is often resorted to by those anxious to secure favors, and such is the weakness of human nature it is often quite effective. It would look as if Senator Elkins wants something very substantial from the Treasury Department, for he is credited with a very strong statement in which he says that Secretary Cortelyou has a better chance than anybody else to be nominated by the Republicans for President of the United States. The Senator remarks that those who are now in the race will be blown, as the racetrack phrase has it, before the race is anywhere near finished, and, that some one who is now in the rear and not thought of at all may come under the wire a winner. He points out the weakness of other candidacies and makes a great feature of the strength he thinks he sees in Mr Cortelyou.

There are few young men in this country whose rise in public life has been so rapid by way of appointment and the general opinion of those who know him is that the successive promotions have been deserved. To have gone to Washington as a stenographer in the Postmaster General's department and to have risen to be Secretary of the Treasury, taking in the Postmaster Generalship on the way, is an unparalleled accomplishment and one which is extremely creditable to Mr Cortelyou. Senator Elkins points out that the Republican national conventions have a habit of following the lead of New York State, which has more delegates than any other and which being "pivotal" is counted influential. The Secretary of the Treasury is a New Yorker. Now, nothing could be more kindly or agreeable than what the senator says, but the probabilities are all opposed to its ever coming to pass. There are not a great many who will readily believe that the New York delegates to the Republican convention would prefer the Secretary of the Treasury to the Secretary of State, or, for that matter, to Gov. Hughes. Just now New York has three possible and really very acceptable candidates for the presidency in the persons of Cortelyou, Root and Hughes, any one of whom would make a good President, but Mr Cortelyou's chances can hardly be considered as good as those of either of the other two.

WILL DOMINATE THE PACIFIC.

There was a time when the Pacific Ocean was unknown in Europe and the Atlantic was of little use to commerce. That was when the ruling nations of the earth were assembled around the Mediterranean. Egypt, Greece, Phoenicia and the tribes of North Africa and the peoples of Southern Europe constituted the most important of those races, to be succeeded afterwards by the Romans, who conquered all the neighboring nations that made up the then known world. The daring traders of Tyre and Carthage were the only sailors who risked their ships on the waters of the Atlantic, and then they only followed the coasts to Britain, where they got tin, and to the low shores of Holland, where amber was fished out of the sea. Shortly before the Christian Era, Julius Caesar, who had marched across France and had subdued the Gauls and Belgians sailed across the narrow sea and invaded Britain.

But the northern nations of Europe were but partially civilized and possessed but little of the precious metals and other such wealths which for the most part were brought from Asia by caravan to the Asiatic and African shores of the Mediterranean.

That extraordinary interior basin continued to be the great theatre of the world's commerce until some four centuries ago, when the discovery of America and the finding of a sea route around the continent of Africa opened up the trade of the New World and of the Far East to the maritime nations of Europe. Up to that time all the populous cities of Europe were situated on the shores of the Mediterranean, from Alexandria in Egypt, Constantinople in Greece, Venice in Italy, Marseilles in France, to Barcelona and Cadiz in Spain. There were no cities of consequence on the Atlantic coasts of the various European countries. London was a place of some note, because it faced eastward and was near to France and Holland, and up to the voyage of Columbus their trade was overland with the Mediterranean cities.

But the gold and silver of Mexico and Peru and other American countries made Spain the richest of European nations, while the spices of tropical islands in the Indian Ocean, conquered and colonized by the Dutch, and the diamonds from India and the teas and silks of China placed the little kingdom of Holland at the summit of wealth. Moreover, the precious metals and precious gems and the rich fabrics and products of the new countries opened to European trade had the effect to build great commercial cities on all the Atlantic coasts of Europe, while the Mediterranean metropolitan marts shrunk into comparative insignificance. The great caravans that had formerly carried the commerce of the nations from India and Persia to Southern Europe had given place to the ships that rounded the Cape of Good Hope and carried in one cargo more merchandise than would have loaded ten thousand camels.

Notwithstanding that the nations

which for centuries had ruled the world were located on the shores of the Mediterranean Sea, and all their commerce had passed over its waters, there was in existence no such amount of wealth as that which passed over the waves of the Atlantic after the discovery of the New World and of the sea route to the Far East. It is true we are told that King Solomon made gold and silver as plentiful as stones in Jerusalem, but no specific statement of the amount of the precious metals appears until the time of the Emperor Augustus, when the Roman power was extended over the known world and was at its zenith. This was about the commencement of the Christian Era. From statements made by Suetonius and other Roman authorities, it is assumed that about the time of the birth of Christ the entire stock of gold and silver in the Empire equaled 358,000,000 pounds sterling, or \$1,790,000,000 of our money. This was to a large extent the proceeds of the plundering of all the nations that were conquered by Rome, in addition to the results of industry and trade.

But that even was a bagatelle compared with the vast amounts of the precious metals brought into Europe after the discovery of the New World from America, Australia and Africa. After the fall of the Roman Empire Europe was devastated by wars, and it is estimated that in 1492, at the time of Columbus' first voyage, the stock of gold and silver coin in Europe had sunk to £34,000,000, or \$170,000,000. In 1850, at the time of the California gold discovery, there had been brought from America £400,000,000, or \$2,000,000,000 of the precious metals, while California, Australia, Africa and the American mines have doubled the supply, so that since the first voyage of Columbus the countries which he opened to the world's trade have sent four billions of treasure across the Atlantic.

And thus it is that the great commercial cities of our globe are in countries that stand upon the shores of that ocean and seem to face each other for convenience of shipping.

It is doubtful if in the entire history of our earth so vast a volume of commerce was carried over the Mediterranean as has in the last four hundred years passed over the Atlantic, but the Pacific, which has heretofore played a comparatively small part in the history and commerce of our globe, is to break all records. It is to be noted that the American Hemisphere, which is the richest region of the earth in natural resources, and is destined to be filled up with an enormous population, fronts north and south, through 140 degrees of latitude on the Pacific Ocean, which makes its eastern boundary. On its western or farther side are Asiatic Russia, Japan, China, the vast island world of the Philippines and Malasian Archipelagoes, and Australia. There are 400,000,000 of Chinese who are waking up to all the demands of modern civilization. There is Japan, with 50,000,000 of people who have raised their country to the first class among nations, and there are the Philippines, the Dutch East Indies, the Malay Penin-

sula and Australia, all rich in mineral and vegetable resources and with rapidly-growing populations. All the countries mentioned are undergoing all the processes of modern development, and the day is not far distant when the trade carried upon the Pacific Ocean will be greater than ever was that on the Atlantic.

Then will come a mighty struggle for supremacy and dominion over that vast commerce. The contest will be waged by the nations that line that ocean's shores, and the great Republic of the West will be foremost in the thick of it. Our country will soon have one hundred millions of population, and it can support five times that number and more. Of course, Japan and China will have to be reckoned with; and in the beginning Japan, with her superior preparedness, may have the advantage, but when the imperial Republic of the New World shall be warmed up to the work, it will dominate with its commerce and its prowess the greatest of our planet's oceans. No supernatural powers of prophecy are required to foretell this.

MANCHESTER SHIP CANAL.

Twenty-five years have now elapsed since the construction of the Manchester Ship Canal was commenced, and that fact has given occasion for some comment in the Manchester Guardian and other papers upon the results of the building of that artificial waterway which has changed Manchester from an inland city to an important port. Whether all the hopes of the originators of the canal have been realized is problematical, but that it has wrought wonders for Manchester and its trade there can be no doubt.

When the canal was first opened to traffic its failure was generally predicted. It was held that ships would not take the risk of navigating its narrow channel when they could more easily unload their cargoes at Liverpool. The canal has remained in use, however, and so greatly has its traffic increased that Manchester has been compelled to construct a vast network of dock basins with all manner of facilities for handling cargoes. Lines of ships now trade regularly between Manchester and all parts of the world, and the vast amount of raw cotton worked up in the Lancashire mills now goes direct to the

Manchester Docks, instead of breaking bulk, as formerly, in Liverpool for reshipment overland to the mills.

The motive behind the construction of the Manchester Ship Canal was a determination to get rid of the burdensome toll paid to Liverpool and the railroads running between that great port and Manchester for handling the raw material worked up in the mills around Manchester. Formerly all sorts of port charges, commissions and railroad freights had to be paid by the spinners to get their raw cotton from shipside to their mills. The building of the canal has permitted the delivery of cotton direct from the producing countries to the mills at Manchester and the competition has materially cut down the charges on that portion of the cotton that still comes through Liverpool. The canal has, therefore, afforded the needed element of competition, which was so much desired, and to that extent has been a complete success.

It is true that the sum of money originally invested in the enterprise, \$40,000,000, has not paid the promised 5 per cent. dividend, but the enormous saving in charges and the gain in trade have more than compensated Manchester. Thus the loss of the dividends is a mere bagatelle by comparison with the savings in charges effected and the advantage which the control of their own trade gives the promoters of the waterway.

The success of this purely artificial waterway shows how important is the saving of every item of charge in the handling of freights. The canal is used to escape the extra handling which cargoes would otherwise receive at Liverpool. The success of the canal also exemplifies the value of waterways as regulators of freight rates. As the cheaper transportation the water route always pulls down the rail freight rate, hence the importance of keeping open and improving the natural waterways since even the artificial ones, despite their initial cost, have demonstrated their value as regulators of rates and as competitors with land routes of transportation.

Many find greatest satisfaction in fighting sin when it involves firing at their neighbors.

The suspicious seek in others what they have hidden in themselves.

WHERE THE WIND, WATER AND WEATHER GET IN THEIR WORK

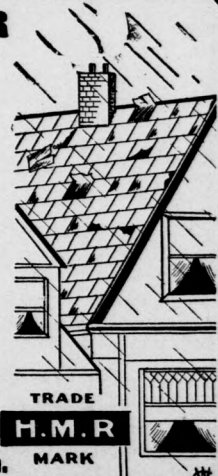
The roof is the first place the elements attack a building—sun, rain and wind bring rust, rot and decay to wood and metal roofs.

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

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

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CHANGING THE MIND.

It Is a Time-Honored Privilege of Women.

Written for the Tradesman.

Away back in the past, as early as we have any record of human affairs, a promise, contract or covenant—any solemn declaration between man and man—was regarded as sacred. Not that agreements were always lived up to. Countless bloody wars attest the contrary. It was sometimes convenient for the half-savage people with whom history begins to "go back" on their pledges, no matter how much salt had been eaten nor how many picturesque emblems of unswerving fidelity had marked the entrance of the contracting chieftains into the solemn agreements; just as it comes handy for their supercivilized descendants to cancel orders and abrogate treaties. But the principle has always obtained that a man's word, given with deliberation and earnestness, ought to be kept and can not be broken without the stain of dishonor.

The Psalmist gives brief but admirable expression to the highest standard of integrity in the words: "He that sweareth to his own hurt and changeth not."

Just when it began to dawn upon the consciousness of the race that the rigid code which men regarded as binding upon themselves could not be regarded as obligatory upon the gentler half of humanity, the historians fail to record. They tell faithfully of good rulers and good warriors among women; and, occasionally, with a fine old sarcasm, the ancient writers make their little flings at the fickleness of the sex, but they fail to state just when it was decided that to change her mind is a woman's unquestionable privilege.

Nor does research aid us in discovering the reason why it is considered her inalienable right. We can only conjecture. Possibly it was held that she should be given this little advantage in the battle of life owing to her manifest inferiority in size and physical strength. More likely it was thought that as she forms her conclusions by intuition and not from reasoning, she ought to be left free to size up every situation on the spot, entirely untrammelled by anything she may have said upon the subject or agreed to about it beforehand.

The modern advent of women into business life has made it necessary for them to learn something of the binding nature of a contract. As a result there are some women who hold to their agreements as rigidly as the most scrupulous of men. Numerically these do not loom up very large. There are others who are very "square" in all financial transactions, but who take their old-time liberties in other matters. Still others—including, of course, large numbers of those who have had no experience in business—have no scruples against wriggling out of any agreement whatsoever as soon as it becomes irksome to them.

If a man breaks a marriage engagement he must expect to call upon his head the verdict that "some other face has taken his fancy," that

he has only been amusing himself and reckons not that he has broken a heart in consequence." If the fiancée is not so healthy and buxom as to make the suggestion actually ridiculous, quick consumption or some other genteel decline into an early grave is predicted. No one spends any time discovering reasons or circumstances that might extenuate in any degree the baseness of his perfidy. Not when the man breaks the engagement.

When the girl does it the case is different. "Doubtless she has experienced a revulsion of feeling." For this she can not be held accountable. "If she has found out that she does not love him how much kinder and more honorable to end matters at once than to marry him." This is good logic, but why is it used for one side only?

A woman may sue for breach of promise, but what sort of a man is it who would ever try by legal means to compel a woman to fulfill her plighted vows or seek to obtain in dollars and cents damages for her inconstancy?

Theodore Roosevelt is reported to have said that were he to accept a third term he would be "disgraced in history." Right he would. Not only is there a strong prejudice against a third term, but he has said out and out that he wouldn't take it. Being a man that settles it. Those friends who hold that the declaration made at the time of his election was rash and unconsidered, a mere slip of the tongue, that should not be taken seriously, are wrong, and the President himself is right.

Were it a woman then it would be a different matter. While we do not have women presidents, there are queens, and we can readily imagine that a queen might become very tired of the artificiality and limitations of court life and declare to her devoted people that the crown was so heavy and ill-fitting that it made her head ache; that they could just take their old throne—it made her so nervous she just couldn't and wouldn't sit upon it another minute; that they would have to get someone else; that the royal palaces, with all their retinues of attendants, gave her the horrors, and she wanted to live in a neat little cottage and do her own work. The people would be grieved and astounded. Then the Prime Minister or some other dignitary experienced in dealing with human nature and having good powers of persuasion would take hold of the case. He would examine the crown and discover that it could be lightened up and the shape changed without sacrificing any of the rare and valuable gems. He would admit that the throne, although a good one, was somewhat worn and would agree to see to it that new springs were put in. Then he would have it re-upholstered with the latest and best thing in royal furniture rep. He would suggest that the walls of the throne-room be re-decorated and order in an artist for the express purpose. Without depreciating in the least the fearful wear and tear to which Her Majesty's nerves and brain were inevitably subjected by the cares of a

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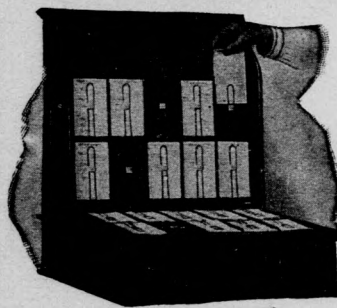
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Remember the date, August 6th.

Which do
you have
the
more of?

Did you ever ask yourself the question?

The CASH you have is easily taken care of.

The ACCOUNTS you have should be cared for in an equally careful manner as they represent a large part of the cash or profits you expect but have not gotten as yet.

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kingdom and the life of a court, he would point out that every kind of life has its drawbacks, that people who don't have servants and courtiers and ladies-in-waiting to bother with generally have other kinds of troubles. He would suggest that any personal attendant who was especially obnoxious might be dismissed, and he would express himself as ready to break the official back of any such, unless it should be some one whom, for reasons of state policy, it was absolutely necessary to retain. He would plan an addition to one of the royal palaces, some changes in the grounds of another, and would insist that it was highly necessary that Her Majesty make a tour over her realm, well knowing that this would present to her mind what a good thing she had and she wouldn't want to give it up. Then he would get samples of materials from all over the kingdom, call in modistes and dressmakers, and she soon would be busy planning a lot of traveling dresses and gorgeous robes of administration. A grateful people would shout themselves hoarse with, "Long live the Queen." All would go right on as if nothing had happened and no one would dare remind Her Majesty that she even ever thought of abdicating the throne.

Why men can not do like this we do not know. They can change their minds all right. They often do. But they must keep still about it or sacrifice their dignity. Quillo.

Pleased With Himself.

"My good man," said the professor of sociology, "you seem to be happy; would you mind telling me the reason for your happiness?"

"Oi wud not, sor," said the Irishman. "Oi hov just done three good deeds, and anny man who has performed three good deeds has raisin to be happy."

"Indeed he has," said the professor; "and may I ask what three good deeds you have performed?"

"Well, as Oi was coming past the cathedral this morning, I saw a wumman wid a wee bit infant in her arms, crying that hard it would melt the heart av a sthone. I asked her phat could be the matther. She answered thot for the want av thraa dollars to pay the fees she could not get the child baptized, an' it was a sickly child at thot, an' liable to die soon. I felt thot bad for her I pulled out the only tin dollars I had, and tould her to go and get the child baptized and bring me the change. She went inside rejoicin', and soon returned wid her face all smiles, give me my change, and went away hapin' blessin's on my head. Now ain't thot enough?"

"That's good," said the professor; "now, what were the others?"

"Others?" said the Irishman; "that is all."

"I understood you to say you had performed three good deeds."

"And so I did, don't you see? I dried a widow's tears—thot's wan; I saved a soul from purgatory—that's two; and, lastly, I got sivin good dollars for a bad tin, and if thot wouldn't make you happy thin you are hard to please."—Lippincott's Magazine.

"The Green Curse" in United States.

The growing consumption in America of absinthe, the "green curse of France," has attracted the attention of the Department of Agriculture, and an investigation has been ordered to determine to what extent it is being manufactured in this country. Absinthe, recognized as being almost as fatal as cocaine in its blasting effects upon mind and body, curiously enough owes its present popularity to a great extent to a song from a popular opera. Before the song was sung it was little known and less indulged in among the general public, but the catchy air served to familiarize it. The material for the manufacture of absinthe is found in abundance throughout the Eastern portion of the United States, being nothing more than the familiar wormwood which grows wild upon almost every farm. Oil of wormwood is the essential ingredient of the liquor, and is produced in considerable quantities for medical purposes in this country. To what extent the finer grade of oil, such as is required for absinthe, has been and is being manufactured is not known. To manufacture wormwood oil for lotions, liniments, and horse and cattle remedies, the seed may be sown broadcast, the plants cut, and roots, bark, twigs and leaves sent to the distillery, where the mass undergoes a process very similar to that by which whisky is distilled from grain. This oil is very valuable, and the European market has heretofore taken all that America would supply.—Harper's Weekly.

The Power of the Press.

We had the editor of a weekly paper with us on part of the journey across North Dakota by team, and at one village hotel the landlord found out what an honored guest he had and refused to charge him any bill. The editor returned his thanks and we were about ready to leave when the landlord beckoned him aside and said:

"Stranger, being an editor, you can do anything. I don't like running a hotel and I wish you'd fix it up for me to go to the Legislature."

"Yes?" was the reply.

"And my son Bill wants to be elected sheriff of this county."

"I see."

"And my son Tom wants to be a schoolmaster."

"Yes."

"And I've got a brother-in-law who wants an easy job in Washington. It's got to be an easy job, as he has a lame back."

"Anything more?" asked the editor.

"I've got a cousin Joe who'd like to do go down to Panama, and a nephew who wants to get into a bank, and if you don't mind being put to a little trouble and would say that I am a widower and wanted to marry again, I'd take it as a great favor."

"Sure that's all, are you?"

"All except that if I don't get into the Legislature, you might help me to run for Governor, and if I get the place I'll be hanged if I don't subscribe to three copies of your paper and pay cash in advance!"

We Sell

Ben-Hur

(In Seven Sizes)

Famabellas

(In Six Sizes)

Red Roosters

Mr. Quaker

Hemmeter Champions

S. C. W.

Iroquois

Almovar

Royal Major

Cremo

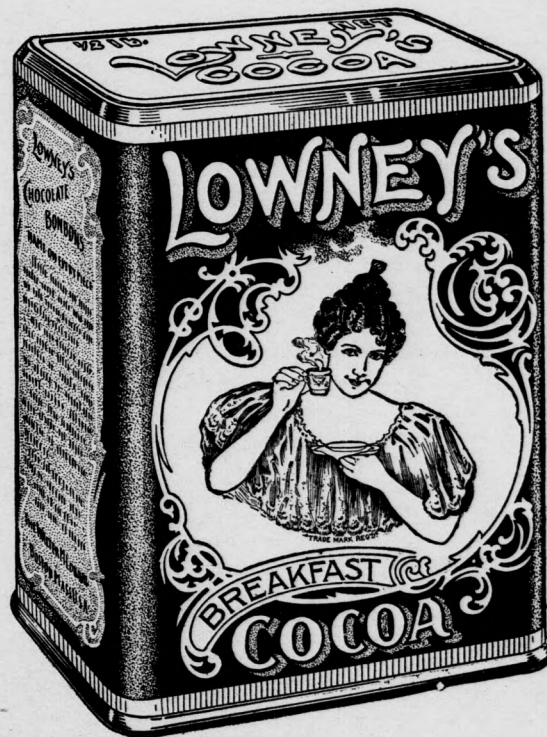
And many other

Cigars

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



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.

DRY GOODS

Weekly Market Review of the Principal Staples.

Dress Goods—Little is expected of this market at the present time of the year, nor is the present any exception to the rule. The stock-taking period just passed through has precluded the business of that character to a large degree, and while the results of the latter are not eminently discouraging, they might at least have been better. There are quantities of goods in hand to be carried forward, but the matter of fashion will take care of this issue to a large degree. The improvement noted in the immediate business during the last three weeks continues, and before long will blossom out into a good volume of business. It is, to be sure, early for the suit and cloak maker to know what he is to do for the fall; at the same time, if he is actively engaged in the right direction, it is decidedly to his advantage. Some are now feeling a considerable improvement, and are doing reasonably well. No small amount of interest has been manifested in the imitation fur cloths which were largely taken earlier on in the season. Opinion is to the effect that there will be a decided shortage of these cloths around October, and the mill that can turn out a satisfactory article of this character can do a fair supplementary business.

Woolens—The wide latitude afforded by the variety of colorings gives room for greater effort on the part of the advocate of woolens and is a large factor in determining the result of the season. Some disputes have arisen over the new order boom, which is being introduced by the members of the new Association, buyers going as far as to refuse to place orders with any house that is identified with the latter. Orders have been offered to sellers with the understanding that they could be booked if the blank was not used, and, as may be supposed, they were refused. In other instances orders were cancelled immediately upon the gaining of knowledge by the buyer that the blank was to be used. In the majority of these instances, however, the buyers implicated were notorious for their cancelling propensities and consequently their loss is not greatly to be regretted.

Panamas—Spring openings of panamas of various grades were attended with a reasonably good amount of success. There is so little change in the construction of goods of this character that their position other than to indicate the activity of the market is purely incidental. For the most part, it is so eminently between seasons that it is impossible to gauge the market requirements with any degree of accuracy and consequently sellers await the turning up of more active conditions.

Domestics—Are very firm and strong. Time merely adds to their strength or to a strength which is

already phenomenal. Scarcity has long been a feature and the duplicating which has taken place in some lines has rendered them scarcer still, as the initial ordering covered a large percentage of the output at the first buying. Increased interest has characterized the past week and next week promises to see the market in full swing again. Waves of enthusiasm seem to be a feature of this market and where it will end is a question which seriously concerns the minds of sellers as a whole.

Bleached Goods—Are active to no inconsiderable degree and have been so for the past few weeks. Recent advances in well-known tickets have been made and the end is not yet reached. In this department the market is stronger than it has been for quite a while, although it has been stated that it is possible to secure immediate delivery on some lines. These lines, being of special construction, do not perhaps indicate as much regarding the position of bleached goods as if they were regular. Sheetings continue to be active for the first half of the coming year, some lines of heavy goods being rather scarce. A much different policy will, no doubt, be pursued in these goods than heretofore.

Gray Goods—Continue active, large converters still covering for well into the future. Numerous orders aggregating several hundreds of thousands of yards have been taken during the week, one buyer alone aggregating in the neighborhood of 3,000,000. A continuance of the buying is expected, such being gathered from indications of the present. The new prices in prints will undoubtedly call forth a larger volume of business, which will be reflected in gray goods. On the whole, however, with each succeeding advance in price, the business shows a slight decrease and must logically end somewhere.

Prints—The long-heralded advances in the print situation have come about, the leading factors in this branch of the market having made the price 6½c, which on some lines represents an advance of ½c and on others ¾c. Some surprise was expressed that the price was not made 7c instead of 6½c, the former having been anticipated by buyers. There is yet ample time, however, before the first of the month to increase the price to 7c, and such will undoubtedly be done. This is without a doubt the best method of procedure, as a jump of 1c would probably have an influence. In this advance doubtless the different houses will come together, so to speak, and a uniform price be established. In Turkey reds, for instance, there was a difference of ¼c in the market, those houses which were lower having taken this occasion to make the advance complete.

Hosiery—Conditions in this market are practically as heretofore. Many buyers are in market on one pretext or another, but are not devoting their attention to the market in the absorbed way which sellers would be apt to like. Most of the goods have been purchased on the road. Buyers are here to confirm orders and hasten deliveries, etc.

In the latter they are hardly liable to succeed to any marked degree. The best possible is being done at the present time, but this is hardly satisfactory. There is not, however, much possibility of improving them in any way whatever.

Underwear—But little change is noted in this market over conditions which were in force last week. A considerable improvement in buying has been noted, although the appearance of many buyers which was anticipated is yet to be realized. However, a large number are here, but their interest in the market as a whole is not reflected in the volume of business being done as yet. Although some further slight interest has been shown in medium balbrigs,

priced at an average of \$2.25, they are by no means in a satisfactory position.

Faith for the future is the undying hope of man.

SELL
Mayer Shoes

And Watch
Your Business Grow

HATS At Wholesale

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

Better buy your Fall Goods

now before another advance comes.

Our line is complete.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.



Another Lot Of Long Gloves

We consider ourselves fortunate to receive another shipment of long fabric gloves that were due us. These would have been sold long ago had we received them earlier as we were obliged to pass up orders repeatedly. The lot is not large and every merchant knows the demand is strong so send in the orders at once. Prices are as follows:

One lot long (21 inch) white silk, no buttons, size 6½ at	\$12.00 per doz.
One lot long (21 inch) white silk, no buttons, size 7 at	13.50 per doz.
One lot long (21 inch) black silk with buttons, sizes 6½, 7, 7½ at	15.00 per doz.
One lot long (18 inch) black lisle with buttons, size 6½ at	9.00 per doz.
One lot long (18 inch) white lisle with buttons, size 6½ at	9.00 per doz.
One lot long (21 inch) black lisle with buttons, sizes 6½, 7, 7½ at	13.50 per doz.
One lot long (21 inch) white lisle with buttons, sizes 6½, 7, 7½ at	13.50 per doz.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Co-operative Endeavor of Merchants To Benefit Employes.

Trade journals and the daily press never lose an opportunity to applaud the firm or corporation that introduces welfare work. They eulogize the promoters of the scheme and hold them up to the public as a new species of philanthropists. The praise is in many cases well deserved, but the working out of the system is for the benefit of the firm or corporation in the end.

It is a strange thing that so little time and thought have been devoted to the subject of welfare work in the retail store. Once in a while we hear of some department store introducing some of the more modern methods in the care of the help, but even then it will mostly be found that the salesmen and not the employers had urged the reforms. Certain stores in our own lines have recently taken up a line of work as co-operative clubs and societies which have for their object eliciting the brains of their salesmen for the benefit of the business. The department heads and their selling staffs meet every so often with the "boss" and sometimes without him, and each employe is in turn called upon to advance some thought or idea that will benefit the business, its methods or service with a view to bringing more trade.

The idea of having stated meetings of the help with the "boss" is a starter along the right line. These meetings may eventually lead to many improvements in the store's service. They will prove beneficial to all concerned.

One of the very first reforms that should be instituted, and that right away, is to have the store properly ventilated. This is sometimes a hard thing to accomplish. Some of the older stores are particularly hard to ventilate. If the combined efforts of salesmen and employer can not figure out a plan of ventilation a competent architect should be called in and given the job.

Sanitary arrangements should be made so as to provide wholesome quarters for both the male and the

female help. There are thousands of stores where the closets are mere cesspools. These should be looked after and remedied at once. The store that has not a complete lavatory is sure to be backward in many other respects. In one store the writer knows pretty well there is no convenience at all. There are only men employed, from five to seven at a time. These men have to go to the hotel lavatories a half block away. One young man has become a drunkard through this store's laxity in this respect. The store has been deprived of thousands of hours' services in the last few years, because that was made a pretext for many a half-hour's absence from the store. Loss to the employer has resulted and demoralization to his salesmen.

Another matter that should be attended to in some of the smaller stores is a rigid enforcement of the hours of labor. A certain store doing about \$30,000 annual turnover has a clerk, a good salesman, who has actually demoralized the establishment. When he first went into the store the salesmen were all eager to do what they could to advance the welfare of the establishment. They were sociable among themselves and one would try to lighten the burden of another whenever possible. The new clerk came and in three months there was turmoil. The new clerk had proved his worth as a salesman in that time and the merchant did not care to let him go, but he found that it was hard work to keep him within bounds. He would not come down in time in the morning; he took a quarter of an hour more for dinner than the other salesmen; he would not help put up stock in any other department than his own, and yet the merchant did not more than blow and sputter. What is the result? The merchant opens the store in the morning so as to have it open as soon as his neighbors. The clerks straggle in almost any old time they please. The dinner hour runs nearer an hour and a half than an hour. The clerks are independent. They are jealous of each other. They grum-

ble at any extra work, all because the new clerk is something of a socialist. The hours of work and the amount of work and the kind of work should be carefully defined. The salesmen should be made to live up to them.

Now for the welfare work along this line. Some firms allow the salesmen one week's vacation on full pay. That is good. If it was possible to make it two weeks instead of one it would be better. Besides this an extra day now and then should be thrown in during the duller months. This the help will appreciate, and the returns to the merchant will be a hundred fold. In some of the large cities certain stores give their salesmen turns of half a day off each week during the dull times, but the salesmen are expected to devote at least a portion of that time to cultivating old and making new acquaintances in order to increase their "see you" and thus build up the store's patronage.

There is hardly any store of any size where some improvements could not be made whereby the salesmen could be benefited. In one store the writer visits one of the salesmen has to walk one hundred feet every time he wants to make change for a customer. His department is just inside the door and the cashier's desk is at the rear of the store in the merchant's office. That store should have a carrier system. The merchant dislikes it for some reason or other, and will not have one put in. The public should look after a case as extreme as that. But there are many stores where a salesman has to walk from forty to sixty feet to reach a wrapping table. When this is done all day long it is rather tiring. The merchant loses much of the salesman's time. The salesman eventually loses much of his temper, for no man can feel right when his body aches.

The disposition of goods is often responsible for poor salesmen. If kindred lines are widely separated it means more work for a salesman in showing goods. It means more time

spent in making a sale, and oftentimes indifference which loses sales.

Very often the lack of proper fixtures in a store makes more work for the clerks. In a shoe store in a large city where many rubbers are sold they are kept in drawers. There is a drawer for each kind. As there are from six to ten sizes in each kind these goods have to be hauled over and over to get the proper size. These could be put in sizes in the drawers, having each drawer contain from one to two sizes. It would require less time by far in getting what is called for. That is merely an instance of how some of the old-fashioned methods introduced years ago are being carried out to-day to the merchant's loss.

There is always a certain amount of other work in a store than selling goods. Stocks must be kept in shape. Goods must be received, opened, checked and marked. In the large stores this is attended to by men who put their whole time at it, but in the small stores this has to be done by the salesmen. The work should be equalized. The window trimmer should be allowed plenty of time to do his work, and while he is engaged in that work, some one else should look after his customers. The man who has to go from one job to another, without completing either, does not accomplish as much as one who does one thing at a time.

This will serve the purpose of drawing the attention of the merchant to the condition of his salespeople. He may heretofore have given no thought or having thought of it put it aside as unnecessary work. It is, on the other hand, very necessary work. The merchant who gets the good will of his salesmen gets more than he pays for every time, while the one who is at loggerheads with his help gets far less than he pays for.

Merchant and salesmen, get together. Talk freely. Offer and accept new ideas. Work out benefits for both. It can be done as easily as anything else when you get down to it.—Apparel Gazette.

Girls'

No. 21

Made from the Finest Mercerized Yarn

PICKANINNY
\$25 STOCKING FOR BOYS
 SUPERIOR TO ALL OTHERS ON THE MARKET IN QUALITY FINISH AND PRICE.
HAVE YOU TRIED THE?
THREE THREAD SHAPED ANKLE.
 GUARANTEED TO OUTWEAR THREE ORDINARY PAIR.
 Sole Agents for **MICHIGAN EDSON MOORE & CO. Detroit, Mich.**

Boys'

No. 21

2 x 1 Rib

No. 11

1 x 1 Rib

Made from the best long fiber Egyptian Yarn

They are dyed by a process that saves the life of the stockings and also makes them **absolutely fast black**. The shape at the ankle is such as to prevent all wrinkling under the shoe. Ask our salesmen to show you there stockings or write us for sample pairs.



How To Make a Retail Shoe Store Pay.

The retail shoe merchant's problem, briefly stated, is just this: "How can I make the business pay?" This is the eternal question that confronts him by day, and sometimes rises to smite him with disquietude in the night watches.

The task of adjusting one's self to the conditions of present-day industrialism in such a way as to secure for one's self a reasonable degree of what the world calls success is not an easy one. At the outset, it must be confessed that it presupposes a degree of adaptability and genius which all men do not possess. This fact is attested by the failures in the retail shoe trade, which are published from time to time. But these same industrial conditions obtain in other branches of business as well as in the shoe business, so that one is not to infer that failures are more frequent in the business of retailing shoes than in other retailing enterprises.

The failure of one man or a few men, or even many men, in a particular industry, ought not to discourage any man who is contemplating entering such an industry. If the business in question is legitimate and capable of vindication on sound economic grounds—both of which are assuredly true of shoe retailing—let a man first be persuaded in his own mind, then roll up his sleeves and pitch in. Personally, I have witnessed very few failures in the retail shoe trade. Many of them with whom I have come in touch from time to time have gotten on fairly well, while not a few of them have prospered on a big scale.

The very fact that some men are making the business of retailing shoes pay indicates that the problem is capable of solution. And this suggests the cue that I propose to take for these studies, namely, to discuss the principles and methods of shoe retailing as I have observed them in men and firms, which are conspicuously prosperous at this time, and under conditions which are now in existence. As success in shoe retailing is in its essence a practical thing, it has occurred to me that it can best be discussed in a series of concrete pictures or illustrations rather than by a mass of abstract rules and principles.

The very first question that presents itself to the retail shoe merchant, when he decides to go into business in a given community, is the question of location. It is a question not only of chronological priority, but of prime importance for other reasons. Location means much. I almost said, location means everything. Jobbers and wholesalers of most any wares can locate pretty much as they please. Grocers, hardware merchants and even the big department stores can afford to be a little arbitrary in the matter of loca-

tion. But when a man is out after haberdashery or shoes he instinctively keeps with the throngs on the handsomest, most cified streets of the city. To locate on the outer rim of the most respectable section of the city, to open up a shoe shop on a "back street," a "side street," or in any other shabby section of the city means to cater to a cheap and precarious trade.

The best advertising medium of a shoe store, beyond all shadow of controversy, is the display window. It stands to reason, then, that the more people see your window, the more customers you are going to secure, and the more you are going to make the business yield. Consequently, an undesirable location—a location in a section where the people are not found in great multitudes; or a location on the "unpopular" side of a much-traveled street—means a definite limitation of one's chances of securing customers and selling shoes.

Get a good stand to start with. It will cost more, but in the end it will

pay. The same reason that should prompt the retail shoe merchant to locate well at the beginning will also justify one's moving his store when the center of business begins to shift elsewhere—as often happens. In most cities of any considerable size there is a gradual but perceptible shifting of the center of trade. Manufacturing and wholesaling interests now encroach upon the retailing section, and the retailers begin to move elsewhere. The more aggressive and alert move first. Others follow. The biggest and best stores are now to be found a square or several squares distant from where they once were. Streets that were once a-throng with life and activity are now, relatively speaking, deserted and quiet. The retailer who hopes to persist can not afford to hang out at the same old stand. He, too, must move—or his competitors will get his business.

This principle is illustrated in the case of Macgreggor. (I call him Macgreggor, not because his name is actually Macgreggor, but because Mac-

CANVAS SHOES

Now Is the Time to Push Them
We Carry a Large Line

Michigan Shoe Company, - Detroit, Mich.

It is up to You!

You still have about two weeks in which to sell Oxfords. Better keep your stock sized up so as not to run short or your neighbor will get your trade.

We will allow a special discount of ten per cent. on all kinds of Oxfords—net cash.



OUR LEADER

Men's
Women's
Misses'
Children's

Patents
Velours
Gun Metals
Vics
Canvases

Order to-day. To-morrow may be too late!

Grand Rapids Shoe & Rubber Co.
Grand Rapids, Mich.



Get On the Right Side of The Boys

Is the line of shoes you are now handling popular with them? Have you ever given the subject serious thought?

Try out a line of the H. B. "Hard Pans," starting with the Bike Cut Elkskin right now, and a few dozen water-shed, high and regular cut shoes for Fall.

Remember that you can reach the parents, too, for wherever there is a boy there is a family. But the line you buy must be the genuine thing or it will never touch the boys for the H. B. "Hard Pan" chaps are legion and loyal. They know that the H. B. "Hard Pans" are the stuff.

One good customer in a town gets all the profit. Better send in a postal today for salesman's call or samples.

Herold-Bertsch
Shoe Co.

Grand Rapids, Mich.

Makers of the



greggor will answer quite as well as his real name.) Macgreggor has been in business many years—a staunch, fine spirited old schooler. He knows the business from the ground up, and through the years has built up a clientele that any shoe merchant might be proud of. What Macgreggor says goes with his trad., for Macgreggor's name is synonymous with "the square deal." Well, a few years back, Macgreggor was contemplating putting in a lot of new furniture and fixtures. One day he was talking it over with an old business friend, a jobber, whose place was not far from Macgreggor's. This jobber friend heard Macgreggor's enthusiastic description of the new supplies wherewithal the old store was to be rejuvenated. Before Macgreggor had quite finished the jobber cut in with the enquiry:

"You are not going to stay down here with us fellows, are you? With all this swell shoe store apparatus I would certainly think you'd move up where the people are. If you are going to remain here I see no occasion for this extravagant outlay for new fixtures; but if you are going up on Fifth street I really understand the wisdom of such an outlay."

Do you know that was the first time Macgreggor had ever thought of moving his store. The railroad switchyards and manufacturing plants and jobbing houses had crept up toward Macgreggor's old stand so gradually Macgreggor had hardly realized how close they were. Many of his old friends in other lines had moved out so quietly Macgreggor had hardly realized the significance of it all. And now it struck him all of a sudden. He talked it over more at length with his jobber friend. He interviewed other men whose opinions he respected. He went up town, looked about, and at length decided on a new location. The result was he moved out—moved into a modern, well-lighted building on the most popular street in the city—and right in between a swell haberdasher and a cigar man. In almost no time he had all of his old trade back and a host of brand new customers; and out of the increased profits of the rejuvenated Macgreggor shoe store he was able to pay—and more than pay—the increased cost of operation.

Closely affiliated with the item of location is that of the general tone and appearance of the shoe shop. A shoe store must be made to look inviting. The retail dealer must learn to estimate properly the value of attractive surroundings for his shoes. Time was when most any sort of an old shop was good enough. But that time has passed. To-day men look not only at the shoes in your window, but at the window itself, its floor, fixtures, background; at the entire store front and the furniture and shelving within. It is not enough that the goods be smart and stylish and evidently good; the general appearance of the store must be up to the required standard of elegance, or the casual observer is prejudiced against the place at the outset. And everybody knows how difficult it is to remove an ounce of initial prejudice. It may be utterly without rime or reason, but there it is, and it must be

removed before you and your man can come into trading terms with each other.

With plate glass and ornamental iron or hard wood it is possible without a very great outlay to make a shoe store front take on an elegant appearance. If possible, hardwood floors should be used in the window or windows. By selecting an artistic and tasteful design in hardwood flooring for the window, you will forever obviate the necessity of casting about for suitable floor covering; also dispense with a small but continuous expense item for the aforesaid covering. When it comes to shoe store fixtures, the people who make a business of designing and manufacturing new creations in that line have left little to be desired in the way of elegance and completeness. They have certainly had an eye to the useful and the artistic. What with chairs, fitting stools, settees, mirrors, glass cases and the like, one is abundantly supplied with materials for creating enchanting interior effects. Perhaps the thought is arising in somebody's mind that all this shoe store elegance costs like the very mischief; and how is a poor beginner to go up against such an expensive proposition right off the reel? In answer to such scruples, I would say, get the very best you possibly can even if you have to get less than you feel you ought to have. Buy fewer things and choicer. You can add to your equipment from time to time.

It is better to put up with inconveniences for a while than to buy a lot of stuff that you will presently feel ashamed of and want to get rid of. And again, it is better to be a plunger in the matter of furniture and fixtures for your shoe store than it is to plunge in some other things. Furniture does not deteriorate as fast as leather does—and besides you will want to hang on to your furniture and fixtures long after your shoes (your first consignment of them) are sold and forgotten.

Call to mind the retailers of almost any community that you know thoroughly who in that community are the men that have the bulk of the shoe trade. Aren't they the men that have the handsomest, best equipped stores? "Certainly!" you say, "but they can well afford to have just that kind of places, because they have the trade to pay for it." But wait; see if you are not getting the cart before the horse; didn't they, for the most part, start with equipment which, in its day, was considered right at the top-notch of adequacy? At all events the time has now come when elegant environments, the look of prosperity, and equipments that equip, must be utilized in retailing shoes. If the outlay for such things seems out of proportion to the investment in the shoes to be disposed of, it is only in the seeming. If it will allay your scruples any, just charge one-half of equipment bill to advertising—for, in the last analysis, it is nothing more than advertising—and go ahead.—Cid McKay in Boot and Shoe Recorder.

Dishonest thinking does not lead to holy living.



Our Shoes are Purchased Not Only To Wear But To Walk In

Our shoes are produced for the purpose of walking out of doors not only over good roads but over stones and through the mud and wet. They are classed among the longest wearing shoes made and a ten mile walk in them seems but half the distance.

Our customers tell us they are quick sellers because from the practical—pocketbook—point of view they contain the best money value in style, wear and comfort that can be had.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

With plenty of warm weather in sight, you will need more white goods. We have the following:



- 3562 Women's White Canvas, Sailor Tie, Pl. Toe, M. S. 2½-7 E \$1.00
- 3554 Women's White Canvas Blucher Oxford, S. S. Cap, Lea. Heel. 2½-7 D. .80
- 3554 Women's White Canvas Blucher Oxford, S. S. Cap, Lea. Heel. 2½-7 E. .80
- 3553 Women's White Canvas Blucher Oxford, G. W. 2½-7 D. .15
- 3552 Women's White Canvas Blucher Oxford, 2½-7 D. .90
- 3552 Women's White Canvas Blucher Oxford, 2½-7 E. .90
- 3452 Misses' White Canvas Blucher Oxford, 12½-2. .75
- 3352 Child's White Canvas Blucher Oxford, 8½-12. .70
- 3252 Child's White Canvas Blucher Oxford, 5-8. .65
- 3505 Women's White Canvas Blucher Oxford, S. S. L. H. 2½-6. .90
- 3504 Women's White Canvas Blucher Oxford, ½ D. S., M. S., 2½-7 D. .90
- 3504 Women's White Canvas Blucher Oxford, ½ D. S., M. S., 2½-7 E. .90

Orders filled the same day they are received.

Order Now.

HIRTH-KRAUSE CO.

Shoe Manufacturers

Grand Rapids, Mich.

IN SMALLER TOWNS.

Greater Proportionate Returns from Advertising Than in Cities.

Merchants in the small cities and towns can often do more distinctive advertising and secure greater proportionate returns than their city cousins.

At first thought a statement like that will seem somewhat incongruous, but let us look into the facts. In the smaller towns and villages less progress has been made along these lines than in the cities. It never fails that the man who does his work in a different way than his neighbor at once attracts attention to himself. Still, radical extremes are as undesirable in these localities as they are elsewhere, because they are likely to attract a certain percentage of unfavorable notice as well as favorable attention. It is not the extremist who wins permanent success, but it is he who can quickly grasp a new idea and weigh its merits and apply it to his requirements. Therefore, the man who first adopts a good business trade in his locality naturally reaps the greatest benefit from it.

The country merchant has a certain advantage over the city man in the fact that there are less competition for new ideas in his field and less struggle than there are in a city to attain success and amass fortunes quickly. Life in a country town is so much more deliberate than in the large cities that a man who shows a reasonable amount of enterprise can get better results in proportion to his investment and his surroundings than can the city merchant.

This statement will be disputed, but nevertheless it will stand investigation. In controversion of this statement many will point to the fact that men who have been only passable successes in small places have gone into the large cities and by dint of great courage and perseverance have succeeded almost beyond their own expectation. But it will be found that these men were made of the right sort of stuff and it is also true that they rose to the occasion in their new surroundings and in many cases the new environment and the greater opportunities made their success. The fierce competition sharpened their wits and polished their business abilities, making of them clean-cut business diamonds, which were no less diamonds when they existed in the rough away back in the country. The small requirements of the village life and the lax competition of the country places would never have given the opportunity of cutting and polishing these diamonds out of the rough state.

Advertising in its strictest sense covers everything which a store does to attract attention, no matter what the nature of the effort may be. Therefore nearly every enterprising move of the country merchant may be generally classified under this heading. If he gives his store decorations more attention than his neighbor then he is doing at least one thing better than his competitor and is on the right road to successful business effort.

The country merchant as a rule

gives less attention to his newspaper advertising than to any other medium that he employs to attract public attention. In addition to the fact that he shows less energy in this direction he often permits his card to stand for a length of time without any change of copy. This is one of the first things which modern competition and enterprise overcomes in every business. Advertising space in the papers the cost of which represents a considerable percentage of the year's net profits should certainly be made to bring back every cent which can be gleaned from the investment.

There is only one way to do this, and that is by keeping good space clean and attractive. It is not necessary in most country papers to go into any extensive scheme of illustration or elaborate composition. A good, straightforward presentation of facts with a few simple, attractive, bold headlines will accomplish the right results.

A new subject should be dealt with every time a new issue of the paper comes out. Not all of the various announcements should be issued in the same style any more than several personal statements which are made to influence trade should be made in exactly the same manner to different natures.

The same principles may be applied to all classes of advertising which the local merchant may publish, but there are many conditions which will differ in various localities. The country merchant whose business promises development enough to make use of it may often find it profitable to issue inexpensive folders or catalogues to mail to his farm and his suburban trade in order to counteract to some extent the efforts of the mail order houses.

The success of the country merchant is something limited by the store. Thus he has an obstacle to meet which is entirely unknown to the merchant in the larger city or in a more swiftly growing locality. If the location is such that the business can not be increased beyond a certain point on account of the small population or the slow growth in population in the vicinity, the merchant must be extremely careful not to expend more money on these lines than his business can afford.

A good way to avoid this danger is to have an expenditure for advertising purposes based upon a certain given percentage of the net income of the business. This will avoid all danger of spending more money than the business affords; in fact, it is a plan which has been adopted by very many of the most notable business successes.—Clarfield in the Iron Age.

Clock and Fan.

A very singular clock has been made by an ingenious Swiss workman. It consists of a dozen leaves hinged like an ordinary fan. The number of the hour is marked from one to twelve at the end of each of these leaves. The fan timepiece starts at 6 o'clock and expands regularly for twelve hours, when it suddenly closes up and starts all over again. The half-hour is indicated by the leaf of the fan being only half extended.



If We Could
Spend
\$50,000
a Year



in properly advertising all over the country

Jennings Extracts

they would soon be known from the Atlantic to the Pacific as the best flavoring extracts money could buy.

You would have confidence in them that nothing could shake—so would your customers.

We cannot spend that much and so we have to depend on the slower process of one woman telling another how good they are. But the quality is there just the same as though we spent a million dollars a year in advertising.

Michigan knows the Jennings brand—for 25 years it has stood for the highest in flavoring extracts. It is safe to buy, because it is safe to sell—you take no risk in losing a customer, as you do in permitting her to use a cheap extract.

Let your customers know this—you will be surprised how much your "Jennings" business will increase.

Jennings Flavoring Extract Co.

C. W. Jennings, Manager

Grand Rapids, Michigan



Opportunity to Increase Trade Often

comes from the measure a chance buyer takes of your stock. No cigar made today enjoys greater prestige alike from dealer and smoker than the **Ben-Hur** cigar. A good display of a cigar of such conceived merit makes a distinguished showing in any dealer's case and is at once suggestive of quality to any observing patron.

The **Ben-Hur** is a quality cigar upon which all qualities of men have set their favorable criticism. Placed in any case among competing brands its sterling worth is quickly singled out by well posted smokers and in every one used ingratiates itself more deeply into their favor.

GUSTAV A. MOEBS & CO, Makers

Detroit, Mich.

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

Man Model Who Wears Clothes for a Living.

Burton W. Samuels is a man who wears clothes for a living. Perhaps it would be more proper to say that he is The man who wears clothes for a living. There may be others who make a livelihood in this fashion. Probably there are, just as there are men who apparently live to wear clothes. But Samuels is The man who does it. He is the originator of his profession. He is the leader of it, and the story of Samuels is as unusual as it is interesting.

Samuels works not, neither does he spin, yet, like the lily of the field, Solomon in all his glory was never arrayed as is this follower of a unique vocation. For Solomon was hampered in his efforts to be the best dressed man of his day, and Samuels is not. Solomon arrived and bloomed and passed away too early in the stage of the world's existence to be a contender for such honors. Solomon wore sweeping gowns and jeweled sandals, and golden head bands; but Solomon never had a look-in, for a modern up to date tailor did not exist to pad his shoulders a little to emphasize their broadness, never a presser to see that the crease in his trousers was as straight as a die.

So Solomon, reincarnate in this day, never could hope to make his living wearing clothes. And Samuels can. In that at least Samuels is greater than Solomon. For Samuels is what is vulgarly known as a "tout" for high class tailors.

His shape is his fortune. Take a bolt of cloth, cut it up in the dark, sew it together with your back to the machine, and drape it upon Samuels, and the result would be a fairly well dressed man. Take an ordinary tailor, have him make an ordinary \$35 suit, and put it upon Samuels, and most men wearing clothes that cost \$60 would feel ashamed of their appearance beside him. And take the sartorial creator by whom Samuels is employed, turn him loose in a stock of imported woollens or flannels, and give his product to Samuels to display, and there is obtained perfection in the appareling of the male human figure—along accepted modern lines. And so Samuels makes his living.

Don't think that Samuels is the coarse, common type of commercial tout who parades around among people, slips in a word about the line he happens to represent, and then slips over his business card. Oh, no! That is selling goods. Samuels does not sell goods. He shows them—on his figure. That's all. His figure and the goods do the rest.

Actors and young men with money, and other male people who dress not merely to cover nakedness but to make a showing, are Samuels' victims. Subtle and devious ways, too difficult for the ordinary or farmyard type of tout to copy, are Samuels' ways of business. For Samuels, as has been said, is the leader of his profession.

The tailoring establishment—but, no; it is a shame to give it such an ordinary title—the academy of sartorial art which pays him his salary and expense money receives from its London buyer a new novelty in suit-

ings. It is something entirely new, not merely in pattern but in style and weave. It is up to the academy to introduce it. It doesn't advertise "Recent arrival of imported woollens." It has a suit of the new cloth made up for Samuels. And Samuels puts on the suit and his most distingue air and goes out where the genus homo, species good dresser, abounds.

Perhaps it is the lobby of some famous hotel; perhaps it is some much patronized cafe; perhaps the shady side of a fashionable promenade, perhaps the theater foyer—anywhere and everywhere that men of good income and fancy taste in tailoring go, there goes the immaculate Samuels, a shining model for other dressers to pattern after.

The swell dresser sees the novelty and promptly hastens to his tailor.

"No, we haven't got that thing," they say; "we don't know who has it."

By this time the seeker must have that particular cloth. He can not live without it. And so the old cry of "Who's your tailor?" comes into use again. The dresser seeks an introduction to Samuels, buys a drink or two, and casually leads up to the matter of moment. Samuels casually informs him where a suit like his may be had; and his firm has made another customer.

At least this is the theory upon which Samuels is employed, and he gets a full grown salary for putting the theory into practice. There is only one fly in his ointment; he is getting fat. He has tried everything, from Eureka Springs to anti-fat rubber corsets, to pull himself down, but he has failed. The fat persists in creeping on, and it comes right where it will do the most harm. Eventually Samuels' person will be adorned by what is coarsely known as a "bay-window." When that comes to pass Samuels will have to go to work like any other common human being.

Martin Conway.

Not Enough To Go Around.

In a certain Grand Rapids store are five young women working as milliners. One day a small boy, 6 years old, ventured in the store and the five girls were nice to him. They petted him and let him play around in their workroom. The little fellow appreciated their kindness and became a frequent visitor. He lived in a rooming-house near by. Each time he'd call on the five girls he'd bring them cake or candy, which his mother would procure for him. The other day he appeared with a nice little box in his hand. The girls began to pet him.

"What's in the box, Georgie?" one girl asked.

"Somefin' for you dirls," he replied. Then he began to count the girls, pointing a chubby finger at each one. When he had counted them two big tears came out of his eyes and he began to sob.

"Why, what's the matter, pet?" asked one girl, putting her arm around him.

"Dere's five of you, an' I only dot four in de box," he wailed.

"Don't cry about it, Georgie," said the sympathetic girl. "I don't feel like eating candy to-day."

Georgie gave a final sniff and wiped his eyes on his sleeve. "It ain't candy," he said.

The girls became curious and gathered around him. "What is it, Georgie?" asked one.

Georgie began to open the box. The one who had renounced her claim to a share of the present began to wish she hadn't. She didn't know but what Georgie's mother had sent something fine over. At last Georgie got the box open.

"Dere," he said, smiling joyfully; "dere's four for you."

"Whoop!" came from the five girls. Then each sought a place of safety on the big table in the center of the room.

Georgie had brought them four baby mice.

Nipped in the Bud.

The jeweler wrote his telegram to the wholesaler like this: "Please send half gross triple plated forks."

The operator wrote the message like this: "Please send half gross triple plated for K. S."

The wholesaler replied: "Triple plated what for K. S.?"

But the intelligent operator got the answer thus: "For K. S. For K. S."

Finally a letter prevented the request for a commission in lunacy.

W. R. Bates.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

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

ORDERS EXECUTED FOR LISTED SECURITIES.

CITIZENS 1999 BELL 424

411 MICHIGAN TRUST BUILDING, GRAND RAPIDS

Cameron Currie & Co.

Bankers and Brokers

Members of { New York Stock Exchange
Boston Stock Exchange
Chicago Stock Exchange
N. Y. Produce Exchange
Chicago Board of Trade

Michigan Trust Building

Telephones

Citizens, 6834 Bell, 337

Direct private wire. Boston copper stocks.

Capital \$800,000



NO. 1 CANAL ST.
FOUNDED 1853

Application

In youth makes old age comfortable.

Start and Continue

A savings account with **The Old National** and enjoy your later years.

Assets, \$7,000,000

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

STORY OF SUCCESS.

Why the Timid Man Is Forever Failing.

A man without enthusiasm is an engine without steam. Your train will not move unless the water is boiling. Better boil over than not boil at all. Don't bank the fires in your furnace. To a man sneering at excitement a Western editor pithily replied: "There is only one thing done in this world without excitement, and that is to rot."

Enthusiasm generates the impulse that drives manhood on to noble achievements. It arouses a supernatural heroism in one's own forces. It is the driving force of character; it makes strong men; it arouses unsuspected sources of ability. The man without enthusiasm in his work has lost the race of life before starting. Emerson truly remarks that "every great and commanding movement in the annals of the world is the triumph of enthusiasm." Men fall because they flinch, fly the track, and yield before the obstacles that beset their path.

For a long time Edison's phonograph refused to say "specia"—it dropped the "s" and said "pecia." To produce that single sound he needed something delicate enough to receive impressions not more than a millionth part of an inch in depth, and yet rigid enough to carry the needle up and down, exactly reproducing the vibrations which had made the impressions. The scientists told him there was no such substance in existence.

"Then we must produce it," insisted Edison. They declared that it could not be done, because the qualities which he demanded were inconsistent and exclusive of each other. He declared it could be done, because it must be done and he did it—but Edison worked eighteen hours a day for seven months to secure that single sound. That is the story of success, since the world began. Difficulties yield to enthusiasm.

Dickens illustrated his saying, "There is no substitute for thoroughgoing, ardent and sincere earnestness," by his living day and night with the characters of his creation.

Correggio, when young, saw a painting by Raphael. His soul drank in its beauty as flowers do the moisture from the mist. Awakened to the consciousness of artistic power and

burning with the enthusiasm of enraptured genius, the blood rushing to his brow and the fire flashing from his eye, he cried out, "I also am a painter!" That conviction carried him through his studies, blended the colors on his palette, guided his pencil, and shone on his canvas, until the glorious Titian, on witnessing his productions, exclaimed, "Were I not Titian, I would wish to be Correggio!"

Michael Angelo was so filled with enthusiasm for his art and so afraid that money might taint his brush that he refused to accept any pay whatever for his masterpieces in the Vatican and St. Peter's.

Joan of Arc honestly believed herself inspired by heaven; her enthusiasm infused into others that belief, filled a dispirited soldiery and a despairing people with enthusiasm. The secret of her success was the boldness of her attacks. When her line of battle advanced with enthusiastic shouts the enemy trembled before the blow was struck and the charge was doubly terrific. Under the outburst of her enthusiasm she revealed her masterful power.

Napoleon's enthusiasm banished the word "impossible" from his dictionary. Other things being equal, the degree of enthusiasm in any man is the exact measure of his conquering power. It was Robert Fulton's enthusiasm which pushed the Clermont up the Hudson. It was Edison's enthusiasm which chained electricity to the use of man.

Buxton, one of the leaders against slavery throughout the British dominions, who took the position formerly occupied by Wilberforce, was no genius, no great intellectual leader—mainly an earnest, straightforward, resolute, self-willed man—and his whole character is most forcibly expressed in his own words, which every young man might well stamp upon his soul. "The longer I live the more I am certain that the great difference between men, between the feeble and the powerful, the great and the insignificant, is energy, invincible determination, a purpose once fixed, then death or victory. That quality will do anything that can be done in the world; and no talent and no circumstances, no opportunities, will make a two legged creature a man without it."

Emerson said: "Nobody can cheat you out of ultimate success but your-

self." Balzac's father tried to discourage his son from the pursuit of literature.

"Do you know," he said, "that in literature a man must be either a king or a beggar?"

"Well," said the boy, "I will be a king." His parents left him to his fate in a garret. For ten years he fought terrible battles with poverty, but he came out victorious.

The world wants men with the inflexible determination of Paul Jones, who, when surrender was demanded, audaciously replied: "Surrender? I have just begun to fight."

There was something sublime in the enthusiasm of George H. Corliss, who said, at the time of the Centennial Exposition: "I not only can but I will build the best machine the world ever has seen." And he built it.

The world has no use for Micawberish men, who stand around with arms akimbo set until occasion tells them what to do. The world respects strong, stalwart, iron-sided men. "I can't" never did anything; "I'll try" has accomplished great things; "I will" has wrought miracles. Don't flinch, flounder or fail. Grapple like a man and you will be a man. To succeed you must do as a woman does in a crowd at a bargain sale—hold your ground and push hard.

Madison C. Peters.

Mystery of Growth of Pearls.

The real mother-of-pearl never has been found, for nobody knows how pearls are born and made. The evidence that they can be produced by inserting some foreign body into the mussel is doubtful, although Linnæus, the Swedish naturalist, is said to have owed much of his fame to the fact that he could produce pearls by inserting grains of sand between the valves of the fresh water mussels which are to be found in continental rivers. Artificial pearl crosses are reported from China as having been obtained by placing a thin metal cross within the body of a pearl oyster and allowing it to stay there until it became covered with nacreous matter. Prof. Herdman in his researches on the pearl mussel of Ceylon has found that the pearls in these shells are secreted to cover a parasite, usually a nematoid worm, which passes one of its life stages within the shell, and, no doubt, a similar cause will be found for the presence of pearls in

fresh water mussels. The commonly accepted theory that a single grain of sand within the mantle is sufficient to produce a pearl must be abandoned. The expert fisherman professes to recognize a pearl-bearing shell from others. From the River Sain, which is said to hold the finest Scottish pearls, was taken recently a shell with three pearls, which was sold for \$40. The shell had three ridges running from the hinge to the edge of the valves. Such ridges always are supposed to be signs of pearls. In the growth of the shell room has to be left for the pearls. The pearl is celebrated as a treasure of the East and the tropical seas, but it is scarcely known as a product of Great Britain. Pearl fishing is one of the industries of the United Kingdom. The story of British pearls begins with the earliest records of the country, with Caesar, who carefully compared the British pearl with the Oriental.

And So Was He.

He was a porter in a dry goods house, and had put in five years without a kick and without a raise of wages. After scratching his head over it for a week he went to the manager the other day and said:

"Sir, meat has gone up."

"Yes."

"Rent has gone up."

"Yes."

"Clothing has gone up."

"Yes."

"Sir, I think I was mistaken."

"Yes."

"Dry goods have gone up."

"Yes."

"Everything I eat has gone up."

"Yes."

"Well, sir—well—"

"No use to go further, James. Pack up your things. You are also gone up. We shall get a new man to-morrow."

The porter scratched his head some more and then said:

"Sir, I think I was mistaken."

"Yes."

"Everything has gone down instead of up."

"Then oyu may go down and help finish packing those boxes."

And James went down.

There're a lot of people hoping for wings on the strength of the chicken feed they drop in the collection.

The Bowser Costs you Nothing

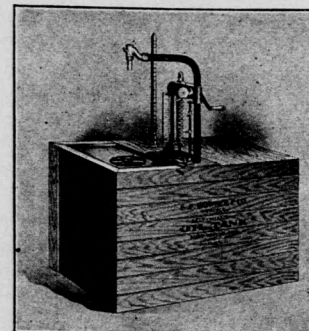
Why? Because it pays for itself by its own saving of oil. Without one, you lose the price of a Bowser every year, through losses resulting from leaks, evaporation and waste.

Why not install a Bowser Self-Measuring, Self-Computing Oil Tank and let it repay its own cost within a year? Its convenience, cleanliness and safety are from the first all clear gain.

Write us for catalog M which describes our many different styles.

S. F. BOWSER & CO., Inc., Fort Wayne, Ind.

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



Cut No. 19

One of Many Styles

Why the Shabby Man Usually Goes Jobless.

The view of a young woman who sees things and understands comes to the writer in the form of a letter prompted by the negligence of a brother who evidently does not see things nor understand them as does his sister.

Here is the essence of the letter:

"Most girls who work understand the gentle art of getting themselves up in a satisfactory and neat manner, even on a limited income. Few working girls are 'fine dressers,' in the generally accepted sense of the word, but few of them are not neat dressers. Women employed in office or store work manage to array themselves in a manner that may be called neat, and there is nothing which so quickly and so surely wins attention and approval as neatness in dress.

"But compare the clothes of the working woman with those of the workingman, and, lo! what a difference there is, and how unfavorable to man must be such comparison when fairly made. A few men earning small salaries have the knack of dressing themselves well. But many have not, or else they fail utterly to regard this, one of the most important points in their ambitions, as worthy of serious attention. The result is that their appearance is such that they make anything but a favorable impression upon their employers. They may be as efficient and worthy as the best, but they do not get credit for anything of the sort.

"This I know, because I have a brother who is dear to me, and who, while one of the most efficient of workers in the line in which he is employed is an utter failure and quite without prospects for future promotion because of his carelessness in dress. He is bright and well educated and quick of comprehension, but he dresses in a way that makes him look like a 'farmer,' and this I know makes him, at least in this house, ineligible for promotion to any position of importance.

"I am sure that this is the case with a great number of young men. They are satisfactory as workers, but their appearance spoils their chances. Here is one thing, at least, in which the 'stronger' may learn something of value from the 'weaker sex.'"

Wise and to the point! Go to the female, thou male worker. Observe the manner in which she takes her little \$12 or \$15 out of the pay envelope and maketh from the small dress allowance possible on such an income an effect that faileth not to please those who behold it. Observe the man of similar income, which may be yourself, and see the difference. Then, in the office, or store, or wherever you are employed, consider the appearance of the men who are to be branded with the label, "Successful."

To a man the successes are well dressed. There may be among those who are not successful some who are likewise, but in the ranks of the successful there is not one who is not well dressed and so neat in his appearance that it readily is to be seen that he has bestowed considerable

time, thought and action upon the matter of dressing.

And then, if you are not successful, and if you are not as neat and well dressed as your income will permit, go home, get into a corner alone, and think it over. Are you unsuccessful because you are "no good?" Because you can't "deliver the goods?" Because you are not capable? If so, of course your case is hopeless unless you improve. Or, are you at the bottom of the ladder which all seek to climb not because you are "no good" but because your appearance is such that your employer, looking at you, mentally labels you "impossible?"

Which is it? If the former, the case is complicated. If the latter, it is simple, indeed.

"How large a percentage of the men who are careless in their personal appearance really are capable?"

The man of whom the question was asked employs a couple of hundred clerks.

"I don't know," said he; "don't know anything about it. I have no way of finding out."

"But why not? You come into contact with them, you ought to know."

"No, I ought not to know. I have no opportunity of knowing anything about them for the simple reason I never have anything to do with them. What is the use? They prove by their appearance that they do not know the first principle of business, which is: Make a good impression. That's enough for me. There may be good material in some of them. There probably is. But the fact that they fail to appear well, fail even to try to appear well, indicates that there is a weak streak in them, considering them in a business light. They don't know the value of appearance; and it is safe to assume that they lack knowledge in other items of business importance.

"No, I don't know anything about these fellows who don't keep neat. A man has to appear well to get an audience here, and the same is true of a majority of firms employing our class of men."

Worse and more of it, a canvass of other stores and offices confirms this firm's statement.

And why?

Because, in the terse language of the busy employer, "it's a bad sign." Explained, this means not only does negligence in appearance indicate a probability of like negligence toward work and duty, but also it indicates a lack of business sense and experience, for the first and brightest fruit of these is comprehension of the proportionate value of appearance in all lines and grades of business.

Martin Arends.

Secret of Eternal Youth.

Inoculate the graybeard and make a toddler. Dr. Wolfgang Reichardt, a German physician, thinks he has done it. He made a number of guinea pigs work continuously on a sort of miniature treadmill until they dropped dead through exhaustion. Then from the fagged muscles of these animals a juice or sap was extracted and when this substance was injected into the blood of healthy

guinea pigs they began to show all the signs and symptoms of extreme exhaustion and died in from thirty to fifty hours as if from overwork. Dr. Reichardt followed up his experiments and proved that a small quantity of the fatigue poison, as he calls it, when injected into the veins of a healthy animal acts as an antitoxin against fatigue. If it be true that old age, as Metchnikoff says, is the work of certain cells which he calls microphages, which attack the brain, liver, kidneys, etc., and if, again, as Dr. Snyder remarks, old age is in some sense merely accumulated fatigue, then the possible bearing of these experiments upon the future of the human race becomes vaguely apparent.

Quite So.


"While it is, of course, a platitude to say that a wise teacher learns by instructing others," recently observed an instructor in a preparatory school in Brooklyn, "it is permissible to remark that he frequently picks up some curious information in this way.

"I once asked a boy to explain, if he could, the difference between animal instinct and human intelligence. It was a pretty hard question, but the lad was equal to it.

"If we had instinct," he said, "we should know everything we needed to know without learning it; but we've got reason, and so we have to study ourselves 'most blind or be a fool.'"


Many a man thinks because he is blind in business he must be blessed with spiritual vision.

Established in 1873
 Best Equipped Firm in the State
Steam and Water Heating Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work
 The Weatherly Co.
 18 Pearl St. Grand Rapids, Mich.

Our registered guarantee under National Pure Food Laws is Serial No. 50
Walter Baker & Co.'s Chocolate & Cocoa

 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.
 Registered, U. S. Pat. Off.
48 HIGHEST AWARDS in Europe and America
Walter Baker & Co. Ltd.
 Established 1780, Dorchester, Mass.

Coupon Books

are used to place your business on a cash basis and do away with the details of bookkeeping. We can refer you to thousands of merchants who use coupon books and would never do business without them again. We manufacture four kinds of coupon books, selling them all at the same price. - We will cheerfully send you samples and full information.



Tradesman Company
 Grand Rapids, Mich.



Gallantry Past and Present.

Ordinarily women have little enough interest in any lawsuit in which they are not personally concerned, but a case was recently decided in a small Iowa town which was of momentous importance to the entire sex. All of the circumstances of the case were unusual. In the first place, a girl suing her best beau to recover her bicycle was uncommon enough to attract attention; but of far deeper significance than this was the fact that, in a way, it established the attitude of the new man towards the new woman. And it was an attitude of uncompromising ungallantry.

The story, as told in the courts, was to the effect that a certain young man of Atlantic, Iowa, invited his sweetheart to attend a theatrical performance with him. The company had offered a bicycle to the person who should hold the lucky ticket in a raffle which was part of the evening's entertainment. It chanced that fortune smiled on the young man's lady friend and she won the bike. Instead of rejoicing in his sweetheart's luck, and congratulating himself that he had been the means, under Providence, of adding a wheel to her store of earthly happiness, the young man was consumed with envy and a covetous desire to possess that wheel himself. Had not his money bought the ticket that drew the wheel? he darkly enquired. Had not he laid out good Iowa silver dollars on taking the girl to the show, and shouldn't that satisfy any reasonable woman without a bicycle added to it? At length he descended to chicanery and deceit. He "borrowed" the wheel, and when she demanded its return flatly refused to give it up. Therefore, she brought suit and, after a trial that lasted a day and a half, succeeded in regaining her precious wheel.

That this case is one of melancholy significance as showing the trend of the times even the most unthoughtful must perceive. It is another and convincing piece of circumstantial evidence to prove the decline of gallantry on the part of the modern man, and the no less startling fact that the modern woman does not intend to let sentiment stand in the way of her rights. But what a change this apparently insignificant squabble over a bicycle marks! Who can imagine the woman of the past, so defrauded, doing anything but suffering in silence? Who can conceive of a gay gallant of other days counting up the price of a theater ticket on his lady love, or begrudging her winning the prize in a raffle? On the contrary, by every law and precedent, he was bound to congratulate her, and tell her that it would not have been good enough for her if the spokes had been of gold and the handle bars of diamonds!

That this conspicuous case of ungallantry should have come about

through a bicycle seems almost prophetic, and I, for one, feel like saying, I told you so! It was inevitable that the bicycle should give the death-blow to gallantry of the cherished ivy-and-oak pattern. The wheel is the very type of independence. There is no chance to do the clinging act here. You must stand or fall, scorch or stand still, survive or perish, on your own merits. This practical view seems to have been adopted from the very first. A man who would not think of striding off and leaving the lady with whom he was walking to come on alone has no compunctions in riding ahead on his wheel and ungallantly permitting her to straggle along in his wake. On the other hand, there is the manifest absurdity of a man who has to be carried home in a farm wagon, after he has ridden a dozen miles, posing as the gallant support of a woman who has a dozen century runs to her credit. Any way you look at it the matter was fraught with difficulties; but it was bound to make a decadence in old-fashioned gallantry.

Perhaps, after all, this is only a new illustration of the old philosophy that one can not have one's cake and eat it, too. The new woman sighed for independence. She has gotten it, and with it the necessity for independent action. So long as she was merely a clothes-line that was glad to hang onto any support, man gallantly served as a more or less steady prop. Now that, through the process of evolution, she has acquired a backbone, he expects her to stand alone, like other vertebrate animals.

In the face of the changed conditions of to-day, many theories have had to be reconstructed and we have had to find new definitions for many old terms. New players have come into the game of life and demand a new shuffle and a new deal. The old ideal of gallantry was based on the theory of woman's weakness—weakness mental and physical. It was natural and right for a man to support the faltering step of the frail being who was ready to faint after the exertion of a stroll in the garden. That was gallantry. But it would be the merest absurdity to request a splendidly athletic woman, who can play golf all day and then take a ten-mile spin on a wheel for exercise, to lean on anybody. That wouldn't be gallantry. It would be imbecility. In old times the impoverished and helpless maiden, the recipient of grudging charity, was gallantly rescued by her equally poor lover and transferred from one scene of drudgery to another. Nowadays an independent bachelor girl considers well before she gives up a \$60 job for a \$40 young man.

In reality, the complaint that gallantry is dying out comes oftener from men than women. The new conditions are not of their making, neither greatly to their liking. It is apparent to even the most superficial observer that the clinging woman always has the call over her independent sister. Men like to be looked up to, and leaned on and to play the grand seigneur. The man's ideal woman is always a bright-plumaged bird in a gilded cage, forever eating

sugarplums out of his hand—never the homely and industrious hen scratching for her own living. It is the impossibility of coaxing her back into the cage, where she may be petted—and incidentally be out of the way—that makes men sigh over the old ideals of gallantry.

Women look at it differently. They do not say that gallantry is dead—only that it has changed, just as men are no less brave in times of war because they do not sally forth in cumbersome coats of mail. The old-time gallantry manifested itself in picking up a lady's fan, or fetching her a glass of water, and speaking of her as being from a celestial sphere. The modern gallantry recognizes woman's right to a common heritage in all that life can give. It is a chivalry grander and broader than a Launcelot or King Arthur ever dreamed, for it says not that I give you this out of my grace, but I give you this as your right. It is a gallantry that means something beside high-flown phrases. To give is nothing. Anyone can be generous. But plain, unsentimental justice is the attribute of a god. Dorothy Dix.

Bobby's Idea of Dust.

Bobby's mother was talking about the dust the other day.

Bobby, who was listening, said: "Mamma, I know what dust is."

"Well, what is it, son?" answered his mother.

"It's mud with the juice squeezed out," announced Bobby, triumphantly.



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REST ROOM.

Greatest Need of Women in Modern Business.

One of the greatest needs of the woman worker in office buildings and large counting houses is the rest room, where, in cases of severe headache and other sudden illnesses, she may retire to find a couch and a comfortable pillow awaiting her, and where, by lying down for half an hour or so, she may have a chance to recover quickly. With the lunch clubs and other institutions that now are provided for the comfort of the women who must work, this sort of a room ought to be installed by every company employing women in large numbers.

Many, if not all, of the large department stores and State street shops provide rest rooms for their women employes. Only a few of the large office buildings in the city have such a room, and not one firm out of a hundred occupying their own premises has such an institution. A few of the better class and newer office buildings have installed rest rooms for the women employes and tenants, among these the Monadnock, the Fine Arts building, the Chamber of Commerce, the Railway Exchange, and others of the same class.

In one large downtown building where many stenographers are employed by the tenants there is a charming rest room that was furnished by the women themselves. It is prettily tinted in a soft, restful green with a rug to match the walls, and is fitted with a couple of rocking chairs, a comfortable couch heaped with soft, serviceable pillows, a few straight backed chairs, a table, and in one corner is an electric heater with a small brass kettle, so that boiling water may be had in a few minutes. It is used only when the girls are in actual need of rest or in cases of illness. Oftentimes during the afternoon hours a tired and fagged out woman will slip into this room for fifteen minutes and make and drink a cup of tea, returning to her work again with energy equal to that she brought with her in the morning.

The need of rest rooms in all the downtown buildings is real to the women who work, and the ambitious clubwomen who are trying to "do things" might take up this question and make it a factor in every building.

By a tour of the big business houses where female labor is employed one can at any time see the need of the rest room. Take, for instance, one large concern which employs about 700 persons, over one-third of whom are women, and where, when some one is ill or faints, they have no place to lay them but on the dirty floor of the stockroom. Time and time again have I seen a fainting woman laid on the floor of this room, with a soiled gunny sack under her head for a pillow. The men, too, have been treated the same when injured or ill, and at least one death in this place was caused by the fact that when the man was injured there was no way of giving him "first aid," and consequently the long wait for the doctor hastened the end, where, had there

been restoratives or a few simple medical appliances handy, he might have had a chance for his life. And this firm, too, are kind and sympathetic with their employes—the lack of comfort for their workers coming like many others from thoughtlessness.

No employer need think that a rest room is an added item to the profit and loss account. It adds to his success, for the employer who looks carefully after the health and comfort of his employes is rewarded by the best service, the best results, and in the end he will find it greatly to his advantage. A rest room either for men or women will oftentimes be the means of saving a life, and in most cases will be the cause of saving employes from long illnesses and the firm from consequent embarrassment and loss of time by the absences from the office for days, maybe weeks, at a time.

There are few, if any, women who would take advantage of the rest room to shirk. They would not consider it a room for social purposes, nor would it in any manner divert the young women from their business; it would mean to them a safeguard over their health and a thing to be thankful for.

Not long since a young woman was taken with a severe cold, which developed into quick consumption, and her story is but one of many of the women who have no place to go in need.

"It was raining hard," she said, "and I got awfully wet coming from the car to the office. There was no place where I could dry my skirts, which would have taken but a very few minutes, and when the chill took me later, there was no place where I could go and get a cup of hot tea."

There are other women who might tell the same story of sudden chills and damp skirts that led to illness and consequent absence from their work, when the rest room and a hot drink might have saved them.

Almost any small room will do for a rest corner, and nearly every building has one that can be spared for the purpose. The expense of fitting is little—a couch, a big easy chair, an alcohol lamp for heating water, and a small medicine cabinet filled with such simple remedies as camphor, peppermint, smelling salts, Jamaica ginger, a hot water bag—a trifle to the firm doing thousands of dollars' worth of business a year, yet a thing beyond price to the women who work for them. The men who openly profess that they prefer women employes should remember that constitutionally a woman is not as strong as a man and is more liable to colds and headaches; that if they would have her at her brightest and best in the office they must at least provide for her the means of taking care of her health.

The rest room scheme is one that ought to be adopted and successfully carried out by every big office building. As a good investment employers ought to put at least a small amount of money into a scheme that would add so materially to the efficiency and usefulness of their employes.

Addie Farrar.

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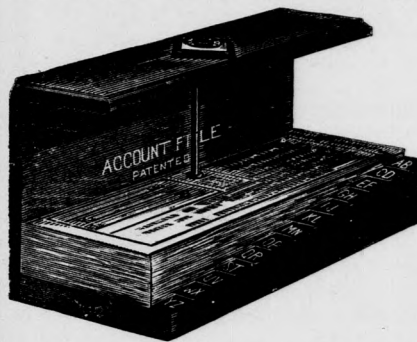
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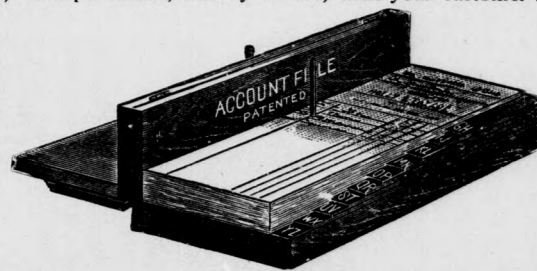
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TRADESMAN COMPANY, Grand Rapids

FRIENDLY NEIGHBORS.

They Made a Hotel of a Resort Cottage.

Written for the Tradesman.

When Garlow, the commission man, went home from his place of business that night he carried many parcels. His arms were full, his pockets were full, and his head was full of the names of things he should have carried but couldn't. These parcels were summer resort cottage things, tied up, wrapped up, corked up and sewed up. They were things which he must take down on the 6:20 a. m. train, and which he had forgotten to send up in time for packing with the other trimmings.

When he reached home Garlow dumped the stuff on the dining room table and wiped the sweat and dust from his face.

"We'll soon be out in the open," he said to wifey, who looked tired and dissipated, "and then we can make up for all this strain of moving. There will be green grass and sandy beach, clear water and plenty of shade. Oh, we'll have a jolly time, no one but you and me and baby. What! Pretty poor, I take it?"

"We shall enjoy it if they will only let us alone," replied wifey, with the air of a woman who had a terrible secret to impart, or a confession to make, or something equally disquieting.

"Let us alone!" cried Garlow. "You bet they will let us alone. Who is there to molest or make us put on a collar if we don't want to?"

"I tried my best to get away without letting all our acquaintances know where we were going," said wifey, "but the society girl got it in the newspaper, and I'm afraid we are going to have trouble."

"Come off!" cried Garlow. "Who can make us trouble? I'm not running away from my creditors, or anything like that, and I'm not ashamed to let people know where I'm going. Not for mine!"

"Well," said wifey, dubiously, "I hope things will come out just as you expect, but I'm afraid we're going to be loaded down with company, and the cottage is small, and I just can't get big meals down there. Besides, I did so want to be alone with you and little Bobbie."

"Get to the point, dear! What's the grouch?"

"Why, I just mentioned to Mrs. Ironton that she might find time to call on us when down at the beach and she jumped at the words as an invitation to come down with her three children and stay two or three days. Whatever can I do?"

"We can't anger Old Ironton," said Garlow, meditatively, "and so I guess we'll have to put up with it for a few days. We can put up a tent and have a girl in to cook, and get along in some way. Ironton is a good fellow, a good customer and a companionable cuss—pardon me!—and so we'll strain a point for him. Of course he doesn't know that his wife invited herself."

"Oh, yes, we could get along with the Irontons for a day or so, but there are the Johnsons. Mrs. Johnson said it would be so nice to have

a place to drop in while at the beach. And she has two of the roughest children this side of the State School. I just know that she'll be with us half the time, especially if we put up a tent. I'm clear discouraged."

"It does begin to look pretty smoky," admitted Garlow, gravely, and with the air of a man with a crime to confess. "You see, Fanny came down to the store to-day and asked about the cottage and the beach, and the accommodations, and said she'd probably have to stay with us until her husband found a cottage. Now, what was I to do? I certainly couldn't refuse my own sister a little thing like that. And there's my partner. He expects to come down and fish for a week sometime during the summer. Say, wifey, let us give up the whole thing."

"What would the neighbors say?" asked wifey in dismay.

"That is the first question a woman always asks," said Garlow. "Well, I can tell you what the neighbors would say. They would hint that we were on the verge of bankruptcy and couldn't afford it, and they would say all the mean things they could think of, especially those who had expected to profit by our outing."

"And there's the Aldens," cried wifey, like a woman who had discovered another monstrosity in a nightmare dream. "I told her to stop in and get those books if she came down to the beach, and she said she should do so, as she couldn't abide hotel cooking. Oh, dear, what shall we do? And Blanche will be down with her baby, and it cries all night long, and Mary will come down with her fiance, and she thinks nothing is too good for him, and I'm going to bed and forget about it."

Garlow sat looking at the incandescent for a time and then broke out:

"Say! You remember the summer we went down to the Point. Course you do! We let our friendly neighbors turn our little cottage into a hotel, didn't we? And the Kents, and the Connors, and the Smiths, and the Van Valkenburgs, and the whole blooming push along the street, even to the limits of the ward, spread themselves out over our little cottage and kept you cooking most of the time."

"It was frightful."

"And the Roberts' boy fell out of a boat he stole from our dock and the mother accused you of conspiracy to get the little imp out of the way. That was a corker! And old Herrill came down and brought a keg of rum and got drunk every day, and his wife denounced you to the campers for selling him whisky! Ah, but that was a summer for a man to wish to wake up from. And now I suppose we're in for another just like it? Not for your Uncle Dudley!"

"I wish you wouldn't talk slang, dear. Bobbie will soon be learning it."

"It's a wonder that folks wouldn't have some sense," commented Garlow, "and keep away from people who go away to have a rest and be away from the crowd. Men and women who have good sense in other things fall down here. There were

the Balls. They came down to the Point with a sick baby and got the camp quarantined. Old Sherman brought a gang of base ball players to our tent and invited them to dinner with us. Harry Barlan had the nerve to order the things he wanted for luncheon. The only thing there was about the cottage that didn't remind me of a hotel was the cashier end of it. There wasn't any come-back for all we spent on these well-meaning but apparently weak-minded people. Now, if you think we've got to go through all that again we'll just give up the outing and stay in our little old backyard."

"It seems as if I must get away somewhere."

"How would it answer to put up a sign on the cottage reading some-

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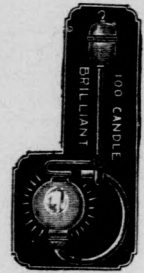
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We have the very finest and choicest of blends—put up in beautiful packages. Flint Star brands are without equal for quality and price.

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thing like this: 'We are Out for a Rest. If You Are Friends You Will Stay Away and Let Us Alone. If You Are Not Friends We Don't Want to See You.' I guess that would give 'em a jolt."

"Every one would smile at it and say that ought to keep the bores away."

"It might be well to plant a barrel of powder under the cottage floor and put up a sign: 'The Powder Buried Here Will Explode at the Sound of Strange Voices. Unless You Belong Here, Keep Away.' How would that do?"

"You and your signs!" laughed wifey. "You know you can't keep the sort of people who settle down on campers away with signs."

"No, as a rule you've got to use a club."

"Do you remember the neighbor who brought her friends to dinner with us when she had company?" laughed the wife.

"Yes; that was on the Point. And the lover who brought his girl down for a week while he courted her, and sat up half the night in the shadow of the cottage and talked in a deep bass voice? That was a little old hotel, all righty. Here's for another one this year—not."

"I don't see how you're going to get out of the deal for the cottage."

But Garlow saw a way out. Next morning he didn't get out at 6:20. Instead he went to his partner and arranged for him to take the cottage off his hands, much to that gentleman's surprise.

"What's up?" he demanded. "Glad to get the house, but isn't this a little sudden?"

"Sure it is," replied Garlow, "but I've received a letter from a relative of my wife who lives over in the Green Bay region of Wisconsin, and we've got to go there and help her through the serious illness of her husband and three children."

"And lose your outing? Too bad."

"Yes, it is rather tough," replied Garlow, "but we'll manage an outing late in the fall. We can't leave that little woman alone up there in Wisconsin."

"What's her name?" asked the partner, with a twinkle in his eyes. "Perhaps I know her."

"Her name is—er, er, Gertrude, that is—why, you must remember Gertrude—the girl that stopped with us so long. Can't remember her husband's name now."

The partner smiled and Garlow went back to his wife.

"Now," he said, "I've sent all our stuff over to Wisconsin. We'll get a cottage up in the Dells somewhere and live alone. I've been lying like a horsethief to my friends, but they will stand for it. We're running away, understand. If anybody asks you for the address don't you know it. Tell 'em you'll write after you find out the name of the nearest post-office. We will see if we can not beat this cheeky hotel-without-board-rates game. Oh, by the way, your relative is named Gertrude. See?"

And they are out at the Dells, and no one has found them, and they are having a peach of a time.

Alfred B. Tozer.

Hundred Earthquakes in a Year.

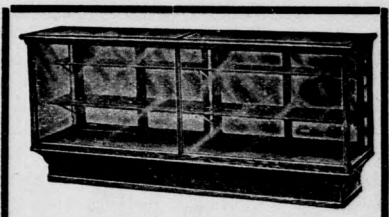
The best is yet to be in earthquakes. Prof. Milne, the earthquake expert, thinks that too little attention has been paid to the conditions which accompany the adaptation of the earth's crust to its shrinking nucleus. He points out that as the nucleus of the earth grows smaller the puckerings and foldings of its crust should grow larger, and each succeeding geological epoch should be characterized by mountain formations more stupendous than those which preceded them, while the fracturing, dislocation, caving in of ill supported regions and creation of lines of freedom for the exhibition of volcanic activity which would accompany these changes would grow in magnitude. It is in Japan that earthquake lore has been most diligently acquired. In earthquake science Japan leads the world. Japan has a thousand observing stations and spends much money on them. Italy, Germany and Austria also have their seismographic observatories. By the instrumentality of the British Association fifty seismographs have been established. By the aid of the seismograph and the seismometer many earthquakes which would pass unobserved are clearly recorded and measured. Prof. Milne's study of the world's records has enabled him to state that every year poor Mother Earth's frame is racked from seventy to eighty times, while the slight local tremors may be counted by thousands. The reason that the larger shakes cause so little destruction is simply that they originate where but little danger can be done—in the beds of oceans or in uninhabited deserts. When the earthquake originates in the neighborhood of a populous part of the world its effects become generally known. Recent investigation has shown that there is an intimate connection between the origin of earthquakes and the differential movements of rocks, which in former ages produced faults and fissures, and that along these old fissures and faults movements still continue.

Gyroscope as Mariner's Compass.

Is the compass passing? The mariner's compass occasionally fails of its purpose in these days of iron ships and cargoes of a magnetic nature. This especially is the case in warships, where the huge masses of iron and steel in guns and gun turrets, etc., are liable to affect the reading of the compass. It is the usual practice to make all possible corrections, but gun turrets have to be moved around, and the corrections can not always be trusted. Again, the shock due to the firing of big guns is bad for the compass. Dr. H. Anschutz-Kampfe has invented a new form of steering standard, dependent for its operation upon the principle of the gyroscope. This apparatus has been subjected to exhaustive tests on a battleship, where, amid the firing of great guns, the movement of the turrets and such other disturbing influences as would effectually have disposed of the ordinary compass, it behaved with remarkable precision and came out of the trials quite uninjured. The apparatus consists essentially of an

electrically operated gyroscope carrying an indicating needle, and pivoted within an arc similar to that of the ordinary compass. The instrument does not necessarily point north and south, but it tends continually to point in any direction in which it is set, and thus to indicate any change of direction of the ship. It is not proposed to displace the mariner's compass by means of this instrument, for its readings would tend to become inaccurate after long periods of use without resetting by some standard. It will serve as a useful supplement to the compass.

No man overcomes sin until he hates its power more than he fears its punishment.

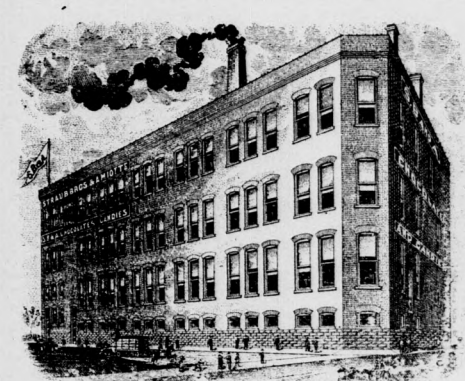


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The same can be said of our **DEPENDABLE FIXTURES** They are all sold under a guarantee that means satisfaction.

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In this up-to-date factory at Traverse City, Mich., is where those good Full Cream Caramels are made that you hear so much about. They are a little better than the best and a whole lot better than the rest.

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WORDEN GROCER COMPANY

"QUAKER"

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COFFEES AND SPICES

CALIFORNIA WOMAN.

Her Little Scheme Checkmated by Middle West.

Written for the Tradesman.

It began with nothing, as such things usually do. The young fellow, barely 21 and fresh from school, had left his New England hills to begin life as a teacher in a Western academy. The youngest of a numerous flock and of a winning disposition he carried with him the unmistakable evidences of the home-petting, and the faculty from principal to the lowest subordinate unconsciously took it up exactly where it had been dropped and the young man found himself at once a general favorite.

The principal's wife, a woman of 40, whom time had tenderly kept and guarded and whose daughter was nearing the budding period of womanhood, from the first took the place of the mother left in the New England home. She saw to it that whatever pertained to Mr. Hastings' comfort was provided for. His laundry passed through her motherly hands, his apartments were carefully dusted; his food was diligently looked after, and many a dainty found its way to his table and plate which the other members of the faculty did not receive and, indeed, did not care for. It was looked upon as a matter of course. He was to all intents and purposes a member of the family, welcomed and duly adopted, and like the favorite he had been at home, whatever Tom wanted he should have, if the getting of it was a possibility. To add to the general joy "Our Tom" made himself well liked by the academy boys and that gentleman went home at the end of his first year of teaching a grand success.

When the following school year began in September a new matron took charge of the institution—a breeze from the Pacific Sea, it seemed, whose one idea was to keep in motion and come as near to a whirlwind as existing circumstances would allow. Married? Well, yes; a grass widow, if you please, and yet hardly that. Mr. Jackson was an inebriate, recuperating at an asylum for that unfortunate class "who can't look upon the wine when it is red without getting dizzy, you know." In the meantime she was looking out for herself. The Middle West would undoubtedly prove a little stupid after years of California, the only State in the Union fit to live in, when you come down to absolute fact. There is no climate like that, there are no flowers like those, and when you come to the people, they are the only human beings who know how to live. Every night they have their little parties and they begin with oyster cock-tails and go on with the same thing without the oysters, and they keep it up all night. "Live while you live" is the motto out there. "It's a little hard on the men, God bless 'em. It's a short life, but a merry one, and I don't see why that isn't the best way after all."

It was the one weak place, and that weakness was so covered up with kindness and good will and devotion

to those about her as to make them overlook her plain features, her short, fat person, her unintentional rudeness of manner and her lack of learning. There were occasions when the menu would have been more acceptable if she had known how to vary it and the food better had she known anything about cooking; but take it all in all she filled the position fairly well and would have been in it to-day had she not brought the California idea of life and living to bear upon the quiet, uneventful life of the academy.

It did not take long for her trained eyes to see the possibilities for the introduction of a little California sunshine into that particularly gloomy spot of the Middle West, and she proceeded at once to introduce it. Her first idea was to appropriate Tom. While Jackson was busy getting well there was no reason why she shouldn't be busy keeping well, and besides Tom would be all the better if he should be kept from accumulating barnacles too rapidly. So she began by telling Tom that she liked men—especially young ones. She liked to smell cigar smoke because it meant that there was a man around. Did he smoke, and would it be an unpardonable violation of the academy rules if he should come to her room some day after dinner and smoke a good cigar so she could smell it?

With the most good-natured laugh in the world Tom looked her full in the face and told her it never would do; and the woman had wit enough to see that she had gone too far in that direction. Still taxidermists on the Pacific slope were not confined to a single method of skinning a cat. She'd wait and she'd see.

One day while she was waiting and watching with her eyes wide open she fancied she saw something which indicated more than a motherly regard

going on between the irreproachable Tom and the motherly Mrs. Stanton and she immediately made up her mind if she couldn't be happy on her own account she would endeavor to see her happiness through another woman's eyes.

That evening Mrs. Stanton and Mr. Hastings were invited to a little party of three in the matron's room. They were a little cramped, it is true; but one idea of a good time is to get close together; and they had a little round table and they had a pack of cards and with them they played old maid and cut-throat euchre, during which California saw that she was on the right trail this time. Then they had some welsh rarebit which Mrs. Jackson made in a chaffing-dish and shocked her guests by making it with beer—"That's the way we always make it in California"—and there being a couple of bottles left over for guests were prevailed upon to help her drink both bottles; "and all went merry as a marriage bell."

The party was such a roaring success that soon after another was decided upon; but cut-throat euchre isn't nearly as nice as four-handed whist and—well, beer is too heavy a drink for Americans anyway. A bottle of Tokay, a very innocent wine it is, is much more to the purpose and everybody knows how much nicer rich cake is than rarebit. Her own room was too small for four, there was no mistaking that; but by that time the friendship—she had never, never had so dear a woman friend before—between her and Mrs. Stanton had reached that point where she could suggest that that lady's parlor would be so much more appropriate for a card party and the nice little supper they were going to have. It was going to be so much like California, you know; yes.

It certainly was. Mrs. Jackson was

ONLY the finest imported piano wire; only the best selected and seasoned wood; clear white ivory; first quality of felt; put together with skill that is the product of forty years' experience. That's what Crown Pianos are.

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The General Corporation Laws of Arizona are UNEQUALLED in LIBERALITY. No franchise tax. Private property of stockholders exempt from all corporate debts. LOWEST COST. Capitalization unlimited. Any kind of stock may be issued and made full-paid and non-assessable (we furnish proper forms.) Do business, keep books and hold meetings anywhere. No public statements to be made. Organization easily effected when our forms are used. "RED BOOK ON ARIZONA CORPORATIONS" gives full particulars—free to our clients, also by-laws and complete legal advice. No trouble to answer questions. Write or wire today.

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You have had calls for

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If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.

determined this time to look at happiness through her own eyes and presuming just a little upon her acquaintance with a fine-looking young man, who had the appearance of liking a good time, the invitation was extended and accepted. By mistake two bottles of Tokay came instead of four, candies and ice cream were added to the refreshments; and when the ringing of the doorbell announced the arrival of the young men two middle-aged women, dressed, the one a la California and the other at her instigation as near as she could be induced to be, effusively received them.

From all this it is not to be inferred that the proprieties had in the slightest degree been violated. Once or twice the young New Englander looked at his young friend from the Middle West with lifted eyebrows; but the answering glance gave no signal of danger, and, as "The lights were out and gone were all the guests" a little after twelve, the widow lady from California—went to sleep, certain that another social success had been scored.

That was really all it was; and yet, and yet!

The facts are that at times the joy was unconfined; the refreshments were consumed to a crumb and a drop; there were signs that the cards had been used as missiles, so bent and torn were they, and once a scream penetrated the remotest corner of the dormitory, so shrill it was—a scream that could have had its origin only among the reverberating hills of the Golden Gate.

It was the scream that did the business. The dormitory was instantly emptied of its curious eyes and ears, that soon set wagging every gossiping tongue; and it needed only a glimpse of the wine bottles to set the wildest rumors afloat; and I don't know of anything worse in the way of rumor than a lot of irresponsible school boys can be guilty of when they get down to business—girls are nothing in comparison.

The room over the banquet hall was the principal's study and when the hilarity was at its height he laid aside his pen and gave himself up to reflection. Anything but a recluse, the large and growing school which owed its flattering success to his unremitting care kept him from indulging in much of the social life going on about him, and to which he was earnestly sought as a guest; but this in no way interfered with the members of faculty or family from enjoying to the greatest extent the pleasures which such functions afforded. He had noticed, however, the growing influence of the Golden State over "the sweetest woman under the sun;" but not until the report of the register, connecting his study with the parlor below, had reached him did he conclude to interfere with the run of fever his wife was evidently suffering from. It was clear, however, that such things must not be. Unchecked, the "doings of the faculty" would become the town's talk. Every letter to the one hundred and fifty homes would tell its exaggerated story to the detriment of the school with but one result. Of course "such

carryings-on" must be stopped—a single word would do it; but what troubled him was how to break up the intimacy of the two women, one of whom was his "dear and honorable wife."

A person, man or woman, who has passed a season or seasons at the Golden Gate is not to be troubled by any hearsay of what has been or is going to be. "Yes, they had a little party and a little supper and a genuine good time. What of it? Was it anybody's business beyond the four who were there? The trouble at the Academy was a suffering from the lack of excitement. Social life was too much on a dead level, and now that the ice was broken she for one was going to see to it that the social waters did not again congeal;" and she was as good as her word.

The one thing that troubled her, however, was Principal Stanton. Was he going to be equal to the strain? Sure now of his wife, if the husband could only be won over life at the Academy would, indeed, be "joy unconfined." Judge, then, of Mrs. Jackson's unbounded delight when no discordant note was sounded in regard to the party, but an expressed wish that at the next function he might be included. She fairly beamed at the idea. "What if"—and with her jeweled forefinger pressed against her lips she completed the dazzling thought—a thought which was by no means weakened by his undoubted interest in her which the distinguished Principal took no pains to conceal. He found time to be one of the four at the whist table, and custom has decreed that man and wife should not be partners at the whist table. He began to admire and commend her dress and the arrangement of her hair, and with these matters carefully attended to she began to have frequent and long interviews alone with him in his study in regard to the management of matters pertaining to her department. Then it followed as a matter of course that he would take her to town when business called them there, and it soon began to be noticeable how much business both had to do at the same time. Worse than that it was observed that the drive to town on Saturdays illustrated the old saw, "The longest way round is the shortest way home," too often to be a matter of accident, and when one day the "California woman" in relating some incident that had happened on one of these excursions inadvertently referred to Principal Stanton as "John," the fat was in the fire! "The sweetest woman under the sun" and the Principal's "true and honorable wife" immediately left the room with a very decided step, never to enter it as long as "that brazen creature" was present, and it required but a few weeks to bring about the packing of trunks all labeled for the Pacific coast.

"The idea of her calling Mr. Stanton, 'John!'" exclaimed the schoolmaster's wife, as the carriage with trunks and owner turned from the lane into the main road for the station, and the event was closed forever. Richard Malcolm Strong.

OH MY!

PUTNAM FACTORY, National Candy Co.

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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.

THE MAN WHO GAMBLES.**He Invariably Lands at the Free Lunch Counter.**

It is written in the book of rules of the house of Going & Co. that none who eat the bread of the firm shall gamble. Going & Co. have their own La Salle street bureau and a private wire or two to New York, but that is not gambling. It is a cinch—for Going & Co.

But over the welfare of its young men the big house, like others of its kind, exercises the most solicitous care. Gambling is bad for young men. Going & Co. do not want their young men to do anything that is bad for them. Hence there is the rule: Gambling is forbidden.

"Whoever said anything about us belonging to Going & Co. away from the office?" demanded the clerks inwardly.

Then they went out and played Ben Hewdu straight across the board with a real, full value one dollar bill on every one of the three bets. Or, if the barber over at the corner—the one with the game under lip, who once nearly held a fine job as betting commissioner at Washington Park in the old days—had failed to discover by his complicated system the positive best bet of the day, they went over to a back room and developed the muscles necessary to facial self-control in the pursuit of the great and much hunted game, draw poker.

It is rumored that once upon a time one of the bright young men of Going & Co., one who had the onerous job each evening of carrying three or four hundred dollars from a city branch to the main office, was held up and robbed of his burden after a night spent in such a back room and in such pursuit as has been mentioned. But you must not believe all that you hear, even if you want to.

At all events, despite the well founded rule which the house had created for the benefit of its employees, there was considerable gambling, on a scale small enough to be compatible with their salaries, among the clerks of the office of Going & Co. It must be admitted that a considerable amount of the unbusinesslike conversation of the clerks during the day had to do with the full house that they had cleaned up with \$4.80 on the night before, or the

killing that came off at Bennings that they could have been in on just as well as not, only that skate in the next department would not loan them \$5.

There were few clerks in the office that would not make a little bet if the occasion was thrust upon them, and few that would not sit into a little game of draw if they had the price of a stack of chips. But there was one. One man there was who would not gamble, to whom the figures of the dope sheeter had no allurements, to whom the rattle of chips was no more seductive than the sound of a flat wheel on a street car. Yes; one man there was who did not gamble, and his name was Jackson.

Jackson was the office model. Had the firm been able to have its clerical workers made to order it would have set Jackson up on a dais and had the workmen copy his lines, his style and his system of working and living down to the smallest detail. It was the beautiful example of what the clerical slave should be, according to the wisdom of the employer, and he was appreciated as such by the people who paid him. They paid him a dollar more per week, gave him twice as much work to do as he would have been trusted with had he not been a model, and told new clerks to look upon him and try to gather some effulgence from the office's bright shining light.

Jackson came to the door of the office promptly at 8:25 every morning. At 8:27 he was at his desk. At 8:28 he had deposited his cuffs in the upper right hand drawer, and at 8:29 he was in his chair reaching for the first work of the day. He brushed his hair carefully back from the temples, and his hands were the cutest things you ever saw. He did nothing unnecessary—in fact, a list of the things that he did not do would have filled a small book, but the point of this tale is that he did not gamble.

If Jackson could have gone along thus he in a few years would have had the head clerk's job. Then he could have married some nice blonde out of the stenographic department, set up a home in a \$30 flat, with a maid and other trimmings, and pay bills for the rest of his natural life like all successful citizens. But, alas! Jackson slipped off the pedestal and dropped into the mud so far that

up to date he hasn't been able to draw himself out.

It is a sad story. All stories of inexperience meeting circumstances and suffering are sad. That was the trouble with Jackson. He never had any experience. He never had gambled. Consequently when what happened caught him with nothing to guard his tender head he wound up in the mud.

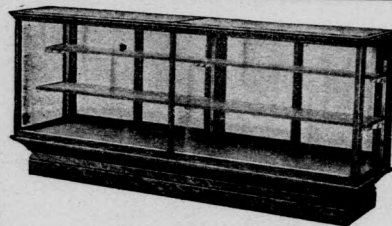
What happened was this: One of the clerks knew in March that on a certain day in the first part of April a certain race horse, entered in a certain race at a certain track in the South, would come in ahead of all other horses running in the race. There probably were a dozen people in the country who knew this, and they hoarded the information like life itself.

But despite the standing which enabled him to meet on the most intimate terms men who could give their friends such phenomenally valuable information, the clerk under consideration did not have enough capital at his command to profit upon his information in the way that the importance of the same merited. A paltry \$30 was as good as he could do, and with the horse 10 to 1, this sum would net only a paltry \$500. This was pitiful. Such information should net as many thousands, at least. The clerk nearly wept because of his lack of funds.

But he knew Jackson intimately

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

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

Wabash Farm Wagon—a real farm wagon on a small scale, with end boards, reach and fifth wheel and necessary braces—strongly built, oak gear. Wabash wheels; front, 12 in. in diameter—back wheels 15 inches. Box 34x16x5 1/2 inches.

The Wabash Limited—A safe, speedy, geared car—a regular flyer. Built low down and well balanced so there is no danger of upsetting. 36 inch frame, with Wabash 12 inch steel wheels. Hand somely painted in red and green. Affords sport and exercise combined. Recommended by physicians.

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

TRADESMAN COMPANY, Grand Rapids, Mich.

and he knew that Jackson had funds. To him he went with a careful, serious tale of conditions as they were. Jackson was horrified at the suggestion at first. But as the clerk continued to talk, and the spectacle of his meager savings being transformed into thousands in a few minutes rose before his eyes, he began to grow calm. After three days of talk and listening Jackson brought down to the office \$350, and it all went on the horse down South.

The race was run, and the horse won, and they paid Jackson \$3,850 in nice, new, crisp bills. Jackson couldn't talk for minutes afterward. He had dreamed of saving that much in eight or ten years. But he never had figured how much it looked like in a roll. Now he had it simply for the showing of a ticket, and it threw him into a fever. He wanted to talk. He wanted to tell somebody about his great fortune. He wanted to tell how it happened. Naturally he found that the only place where there were people who would listen to his talk with proper interest was at the bar under the poolroom. He also found that they listened well only when he was buying drinks for them. So he bought. He continued to buy. He gave the saloonkeeper \$3,000 to keep for him and bought drinks with the rest. It was three days before he came to, and never before in his life had Jackson touched anything worse than a chocolate sundae!

When he sobered he was filled with unbearable remorse and shame, and the remedy being near at hand he began to take it in large doses. Soon the unbearable remorse and shame were quite bearable, and the first thing Jackson knew he was recovering from another three days' debauch—for he was inexperienced.

He lost his job on account of it. He needn't have done so, but he had become imbued with the idea that he didn't need to work after all, and when the head of the department began to lecture him on his delinquencies he used language which quickly put him out in the cold, salaryless world. Then he started to get rich quick—like all inexperienced suckers. It was two months before the book-makers got it all, but by that time Jackson was a hopeless system player, which is worse than being a victim of the dope habit. He wouldn't go back to work because working interfered with his infallible system for making killings, and as this happened a couple of years ago and Jackson still is living on free lunch it is safe to say that he is pretty well ruined.

The moral to the tale is an unromantic one. It is dangerous to be inexperienced. Allan Wilson.

Keep Accounts With Yourself.

One of the ways in which a man has made himself independent of his salary and has placed himself in that position comes from the purchase of an account book, for which he paid 10 cents.

Every time he spends a cent he puts an entry in his book. Every time he buys a newspaper, a cigar, a drink, a necktie, a suit of clothes; every time he goes to the theater or to a dance; every time that he draws even the

smallest sum from his hoard he puts the record of his expenditure in his book.

And every time that he opens his book and reads some of the entries he regrets that he has made them. And every time he regrets he resolves to make no more like them. And some, although not all, of these resolutions stick. The plan is worth trying.

This worker upon taking stock of his outgo finds many places in which he has spent money uselessly or foolishly. He makes up his mind not to repeat the mistakes.

Sometimes when he is tempted to spend money he is held back by the mere thought of the labor of putting down the sum.

His little book has cured him of the sin that besets so many men—that of buying a thing, not because he wants it, but because it is cheap.

The first hundred dollars is the hardest hundred dollars to save, but money gets money. The interest upon the hundred dollars that lies in the bank is something. It is something to think that there is that hundred waiting like troops in reserve for some emergency in which it surely will be needed. The interest is piling up all the time. The opportunity of making one hundred dollars earn other dollars comes uselessly to the man who has not the first hundred. When it comes to the man who has money stowed away he takes advantage of it.

The notebook idea has been operated with success by men whose incomes have been so large they were not forced by necessity to resort to the minute description of their expenditures.

But they knew as well as those men of smaller means knew that the leaks that are not noted are the leaks that count up. When the man has his eye on the outgo all the time the chances are in favor of the proposition that the outgo will not get away from him. He will know when it is becoming too heavy, and he at once can take means to check it. But the man who only knows that it is costing him all he makes to live does not see where he can exclude any expenditures. It is to the worker of this class that the notebook scheme ought to appeal with great force.

A book may be bought for a nickel. Surely that is not an expensive luxury when the possible results are considered. L. J. Wright.

A Happy Family.

A boy and a girl in Alabama, whose parents are named Ashmead, have gathered together a happy family consisting of a cat, a rat, a dog, a mouse and a canary bird. The dog will brace his feet and let the cat jump on his back. Then the rat will climb up on her back, the mouse on his and the canary will complete the pyramid. Then all will grab each other by the tail, the canary coming last, and march around the room. They have been taught to perform many other tricks, and the young people are quite proud of their circus.

The flame of lust quenches the pure light of love.

President, Geo. J. Heinzelman Vice-President, Ulysses S. Silbar
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HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.

One Vast Exchange

is what the State of Michigan has become through the efforts of the

Michigan State Telephone Company



On April 30th there were 121,683 subscribers connected to this service in the State. Are you one of them?

For rates, etc., call on local managers everywhere or address

C. E. WILDE, District Manager
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Just Out!

The Evening Press
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A cigar of A1 quality.
Give it a trial.

G. J. JOHNSON CIGAR CO., Makers

Grand Rapids, Mich.

THE NIMBLE NICKEL.**It Is Often Productive of Large Returns.**

Written for the Tradesman.

Clarence inherited a large store of money—and spent a goodly portion of it in the Fast Pace. Finding it necessary to invest the remainder in some enterprise which would bring large returns, he sought the advice of a man wise in the ways of making money breed swiftly. As the reply he received is equally instructive to those who are seeking ventures in the world of finance, and who have not the record of Clarence behind them, it is given in full:

Dear Clarence: I note what you say concerning the state of your bank account and the need of bolstering it up a bit. I receive many such letters during the course of the year, and usually consign them to the waste basket unanswered, but yours seems to be a special case, so I hasten to reply. Anyway, the memory of the many kindnesses received by me from your shrewd old father would incline me to give you an hour of my time. You may take the enclosed advice for what it is worth.

You speak of getting into some large business, where the output would stand in large figures, and the profits would be not less than 20 per cent. Of course it is nice to manufacture a machine of some kind for \$350 and sell it for \$560—if you have the luck to find a good market. However, I would not advise such an investment; for the reason that patents are not always safe, and the American genius is ever making inventions and improvements likely to knock any established manufacture of this kind sky-high. Besides, there is too much competition, for each sale is necessarily of such importance that others are fighting for it as well as yourself.

The good, clean money, now, seems to be in the small articles. If you can make something for a cent that will sell for a nickel you may win out—that is, if you create a steady demand for your produce by advertising or otherwise. As you will see, this provides for a very large profit. What you want is something that the common people will buy often and in large lots. Can't you get up a new chewing gum, or a toy that will sell for a nickel or a dime?

You may think that I am starting out with the intention of being funny at your expense, but I was never more serious in my life. It is the nimble nickel or the little round dime that counts. The Rockefeller fortune was built up principally by men who travel about from house to house with a greasy old kerosene or gasoline wagon, selling the product of the wells by the gallon. The wire fence millions were acquired by selling rods of fencing at comparatively a few cents a rod. The big brewery accumulations are made possible by the low-browed barkeeps working in dreary thirst parlors in their shirt sleeves, dishing out the tubs of hops at five cents per, and throwing in a free lunch and occasionally the excitement of a fisticuff. The National Biscuit Company is corraling millions

by selling little cakes, and cookies, and crackers, and all such eatables at five and ten cents a throw.

In all these instances it is the quantity sold per annum and not the profit per sale that buys private yachts and million-dollar mansions up the Hudson. Every day in the year the products of these concerns are being sold by hundreds of thousands of agents. You don't hear of the breweries, or the chewing gum people, or the oil men, or the Uneeda biscuit chaps, roaring about how many millions they must get from the public next year in order to keep their business up to date, do you? They don't sit down and reckon up how much they must get out of investments in stocks in order to keep up their equipment. They just keep right on making their little old nickel or dime goods and reaping about 100 per cent. on the cost of manufacture.

I think that you must by this time begin to see what your Uncle Dudley is aiming at when he advises you to launch into some business which produces a product worth five cents or a dime in the open market. Of course, if you had a hundred millions, or some snug little fortune like that, you might break into the street railway business. Here is another instance of the nimble nickel. I've heard it rumored that a five-cent ride on the juice-cars costs the corporation about two cents, but this may be an invention of Tom Johnson or Lawson, or some man who is instructing the dear people for their own good, and will continue to do so as long as there is money in the game. If you could get a franchise in a large city it would be about as fine an investment as I know of, for it is not much trouble to control a council, and the people present you with your business sites and guarantee to give you a monopoly of them. Whenever there is a popular kick about extensions, or fares, or service, it doesn't cost much to have one of the big guns come out from New York in a private car and demonstrate that the company would go out of business if it wasn't for its love of the poor public, that it isn't making a cent a year, and that it is really a Godsend to the town to have their rails cluttering up the streets. Again, it is easy to make a good showing in this street railway business. You can invest your money in bonds and vote yourself the stock. Then you can pay yourself 7 per cent. on the bonds and declare a 6 per cent. dividend for yourself, and put about 7 per cent. in the reserve fund, and there you are, with a neat 20 per cent., and the investment likely to give down a stock dividend of 50 per cent. now and then. If you haven't money enough to start a street railroad you might get your money in on the ground floor with some chap who is going to do some little city a great favor.

On the whole, this franchise business strikes me as being the correct thing for you, unless you can put up a brewery, invent a new kind of chewing gum, or sell some food product for a nickel or a dime. You can advance the argument that the town would be a dreary old blind siding

Everything Is Up
Excepting

Mother's Oats

Same good quality
Same old price, but an additional profit for the grocer

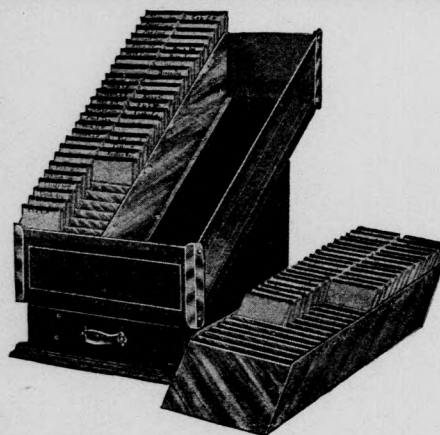
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Because of our Profit Sharing Plan
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Oats, Family Size
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Encourage economy by pushing these brands
and make MORE PROFIT

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A view of our No. 100 Keith System with one tray removed

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Make the Keith System decidedly **neat**, besides conspicuously **simple, accurate and durable**.

No loose slips to contend with, therefore, no possibility of **Lost, Forgotten or Manipulated** charges, nor of disputed accounts through wrong balances being brought forward.

No nerve-racking posting of accounts. Totals are forwarded with every purchase, hence accounts are always posted up-to-the minute.

No tiresome journey through day book, journal and ledger; no dangerous process of reckoning with loose slips, but a simplified yet thoroughly practical credit system for retail merchants.

Our catalog explains fully.

THE SIMPLE ACCOUNT SALESBOOK CO.

Sole Manufacturers, Also Manufacturers of Counter Pads for Store Use
Fremont, Ohio, U. S. A.

but for your cars, you know, and that will take with some. If they spring the jolt on you that the town would also be a bark switch but for the places of business, which are not given free sites or monopolies, you can turn the talk into another channel. There are things enough to talk about.

I have referred to the food business. Here is a good field for your money if you know how to advertise and have the nerve to put up your coin at the rate of \$500 a page for a magazine that has more pages of advertising than reading matter. The Post millions arose out of cartons selling for a few cents. Toasted Corn Flakes is shipping something like a hundred cars a week from its factories and will soon have millions to burn, and to invest in Texas lands and private yachts and New England summer homes. Of course if you go into the breakfast food business, or the fancy cracker and cake business, you must produce a first-class article. It wouldn't pay to do all the advertising necessary to bring success for a product that the grocer wouldn't handle because it did not give satisfaction to the consumers. You must get something that people will buy every day in the year and coax their friends to buy. You know how it is, Clarence, with people the world over. You get a man to chewing gum and he will tell how beneficial the habit is. Every man who breakfasts on one of the foods tells his neighbors how it has built up his system. Get a good thing and advertise it, and your patrons will pass it along enthusiastically in order to show that they are not foolish. It doesn't make a bit of difference what sort of a notion a man or a woman gets into his head, whether it is a remedy for the whooping cough or a new plan of salvation, he wants to introduce it among his fellows.

There is also the nickel theater business. I don't know how profitable they are under present conditions, but I can see how a company could put in a chain of them and acquire about all the small change in a state, with very little expense, the plates being passed along from one theater to another. But there are so many openings in the nickel line that I leave the rest to your own judgment.

The main thing is to get a monopoly on the milk business, or the gum business, or the street railroad business, and the generous public will do the rest. Note the five and ten-cent stores. They stretch from the east side of Maine to the Golden Gate, and they are crowded with buyers every minute they are open to the public. There is food for thought here, my dear Clarence. Understand that I am not definitely recommending any specific one of these things. I am only showing you that there is more money in selling a thousand things that bring a nickel than in disposing of one sewing machine that brings \$50. And the market is steadier and the competition not so fierce.

I do not mean to cast reflections on the lines of business which supply the public with the necessities of life.

Some of the men engaged in making clothing and flour, and threshing machines and sugar, and shoes and hats have settled back at middle age with a bank deposit calculated to crack the sides of a ten-story building, but you see we want to do something that will bring in quick returns and set you on your feet again, so I have suggested the nickel game. If you should succeed in business and get back on Easy street I presume you will go on a chase after the merry snake never again. I am almost sorry I referred to the brewery business. It might get you started wrong again. However, a man who comes to his senses at your age is quite likely to stick. Yours for the five-cent game, Uncle Dudley.

A future letter may explain the nature of the business finally chosen by Clarence. Alfred B. Tozer.

Perfectly Satisfactory.

He was an oldish man, and he may have been thinking of the days of his youth and the watermelons he used to steal, when he started to cross the street. At any rate, he had his head down and his eyes on the ground when an auto came along and tossed him thirty feet away and broke most of his bones. As usual, the autoist stopped to see what damage had been done. When told that the old man would die he said to him:

"I want you to understand that this was not my fault in the least. I was out for a spin when I met Jones. You know him, perhaps?"

"Yes. Jones is a great brag."

"That he is. He was out in his machine. He said he could go two miles to my one."

"But you didn't take the dare?"

"Never. I told him to come on, and he came. I ran away from him like a rabbit from a mud turtle, and I was half a mile ahead of him and looking back and waving my hand when—when—"

"When I got in the way."

"Yes. You can't really blame me, you know. If it hadn't been for Jones, and if he hadn't grinned at me and given me the defi—"

"I see. You beat him, did you?"

"Why, he won't be here for ten minutes yet."

"Then don't worry about me. It is all right. Jones is my son-in-law, and anybody who can beat Jones can run over me. Just plant me under a willow tree, and continue to make Jones think he's got a warehouse tied to the back end of his auto."

The Goat Comes First.

Switzerland is the only country in the world where the goat is placed ahead of all other animals, and even of human beings. If a boy plagues a goat, he can be fined and sent to jail. If a person meets a goat on a path and shoves him aside, he can be arrested. If a goat enters the yard of a person not his owner and is hit with club or stone, the person guilty of the offense must pay 30 cents. If a railroad train sees a goat on the track, the train must halt until the animal can be coaxed to remove himself.

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as large purchasing power per capita as any state. Are you getting all that trade you want? The Tradesman can "put you next" to more possible buyers of your goods than any other method you can adopt. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are always in the market. If you want it, put your advertisements in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people—eight thousand of them—then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.

SERVING THE PUBLIC.

A Well-Balanced Person Can Do It Gracefully.

Written for the Tradesman.

The son of the President of the Fine Groceries Company came upon his father alone in his private office one day, and launched immediately into a subject which he had long had in mind.

"Father," he began, "I think you have about gone the limit on my education. I am 23, and want to get into the whirl. It is said that a man with a \$10,000 education who can not earn more than \$1,000 a year is over capitalized. You have spent three times that sum on me, and I have never earned \$1,000 in my life. What do you think of me? Doesn't it strike you that my stock ought to be pretty well down on the list?"

The President of the Fine Groceries Company leaned back in his chair and tapped the top of his desk with his eyeglasses.

"Yes," he said, "you've had about \$5,000 a year for the last six years, but I've wanted you to have the best going, for I never had anything but hard work and unsuitable food and clothing at your age. My father never spent \$5 on my education, and I have been waiting to see what one of the approved, up-to-date kind would do for you."

"Thirty thousand in six years!" cried the young fellow. "That seems like a lot of money, dad, and I am grateful and all that."

"It is more money than I owned when I was 40," said the father, slowly, "but I've put it up gladly. It takes capital or its equivalent to bring out almost everything that has a value on the market. In my case the equivalent was sixteen hours' work a day and no amusements to speak of. In some way a value must be proven before one can take out the dividends. You want to get into the game and earn money. What have you that will bring money in the open market?"

"Youth, health, strength, education, willingness to work."

"What would you like to do?"

"Of course I want to follow you in the grocery business."

"Where?"

"Behind one of the counters in the retail department."

"There is a lack of help in the shipping department."

"You didn't put \$30,000 into an automobile to move freight to the station, and you wouldn't be likely to put \$30,000 into a boy to equip him for handling groceries in the bulk. I have heard a lot of talk about beginning down on a muscle basis, but I have never believed in it. There is nothing in the shipping department that I want to learn."

"You would get about 6 per in the retail department."

"All right."

"And you would have to work eleven hours a day."

"Only a detail."

"And you couldn't boss the customers."

The young man laughed.

"I'm going there," he said, "if I

go at all, to make a record as a salesman."

"And then?"

"Oh, the road, I suppose, and the wholesale department and the auditing department, and the general office, and the big job when you get ready to aly off and take mother to Europe."

"You don't want much."

"I stated all this as an ambition, not a request, father."

The President mused a long time, his eyes fixed keenly on his good-looking son, who had in his estimation always been a boy to be humored.

"Perhaps," he said, finally, "it is just as well for you to go into the retail department. There you'll learn to meet people, and cater to their whims and their needs, and, if you succeed, also to keep your temper. This is a nervous, over-strained, over-worked age, son, and the person who meets the public eleven hours a day for year in and year out must be a thoroughbred if he doesn't become a grouch or a lunatic."

"Oh, the public is all right, if only you stroke the fur the right way," laughed the young man. "I'll make friends with the great public."

"If you do," was the smiling reply, "you'll do better than nine out of ten.

Of course a person, man or woman, who waits on the public gets more kicks than kind words, and serves some of them right, but there is a certain satisfaction in conquering the situation. I don't know as I should place myself in a position where I would have to meet the public if I were to start in life again, but I have, after all, succeeded through my knowledge of the public. But it is a nerve-racking school, son."

"I think I shall enjoy meeting the general public," smiled the boy.

"You've got a lot to learn," replied the old man. "The general public is avaricious, jealous of its rights, vain, envious, and bent on getting the better of the bargain. The general public is a long-drawn-out dream of fool questions and slurring observations. The general public asks too many questions. It is too apt to claim every mean advantage. Yet, in the abstract, the general public is a good citizen, honest in dealing with its fellows, charitable, forgiving and ready to give a hand or a dollar where it is needed."

"You've given so many opposite qualities to the general public," laughed the boy, "that I can not quite make out what you mean."

"What I mean is that as a salesman to the general public you will see meanness, avarice, vanity, enmity, jealousy and intolerance every hour of the day. The man who gets the general public's money sees these qualities above all others. Now, as an associate of the general public you will find kindness, liberality, helpfulness, honesty, charity. It is when the general public gets into the swim for money, or to save money, that its bad qualities come out. A man who will buy a \$10 dinner for a customer will go to law with him over half a dollar. A woman who will give \$5 to a tramp for his dinner will quar-

rel with her laundress over the washing of a handkerchief.

"Now, the man who makes a hit as a salesman is the man who always remembers just what the general public is. He must have always in mind the good qualities of the exacting customer before him. He must let hard words and accusations pass out of his mind the instant they are spoken, and remember that the person who is doing business with him at the point of the tongue, as it were, would be the first to give him a hand if he needed it. The salesman sees the general public when it is in the mood and condition of a wild beast feeding. When a man or a woman is buying there is a fight on to protect the purse which I can only compare to the fight of a tigress to protect her young. And yet, you take the tigress when she is fed fat and has no young to feed and she is not a bad sort of a beast, as tigers go."

"I see," said the boy. "You're showing me both sides of the shield, with the bright side favoring the public, after all."

HORSE COLLARS

manufactured in our factory are made by experienced workmen and by the most up-to-date methods. They simply could not be made better. That's what makes them so popular with the trade.

Try It and See

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY

DO YOU USE FORM LETTERS?

Are they personal in appearance? Or are they classed with circulars and thrown into the waste basket unread?

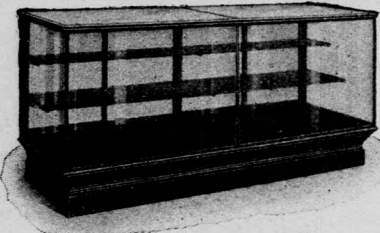
Don't waste postage on mimeographed, printed or imitation typewritten letters but use our duplicate typewritten letters, every letter an original, and you may be reasonably sure they will be read. Samples and prices sent on request.

Grand Rapids Typewriting & Addressing Co.

A. E. Howell, Manager

23-25 So. Division St.

Grand Rapids, Mich.



Our New No. 600

Narrow Top Rail. Graceful Proportions.

Your Show Case Needs

You will find them in our catalogue "G," yours for the asking.

Let us figure on your requirements. With one thousand cases in stock we can give you prompt service.

All sizes and styles to meet your requirements.

Shall we send you our catalogue "G" today?

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

New Office, 714 Broadway, New York City
The Largest Show Case Plant in the World

Meek
Reels

Blue Grass
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Complete stock of up-to-date
Fishing Tackle



Spaulding & Victor
Base Ball Goods
Athletic Goods



Talbot
Reels

Hendryx
Reels



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

"The general public," continued the President of the Fine Groceries Company, "is all right, and just what it should be, in the abstract. It is not a fool saying that the voice of the people is the voice of God. But the general public, for all its noble qualities, is sometimes mighty hard to get along with. Most salesmen, from clerks up, learn to detest and look down upon the average customer. The smiles and pleasant words of these salesmen are superficial, so evidently assumed that they rarely deceive. A man can not ignore and insult the public and still receive favors from it. If you go into the retail department I want to hear good reports of you. I want to see you in the row with those who look behind the trading face of the general public and see the human interest face, all charity and kindness, back of the craft of barter.

"I have been in stores where the clerks smiled and bowed and said courteous things, and yet the atmosphere of those places chilled me. To the theatrical man every patron is a 'guy,' and to too many clerks the customer is merely a person to tolerate and get the better of. I have caught my clerks flattering customers and making faces at them behind their backs. Once a customer looked in a mirror and saw the mockery of the face of the girl at the counter she had just left. She reported that clerk, and her pay stopped right there.

"Now, son, this is quite a sermon on the general public, but I want you to remember it. Counterfeits do not long remain in circulation. Cheap people soon find their level. The right sort of a salesman will go up as fast as he ought to and as far as he wants to, other things being equal. Let the general public ask questions if it wants to. Don't get a chronic grouch like the man at the average ticket window or the man in the baggage room. Of course all people ask the same questions, but you must remember that it is a different person who asks the question every time, and not visit upon him the wrath coming on all who have asked that identical question before. If you really want to be a salesman there is an opening for you. Speaking for myself, I should not choose that path to the top, but this is a case where it is not for me to decide."

"I'll get along all right with the general public," said the boy. "I'll remember what it really is when there is a bad look on the surface."

"You've got the idea, son. Just hang on to it. You overlook all the fool things the customers do and say, and remember that back of the trading frenzy there is a lot of decency in the world at large. All clerks should realize this."

Alfred B. Tozer.

The Kind of Presents a Woman Makes.

Of course it would not be so bad if he were one of those nice, ladylike men who can discriminate between handwrought and machine-made lace and can speak feelingly of color harmonies in wall paper, but he is not that kind at all.

He is just one of those bustling,

hustling financiers, who is director in half a dozen big corporations and who rushes around on the floor of the Chamber of Commerce, forcing the market up or down as his interests lie.

He only has one weakness, and that is his wife, who is a small doll of a woman, deeply religious and who loves pretty things.

The other day she went off to Philadelphia to attend a missionary convention, and thence to Atlantic City with a group of delegates. Her return was heralded by express packages and souvenirs galore from the Oriental shops of the seaside town, and she was showing her trophies to a friend.

"Didn't you bring John anything?" questioned the friend, knowing that John must have set up a neat check to permit of this expenditure.

"Yes; I brought John several things," replied the wife, "but he doesn't seem very enthusiastic over them.

"For one thing, I bought him a beautiful salad bowl. It is to represent a tomato on a leaf of lettuce. So artistic, the red tomato on the green background."

John shot an agonized glance at the visitor over his newspaper.

"Then I bought him these," continued the wife proudly. She displayed some \$30 worth of East Indian laces in the form of a center-piece and doilies for the luncheon table.

"I bought these of the missionaries from India; they will be perfectly sweet when I give an afternoon tea.

"But that isn't all I got for John," she added quickly as she intercepted another exchange of glances between her lord and master and the visitor. "I got him this!"

Here she produced from a bureau drawer a square of parchment. It was imposing in size and emblazoned with seals.

"Oh, bank stock!" cried the visitor. "Now that is something like!"

"No!" returned the wife scornfully, "better than that. It is a life membership, price \$10, in the Women's Foreign Missionary Society."

And then she wondered why her guest had hysterics and her husband fled the room.

When You're Married.

"Yes," said Thomas W. Lawson, during a discussion of the March panic, "the stock market is a guileful maze. It is like some men's marriages.

"Mr. and Mrs. Smith, lunching at the Waldorf, met Mr. and Mrs. Jones.

"Smith," said Jones, 'we had a great time at the club last night. Sorry you missed it, old man.'

"Mrs. Smith gave a start, and after the Joneses' departure, she said, in an odd voice:

"John, you told me you spent the whole evening at the club.'

"So I did, dear," said her husband, readily. 'And the reason Jones didn't see me there was because he wasn't there himself. Trying to deceive his wife, I suppose.'

This world will never be saved by people too spiritually minded to wash dishes.

Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100	-	-	-	\$ 3 00
200	-	-	-	4 50
300	-	-	-	5 75
400	-	-	-	7 00
500	-	-	-	8 00
1000	-	-	-	15 00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

Tradesman Company
Grand Rapids, Mich.

KEEP KEYED UP.**Discover and Develop Your Special Talent.**

The efficient life is that which we all are seeking, efficiency being pre-eminently the modern ideal. Dr. Luther H. Gulick, who recently has published an admirable book with *The Efficient Life* for title, and who, as director of physical training in the New York public schools and a progressive physician, has had wide opportunities for observation and study, justly believes that the quantity of a man's work or even the length of time he can keep on working is of far less importance than the quality of his production.

"There are conditions for each individual," says the man who has considered the problem of American working efficiency in many aspects and phases, "under which he can do the most and the best work. It is his business to ascertain those conditions and to comply with them. A man's value to society depends, to a large extent, upon his discovering and developing his special talent. For each of us it is possible to increase the duration of our best (working) moments and to render them more frequent. It also is possible for us to reduce the number and length of those periods of depression and low vitality when our work miscarries and our lives lack enthusiasm. This matter of keeping one's self on a high level relates not only to better work but in an equally important degree to the attainment of a fuller, richer, more joyous life."

First and foremost among the requisites for this fuller life and augmented working ability Dr. Gulick would place the good health that he believes within reach, despite possible physical weakness or limitations, of practically all who consider it worth while. The pursuit of health, as to the strenuous life, is not to be regarded as an end in itself, however, health and energy mainly being valuable as increasing the efficiency of the individual. Next to good health this reasonable thinker would place acceptance of temperamental peculiarities and needs.

Every man has his special manner of working, of reacting under what physiologists call his "fatigue curve." One man works steadily and evenly right through the day, his efficiency or productive power showing little variation save in the inevitable tapering of the last working hour or so.

Another man takes a long time to get into the spirit of his task, but once well started probably maintains a higher level of productivity than his more methodical fellow and may be able to hold the pace longer. Still another man may do his best work under stress, while the fourth may "go all to pieces" if hurried or pushed unduly.

Comparatively few men are willing to take sufficient account of these constitutional variations, but it is the part of wisdom at least to make moderate allowance for them. The best work, other things being equal, is done under conditions following the line of least resistance.

The man who gets "warmed up"

slowly should stick to his job, once in proper trim, just so long as he can keep up to the high grade level. The man who is at his best in spurts should feel no shame if the play impulse recurrently nerves him to more effective endeavor.

Henry Grady, long time most efficient editor of the Atlanta Constitution, for years devoted the first fifteen minutes of his working day to a verbal frolic with other members of the editorial staff, and the revivifying effects of a hearty laugh are recognized by all. But if a man's train of thought easily is interrupted, with the lost ground slowly recovered, true economy of power and effort would urge protection from adverse influences so far as may be.

Overfatigue, which means a corresponding depletion of vitality for each attack, is to be prevented if possible, combated by all reasonable means. Sleep, of course, is the most important recuperative agent, but exercise and recreation are almost as indispensable for the maintenance of the correct physical and mental balance that means highest efficiency. The higher, more intellectual and nervous the kind of work done, the more sedulously must the alternating periods of rest and refreshment be observed. For "the average city business man without any physical impediment to fight against" Dr. Gulick would recommend some such simple schedule as this:

Five minutes each day of purely muscular exercise, such as can be taken in one's own room without any special apparatus.

Short intervals during the day of fresh air, brisk walking, deep breathing. This can all be secured in the regular order of the day's business.

The reservation of at least one day a week for being out of doors, playing games, etc. This is a paramount essential for body and mind, since the man who attempts to prove that he can get along indefinitely without play really ruins his chances of prolonged efficient work.

Plenty of fun and laughter, with the determination not to worry, supported by the attitude of body and mind that renders worry most difficult, these are highly important factors in efficiency of whatever order.

The cultivation and enjoyment of a hobby as far removed as possible from the daily grind is another substantial stone in the task of efficiency building. The reserve fund that upholds some arduous workers, keeping one man alive and well, while another dies or collapses, greatly is affected by the fundamental, habitual attitude of mind.

"The real heart of the efficiency problem," says Dr. Gulick, "is psychological. We are just beginning to understand the part that good thinking plays in good health. To live the positive life—the life of affirmation—is to live the life that carries on efficiently its part in the work of the world."

Auto suggestion, when on the verge of sleep, is another potent efficiency helper, as scientific psychologists now realize.

"A man who is ambitious for himself will take advantage of the op-

portunity this offers; and when he goes to sleep he will make sure that the thoughts admitted into his mind are strong and healthy thoughts—thoughts of joy, of success and accomplishment. This is not a romance. It is a certain fact that a man can make suggestions to himself at this time, and there will be a positive effect for good upon the spirit and efficiency of his life."

The gist of this sane, wholesome and practicable mode of increasing high working health and efficiency lies in common sense recognition and satisfaction of the needs of the whole nature rather than the comparatively small part, by undue glorification of which many an earnest and devoted worker defeats his own aim. It thus briefly may be summed up:

Work in the manner easiest to you. Play, laugh, and "have fun" often and abundantly.

Breathe deeply.

Walk, stand and sit erect, with the neck well back against the collar.

Think the best thoughts you know how always.

Never employ a stimulant without a corresponding respite from all mental endeavor.

Be courageous, be cheerful, repel worry, encourage hearty, unselfish interest in the work of the world and your fellows, trust your internal economy to take proper care of the simple food you eat slowly and in good humor, and allow yourself plenty of fresh air, cool water, outdoor exercise and absolute repose.

John Coleman.

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.

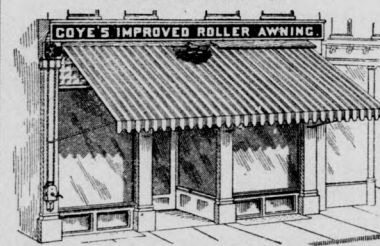
Hand Separator Oil

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.

Chas. A. Coye

Manufacturer of

**Awnings, Tents
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Send for samples and prices

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GRAND RAPIDS PAPER BOX CO.

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Made Up Boxes for Shoes,
Candy, Corsets, Brass Goods,
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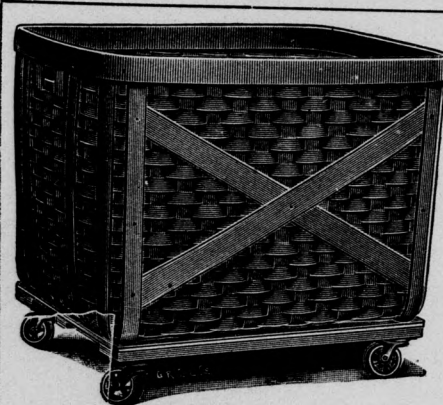
Estimates and Samples Cheerfully Furnished.

Prompt Service.

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

GRAND RAPIDS, MICH.

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.

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.
New York, July 20—Business in grocery trade jobbing houses has had something of a setback this week on account of the extreme heat. About everybody has gone away who can scare up the cash to pay for the trip and retailers find their orders running very light and confined to goods in everyday use.

Coffee has been particularly dull and the Exchange seems comparatively deserted, neither buyer nor seller apparently caring whether school keeps or not. In a jobbing way trading has been mostly of small lots to replenish broken assortments, and the whole situation is a waiting one. At the close Rio No. 7 is worth 63¢. In store and afloat there are 4,013,787 bags, against 3,245,362 bags at the same time last year. Mild grades have been in somewhat better request and East Indian sorts that are East Indian in reality are firmly maintained. Padang Interior is worth 17½¢@18¢; Central American is moving at about former quotations.

The weather has been favorable for the consumption of sugar and the demand has been sufficiently large to keep all hands hustling to meet it. The quotation of 4.90c, less 1 per cent. cash, still obtains, except with Arbuckles, who solicit business on the basis of 10 points less. Raw sugars are firm and refiners are paying pretty full rates.

Spot stocks of teas are rather light, it is said, and the market generally shows a somewhat more favorable undertone. Primary markets are reported as strong and the trade here is hopeful of a good fall and winter.

Quietude generally prevails in the rice market. Orders are for small quantities and quotations show no appreciable change. Choice to fancy heads, 5¼¢@6½¢.

Spices have had a fairly good call this week and quotations, as a rule, are well adhered to. Holders of nutmegs are not willing to part with goods and feel sure they will meet a better market later on.

Molasses, of course, is simply staying out of sight. There is no demand whatever. Quotations are unchanged. In sympathy with molasses, syrups are dull and neglected on former basis.

Canned goods are attracting little, if any, attention just now, as brokers are away and packers are busy at home or attending conventions. Spot tomatoes are worth about 95c. Possibly this may be shaded in some cases, but this is about the figure asked for the forthcoming new goods. Peas show some movement, but there is room for improvement. String beans are doing pretty well at about 85c for 2 lb. extra standards. Corn is quiet and holders are making no effort to dispose of stocks, as they seem to think it will pay to hold desirable goods.

Butter seems a trifle easier. The hot weather has caused some demoralization and quotations are, perhaps, not so firmly maintained as a week ago. Extra Western creamery, 26½¢@27¢; firsts, 24½¢@26¢; seconds, 22¢@24¢; imitation creamery, 22¢; factory firsts, 21½¢; seconds, 20¢@21¢; process, 22¢@24¢.

Cheese is doing fairly well. A good deal of stock hovers more or less the effect of the hot weather and, of course, such goods must be sold for almost any old price. Really desirable full cream, small size, is quotable at 12¼¢ for either colored or white.

Eggs are well held. The grades that will stand the test fetch full price and such stock is, naturally, in comparatively limited supply. Finest Western selected, fresh-gathered, 18¢; firsts, 17¢@17½¢; seconds, 15¢@16¢.

Choice potatoes are fetching about \$2 a barrel for new and 90¢@\$1 for old. Red onions, Maryland and Virginia, per barrel, \$3.50@3.75. All kinds of garden truck is in ample supply. Georgia peaches, \$1.50@2.50 per carrier. A few apples are arriving and are worth about \$1.50 per basket.

Henry's Foolish Suggestion.

"You seemed to enjoy the play thoroughly," said Mr. Henpeck.

"Oh, it was awfully funny," replied his wife. "I laughed so much that I fairly ached all over."

"Funny part that was where the man fooled his jealous wife and was out with another woman, while the mother of his children was at home telling them what a noble fellow he was, because she thought he was working overtime for their benefit."

"I thought I'd die laughing at the ridiculousness of it. I never saw anything in my life that was half so funny. How cleverly he pulled the wool over her eyes, and what a fool he made of her. Dear me, I have to laugh out loud, even now, whenever I think of it."

"Yes, it was great. I'm so glad you enjoyed it. I suppose if I were to do the things that man did you'd have a good laugh over my cleverness, and—"

"Henry! How dare you suggest such a thing! Remember that our innocent children are asleep beneath this roof."

Meeting Temptations Half-Way.

Little Tommy had been forbidden to swim in the river, owing to the danger. One day he came home with unmistakable signs of having been in the water. His mother scolded him severely.

"But I was tempted so badly, mother," said Tommy.

"That's all very well. But how'd you come to have your bathing suit with you?"

Tommy paused, and then said:

"Well, mother, I took my bathing suit with me, thinking I might be tempted."

He has no power with men who has no patience with children.

The best way to talk of love to God is by labor for man.

THE WESTERN SALES CO.

175 Dearborn St., Room 609, Chicago
Big Sales, Quick Sales, All Kinds of Sales
Stocks Arranged, Expert Advertising
The Best Men in the Business are on this Staff
Gift-edge References

If you want an Electric Carriage that is built right, is right and works right, you want the stylish, noiseless and simple

BABCOCK

Model 5 \$1,400

This car is thoroughly dependable, clean, and especially recommended for ladies' use.

We will be glad to give you demonstration on request. Ask for Babcock catalogue.

ADAMS & HART
47-49 No. Division St.
Grand Rapids, Mich.

Grand Rapids Notions & Crockery Co.

Corner Ionia and Fulton Sts.
We carry a complete line of notions, such as laces, socks, hosiery, suspenders, threads, needles, pins, ribbons, etc. Factory agents for crockery, glassware and lamps.
Grand Rapids Notions & Crockery Co.
Wholesale Only Grand Rapids, Mich.

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

Vandenberg Cigar Co.
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215 Butterworth Ave. Grand Rapids, Mich.



The "Ideal" Girl in Uniform Overalls

All the Improvements Write for Samples

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

Play Suits For Boys and Girls \$4.50 Per Dozen

Children's Dresses	\$2.25 to \$9
Shirt Waist Suits Fleece	
and Percalé	\$10.50 to \$15
Percalé Wrappers	\$10.50 to \$12
Fleece Wrappers	\$9.50 to \$12
Dressing Sacques	
and Kimonas	\$4.50 to \$9

Lowell Mfg. Co.
Grand Rapids, Michigan



THE EXPENSE LIMIT.

Where To Draw the Line of Store Costs.

Wouldn't it be a great thing if we were all born with good judgment? I'm not going to criticise the Almighty, of course, but really it would seem to be the sensible thing to do—to send us all into the world with good judgment instead of bad.

What a lot of business failures it would save!

I had a mighty melancholy talk the other day with a grocer who had just failed. He started in the retail business only about eighteen months ago, after several years' pounding the road.

"I can't understand it!" he kept saying to me. "I can't understand it. I was in a neighborhood where business was and I was doing the business. I made good margins on my goods and I can't see for the life of me why I didn't make it go. Yet I never seemed to get ahead. I did everything I could to run a good store."

"That's just the trouble, old man," I said, "you did too much. Your expenses were too great for the business you did. You put too much money in there for the business you could do."

This man was a type of the business man who tries too hard to be a good business man. There is such a thing, you know.

Just listen to what he did: In the first place he bought a fairly established store in a well built up neighborhood in Philadelphia. It wasn't in the heart of the city, but in one of the suburbs that are practically little towns of themselves.

There were several other grocers there—plenty for the trade, I should say, if not one or two too many. Still, they all did a nice business.

The suburb had about reached its limit so far as building was concerned, which meant that the only way this grocer could get new trade was by taking it from his competitors.

When he took over this store it was doing about \$300 a week, and he managed to get it up to \$350, where it stuck.

I said this was an established store, and so it was, but no attempt had ever been made before to have it put on much style. It was an old-fashioned sort of place and the fixtures were pretty ancient. So my friend tore them all out by degrees and put in the finest kind of hardwood fixtures that cost him all told over \$2,000. He put in an expensive cash register, too, and a lot of other things.

It was a swell looking store, all right—one of the best looking places I ever got into.

But it was fitted up for a \$600

business instead of \$350, and that is where the trouble began.

My friend borrowed the money for his improvements from a friend, who let him have it without security except his personal note, but was charged 7 per cent. for it. That was a heavy drain to begin with.

I knew about the fitting up of the store, and I told the fellow in the beginning, when he asked me what I thought of his fixtures, that I believed he was going a little steep, but no—

"I'm going to make this the handsomest grocery store within five miles!" he said. "The trade will come all right!"

He did make it the handsomest store without a doubt, but the trade never got beyond \$350. You see, there was just so much—you can't get a quart out of a pint measure.

Well, that was one thing. Then he inaugurated another idea that he borrowed from the department stores—"instant delivery," he called it. No matter how little a thing it was any customer could get a thing delivered at any time she wanted it.

Not by boy, land no—by an extra wagon that he kept for the purpose.

He was sure that was going to get him trade, and you would think so, but somehow it didn't.

There were a lot of other things along the same line. The business was all right—what he did—but there was not enough of it to carry the load.

This grocer's friends knew he was not making good, and they advised him to get rid of some of the dead weight.

He wouldn't do it.

"Not on your life!" I heard him say myself. "I've set a standard here for what I consider the right sort of grocery store. If the place will not support it, all right. I'm going to try it out anyway."

Bad judgment! He ought never to have tried any such schemes. The business was not there, and it could not be produced there. He should have thought of that, it seems to me. He was running a store good enough for \$800 weekly business on a trade that it was fair to presume could never get beyond \$400 anyway.

Fail? Of course he failed! How in thunder could he help it?

I've met so many, many of these generous fellows whose judgment leads them to try to give their neighborhood too good a store.

For there is a limit, you know, to every store's possibilities. A fellow said to me the other day, "Why, that neighborhood will support the very best grocery you can run!" It won't. Even in the finest neighborhood there is a limit to what you can afford to spend in expenses—such as fitting the

place up and in delivery and such things. You can give them too poor a store and you can give them too good a store.

I remember one of the merchants of this too-good class paid an enormous rent for a building twice as big as he needed. "Wanted to make his store impressive," he said, and he did make it impressive, but he all but swamped it while he was at it.

Another one thought people were up in arms against the ordinary slow deliveries and put on two more delivery teams than he had any need to. That man did a fine business for two years and never made a cent beyond his living.

One day he woke up and laid off his extra teams. Business went on just the same and he began to make something.

Oh, I could give a lot of cases that I have known about personally; too many clerks, too much money spent in advertising, a cashier when none was necessary and a heap of other things.

What is the limit of safe expense? I'll tell you what it is, and I won't charge you a cent:

The safe limit of expense is what a man absolutely needs to spend to serve all his customers correctly and quickly, and to give them the very best service—not the best he can possibly give them, but the very best they have a right to expect under the circumstances.

That is it, and not a cent more.—Stroller in Grocery World.

An Inherited Tendency.

A Cleveland society woman gave a party to nine friends of her young son, aged 6. To add to the pleasure of the occasion she had the ices frozen in the form of a hen and ten chickens. Each child was allowed to select his chicken as it was served. Finally she came to the son of a prominent politician.

"Which chicky will you have, Bertie?" she asked.

"If you please, Mrs. H., I think I'll take the mama hen," was the polite reply.

The Neighbors Knew.

Visitor—Good morning, madam; I came to tune your piano.

Mrs. Hammer—Piano? I did not send for you.

Visitor—No, ma'am; but the neighbors suggested that I had better call.

THE Keeley Cure **LIQUOR MORPHINE**
27 Years Success
WRITE FOR
ONLY ONE IN MICH. INFORMATION.
GRAND RAPIDS, 265 So. College Ave.



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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ATLAS MASON JARS

Made from superior quality of glass, by a special process which insures uniform thickness and strength.

BOOK OF PRESERVING RECIPES—FREE

to every woman who sends us the name of her grocer, stating if he sells Atlas Jars.

HAZEL-ATLAS GLASS CO., Wheeling, W. Va.

Get our prices and try
our work when you needRubber and
Steel Stamps
Seals, Etc.Send for Catalogue and see what
we offer.

Detroit Rubber Stamp Co.

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Order

Red Jacket

Spring Wheat Patent, quality
the best - Can ship small lots
from Grand Rapids and mixed
cars with mill feed, if desired,
direct from Minnesota.We also manufacture stone
ground Wheat Flour, Graham,
Rye, and Buckwheat Flour as
well as Corn and Oat Feeds.

Send us your orders.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis,
irrespective of size, shape or denomination. We will
send you samples and tell you all about the system if you
are interested enough to ask us.

Tradesman Company

Grand Rapids, Mich

ESTABLISHED
1883

WYKES & CO.

SUCCESSORS TO WYKES-SHROEDOR CO.

THOS. E. WYKES
CLAUDE P. WYKESMANUFACTURERS AND
WHOLESALE DEALERS IN

FLOUR, GRAIN & MILL-PRODUCTS

WEALTHY AVE. AND S. IONIA ST.

GRAND RAPIDS, MICH.

How To Handle the Reserve Stock.

Reserve merchandise in many retail stores is a part of the stock that receives far too little attention and not a few stock people who always keep the open stock in a condition that is beyond criticism deplorably neglect the reserve, and really are not in a position to give a correct account of the quantity or quality of the goods that are not on the shelves or the counter.

It is in a department store where the reserve stock is slighted; that this, that or the other desirable article "is just out," or if this is not the case, there is an over-supply of one line and a poor showing of some other staple, giving the customers the impression the firm are about to retire from business, or at least are remiss in their duty of catering to the needs of the public. Some firms are near enough to the market and the center of supplies to be free from the necessity of carrying reserve stock to speak of, but such cases are few, compared with the great majority of merchants who aim to buy small bills frequently, but at the same time have considerable reserve, especially in such lines as staple notions. It seems that in this day and age of merchandising, when the average small retailer has a better system of conducting his business than many of the large concerns possessed fifteen or twenty years ago, that every dollar's worth of reserve stock would be properly listed in a stock book, and that the person in charge could tell in a few moments the exact amount of reserve in the department. Such is not the case, however, and in a good many instances the reserve is left to shift for itself. Little attention is given it except when something is needed to replenish the open stock, or its depleted condition shows that the periodical time for reordering is at hand.

Every department in the establishment having even a small showing of reserve should be provided with a stock book of some kind, and the head of the department, the manager, or some one in authority, should see that every item of merchandise not in the actual selling stock is listed systematically therein. This is a good start along the right line, but the start does not count for much if the amount of goods listed in the book does not always exactly tally with the goods in reserve.

The only right way, then, to keep a stock book of this kind is to check off every article at the time it is put in the open stock, and not permit the salespeople to take a number of boxes or dozen to-day and check them off the book to-morrow or any time, in fact, they happen to remember the articles were removed. The greater the amount of reserve goods of any kind carried the greater the need of adhering strictly to the stock book system. Some stock-keepers seem to have the idea that because part of the stock is not plainly in sight an accumulation of dust, disarranged boxes or general untidiness matter little as long as the open stock is presented in an attractive manner to the customer before the counter. A department with such a head has a lot

of soiled goods to dispose of at a price considerably below that originally paid. The stock is shopworn, often before the shopping public gets an opportunity to see it, and the head of the firm wonders why the department has not paid a better net profit. As many retail people are now resorting to the plan of ordering goods frequently, as the demand develops, and carry but a small amount of reserve, stock-keeping is almost imperative. It is a time saver, to say the least, and by knowing what is in stock it is not necessary to spend half or three-quarters of an hour going through reserve stock every time a small bill of goods is purchased from a salesman's samples.

Don't Lose Your Temper.

This is about the first lesson that the proprietor of a retail grocery store should give to every new clerk, and he should drum it into him until the lesson has been thoroughly learned.

It is not as simple a matter for a clerk to remain silent as it is to tell him to do so. No matter how much a "spunky" young man may resolve to control himself, he will find that he is all fired up and ready to fight—with his tongue—before he knows it. Any one can act that way. But it requires a lot of self-control to avoid acting in that way. It necessitates the same kind of training that soldiers and naval officers must go through. These men are trained to fight and yet to remain calm and in the fullest possession of their faculties while they face the greatest dangers. They are always required to keep in mind the old adage:

"Whom the gods would destroy they first make mad."

In all retail business it pays for every clerk to control his temper even under the most severe provocation.—Retail Grocers' Advocate.

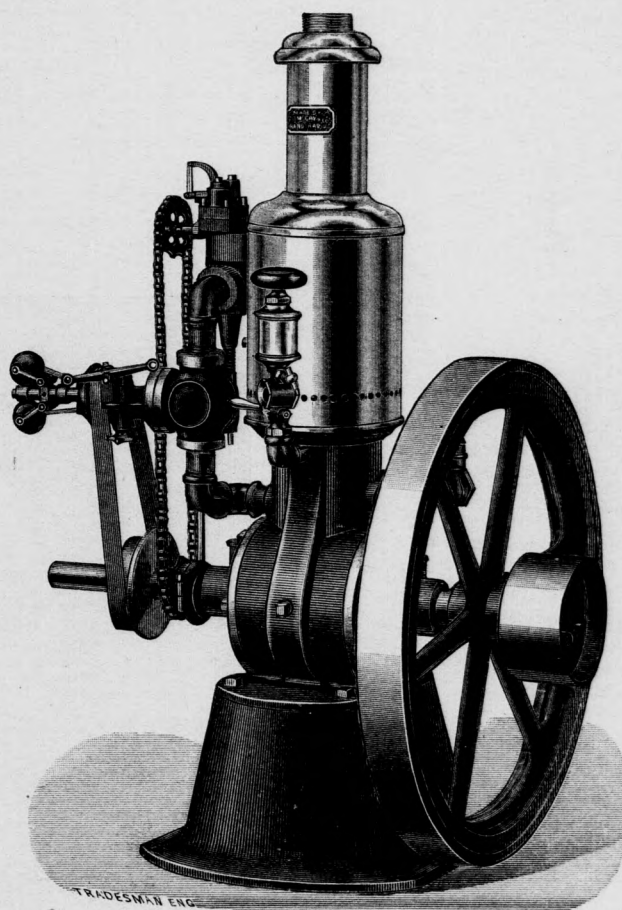
New Uses for English Marshland.

Bulb farms for England, Ireland and Wales. The vast industry hitherto associated with Holland is gaining a foothold in Great Britain that is promising for the agricultural depression there. It is said that the climate of Holland is just like the climate of England, only worse. In the fen district of Lincolnshire there are many acres of land devoted to the growing of narcissi; and so successful has the industry become that several Dutch growers have paid England the compliment of buying their stock bulbs in that country, while others are said to have considered seriously the advisability of purchasing land in Lincolnshire for the growing of bulbs so as to compete with the Englishman in his own land. An acre of wheat or potatoes in England is worth from \$80 to \$100, but an acre of choice daffodils or narcissi may be worth anything from \$250 to \$2,000 and more.

A Swear Word Dictionary.

"Doc" J. R. Jackson, of Grand Rapids, is getting up a "Swear Word Dictionary" which he contemplates publishing. He already has a list of several hundred words particularly adapted to the use of automobile and launch owners when ordinary language fails to express their feelings.

Make Your Printing Attractive With Good Engraving



SPECIMEN OF WOOD CUT

We make all kinds
Wood Cuts
Zinc Etchings
Halftones---All Good
Steel Dies
for Stationery, Etc.

Tradesman Company

Grand Rapids, Mich.

MEN OF MARK.

Anthony J. Bemis, Electrical and Hydraulic Engineer.

There are men who, having had their experience and formulated their theories, rest secure in their faith that the last word has, so far as their own methods are concerned, been said.

And there are others.

Men who although they live long enough to become octogenarians, are never indifferent to the Art Nouveau in whatever department of human intercourse, from religion to business. They are always awake, interested and fearless, and, as a rule, it is this latter type that contributes most toward the history that outlasts their own lives. They are the men who do things worth the while.

Of this latter mold is Anthony J. Bemis, who has recently resigned his position as Manager of the Grand Rapids-Muskegon Power Co., after having been with the company since it began the construction of its large dams and power houses on the Muskegon River, the construction and operating having been under his jurisdiction for the past two years. An enormous amount of work has been accomplished during this time in the completion of one 6,000 H. P. dam and power house; one 16,000 H. P. dam and power house and the building of 200 miles of pole line, with necessary transforming stations and apparatus, all of which have worked with complete satisfaction from the beginning.

Who is Anthony J. Bemis? is a question which might naturally be asked by any man who does not stay in the swim of to-day's business and is contented to rest undisturbed in the halcyonic little pool where he has been lodged the past fifteen or twenty years, but there are very few hustling, hopeful and broad minded business men in Western Michigan who would ask the question. However, as a matter of record:

Anthony J. Bemis is a native of Boston, Mass., who during the nine years before his coming to Grand Rapids and the Power Co. was most importantly associated with Stone & Webster, of Boston, large electrical contractors and operators who control many power companies and traction companies throughout the United States and Canada. During his nine years with this firm Mr. Bemis was Manager of their State of Maine electric properties for two years; he was Manager of the Brockton & Plymouth (Massachusetts) Interurban Railway for two years; Manager of the Cape Breton Electric Company at Sydney, Cape Breton, for one year and the remaining time represented his firm in the management of the Savannah, Ga., Electric Company, the Jacksonville, Florida, Electric Company, the Tampa, Florida, Electric Company and the Columbus, Ga., Electric Company.

Mr. Bemis is not only an engineer splendidly versed by education and experience in the sciences of electricity and hydraulics, but he is a twentieth century business man, who has built, equipped, organized and conducted great enterprises based upon

those sciences and conducted them successfully. Clear in his knowledge of men and measures, thorough in his mastery of the technicalities of his profession, broad minded and fair in his handling of municipalities and individuals, both as patrons and employes, he is, perforce, of a positive temperament. Socially, Mr. Bemis is companionable, interesting and absolutely unassuming, his good fellowship being marked by gentleness, generosity and "go." He is a man who, whether it be business or social pleasures, does things. He can not abide hesitancy, timidity or "red tape."

As a member of the Industrial Committee of the Board of Trade Mr. Bemis has added new life to that organization in suggesting and helping his Committee to carry out novel methods of advertising Grand Rapids and promoting the general wel-

recompense, however, in the fact that he is naturally sorry to leave our city, and says so with his customary frankness and emphasis; also in the fact that he has under consideration offers so attractive that he could not in justice to himself refuse to accept. His high place in our business and social world has been most generously recognized, and in leaving us he takes nothing but our sincere wishes for his prosperity.

How To Turn Your Vacation Into Cash.

Instead of wasting two weeks or a month in the country, the man on a salary, or the wage earner who gets a vacation, should employ that time at some light, profitable employment. A change of employment really is as much a rest as a period of loafing, no matter how pleasant.



Anthony J. Bemis

fare of our city and Western Michigan. Primarily and chiefly, it was Mr. Bemis who secured the erection of the large illuminated signs in the Union Station, which all recognize as a forerunner of modern advertising. He is also to be credited with the placing of a similar sign in Big Rapids. The recent extensive and elaborate illumination of Canal street was another advertisement for which he is largely responsible, and the uniquely effective plan of advertising the Grand Rapids-Muskegon Power Co., as shown in their new show rooms on Monroe street, constitutes another one of his local achievements.

In brief, Mr. Bemis has been a distinct acquisition to the business force and power of Grand Rapids during the past two years and one we can ill afford to lose. There is

There are scores of positions open at which a man who needs every penny can add to his income during vacation instead of depleting his already small store of cash.

There is a demand for men to paint tin roofs, especially during July and August. At this period of the year, when there is a great amount of building, especially farm building, going on, any city man can combine business with pleasure by taking the contract to paint a tin roof or sheet iron building. For some unexplained reason painters neglect these jobs during July and August, leaving a fruitful source of revenue open to the amateur.

The painting is of the simplest character, and any one can spread paint evenly over the clean white metal.

Another job, which has been open-

ed up by the unexampled popularity of bears as toys and advertisements, is a variation of the sandwich man's job, which has the additional virtue of enabling the worker to hide his identity, if he should desire to avoid meeting acquaintances while at his extra work. This consists of dressing in a luxurious bearskin, entirely covering the body and face, and parading around in the interests of some business which desires to take advantage of the popularity of Teddy bears to advertise. Inside the bearskin the identity of the worker is hidden completely, and thus he may spend a pleasant and profitable vacation, adding to his income instead of wasting his meager store of wealth fishing at some lake or fighting flies at some farm house. Inside the bearskin he is safe and secure from the attacks of flies and mosquitoes.

For those who desire to take ocean or lake trips and can not afford them, there is an opportunity to do so and at the same time secure pleasant and profitable employment. There is, especially during the summer season, a big demand for coal passers, coal trimmers and stokers. By securing one of these jobs one may get all the delights of a voyage free, and at the same time earn money.

There are many openings in the country for the city man who is willing to work through vacation to meet the expense. There are lime kilns to be fired, brick kilns to be burned, brick to be made, and to the tired city dweller what could be more delightful than to find work in the hay, to stand in the gable of the barn, waist deep in fragrant hay and with a pitchfork merrily toss great loads of it around; or, when the wheat threshing is on, to find employment on the stack, where experience is unnecessary, and pitch the straw around, building a beautiful symmetrical stack?

There are plenty of chances for the man with two weeks or a month of time on his hands, who so desires, to earn money in the city. Turkish bath attendants are in demand, stokers are wanted in almost every furnace room, supers are needed to wear beautiful fur, or satin robes, or gorgeous armor in the theaters. The rolling mills, blast furnaces and glass works afford excellent opportunities.

In fact, there is no lack of positions, either in the country or the city, for the man who is willing to make double his wages while on vacation.

Then he can return to his regular work, strengthened, refreshed, and with the glad confidence that perhaps, after all, his job is not so bad.

Carroll M. Anderson.

A Wireless Safety Appliance.

The wireless safety appliance of a German marine engineer is set to work during fogs and heavy weather, and acts automatically when two vessels approach within a certain distance. The action closes the steam pipe to the screw of each vessel. This checks the machinery, gives time for reversing the engines and prevents collision.

If this world is not God's world no other world will be.

A Happy Week Sale.

A Happy Week Sale was proven a clever idea for the hardware trade by a Yankee retailer in a New England city. He cheered up his customers, stimulated a backward spring trade, and started his summer stock moving early. He increased his sales, and made money.

To sow the seeds of good cheer the Yankee relied upon advertising in the newspapers and in his windows and about his store. He worked up some pert and pointed paragraphs and these he printed in the newspapers, and also on cards, for display in his windows and about his store. Among some of his sentences were the following:

"Our Happy Week Sale—Come, enjoy it.

"We have goods that will add to your comforts and pleasures.

"Enjoy yourself—Our \$5 hammock offers the perfection of contentment.

"Cheer up the house. Try our New Era Paint.

"Health and pleasure may be found in the garden. Plant our First Grade seeds and use our Sterling garden tools.

"Keep cool. Use our Perfected water cooler."

The windows were properly dressed for a Happy Week Sale. In one window the Yankee displayed what he called the "necessities of summer," and they included paints, seeds and garden tools. Over this window he had a big sign:

"A bright and cheerful home makes a bright and cheerful family."

The sign caught many customers, for a number of men, and women particularly, remarked to him that they knew they would feel better with the house fixed up, but they kept putting it off, until the sign reminded them to buy paints, seeds or tools at the right moment.

In the other window the Yankee displayed what he termed "luxuries of the summer." They included such articles as hammocks, lawn swings and croquet sets, suggesting pleasures of the piazza and lawn, water coolers and ice cream freezers, suggesting cool things for the summer, and a fishing rod and gun to remind sportsmen of the good old summertime. The window was cleverly decorated with pictures of summer girls and of summer pleasures, and it would be a thin-blooded individual indeed who could look at it without thinking of enjoying pleasant summer days.

"Smile and your customers smile with you. Frown and you frown alone," said the Yankee, speaking of his special sale. "I smiled, and my store smiled, and people came in and smiled with me. I sold big things and little things. I got rid of enough hammock hooks, ice picks, fish lines and other little things to pay me for my trouble. Besides, I had a good time myself. Next time I want to boom trade I'll run a Happy Week Sale. There's nothing like keeping people good natured to get them to buy."—Fred A. Gannon in Hardware.

Love makes the heaviest load seem light.

Hardware Price Current

Table of hardware prices including Ammunition, Gunpowder, Axes, Barrows, Bolts, Buckets, Cast Butts, Chain, Crowbars, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Glass, Hammers, Hinges, Hollow Ware, Horse Nails, House Furnishing Goods, Iron, Knobs, Levels, Metals-Zinc, Miscellaneous, Molasses Gates, Pans, Patent Planished Iron, Planes, Nails, Rivets, Roofing Plates, Sash Weights, Sheet Iron, Squares, Tin-Melny Grade, Tin-Allaway Grade, Traps, Wire, and Wrenches.

Crockery and Glassware

Table of crockery and glassware prices including Stoneware, Butters, Milkpans, Fine Glazed Milkpans, Stewpans, Jugs, Sealing Wax, Lamp Burners, Mason Fruit Jars, Lamp Chimneys, Anchor Carton Chimneys, Electric in Cartons, Oil Cans, Lanterns, Lantern Globes, Best White Cotton Wicks, Coupon Books, Coupon Pass Books, and Credit Checks.



Dr. Wiley's Peculiar Views on Cold Storage.

We seem to see, glittering from the dark backward and abysm of time, the light of certain civil service reform halos, and a head now unbowed by the weight of Supreme Supervision is wearing one of them. Those were the days when a "business administration," municipal, State, National, was the loftiest hope of the reformers, who, of course, were not then in office.

A newer light has arisen. Now business is a malefactor, followed with hue and cry by the saints of politics.

Politics, unmixed, unrelenting politics, is recognized as the chief occupation of a real ruler of men; and it is the marrow and meat of politics to frighten and hamper business. Thus do the ideals of reformers change.—N. Y. Sun.

Whatever may be our individual opinions in regard to the present administrative policy of the Federal Government, and however much we may differ from the editor of the Sun in attributing to "politics, unrelenting politics," the strenuous attempts to regulate the private business of our citizens, there can be no question that some of the most vital industrial interests of our country are being threatened with serious damage in the tendency toward governmental supervision and restrictive legislation. And there is some cause for these interests to be "frightened."

Even if one may be in sympathy with federal control of business corporations and combinations, with the regulation of charges by owners of valuable public franchise, with the establishment of supervision over the food and drug trades as broadly provided for in recent laws, it must be admitted that once this crusade is started there is grave danger that half developed theories and ill-founded opinions may become the basis and mainspring of legislation for which there is no real necessity, but which may gain the moral support of popular ignorance owing to its form and pretense of being devised for the public good.

We are forced to these reflections by reading a portion of the opinions expressed in a recent work by Dr. Harvey W. Wiley. Dr. Wiley occupies an important Governmental position, being chief chemist of the Department of Agriculture; he has important responsibilities in the enforcement of the food and drugs act, and for some years past has been soaking in the vortex of restrictive legislation. It is to be supposed that his opinions would be regarded as weighty by legislators who, being themselves in ignorance of the technique of the trades affected by proposed legislation, would give credence to views formed by a prominent Government official who, like Dr. Wiley, had devoted himself to the subject. And here is a danger; for although Wiley may and is quite likely to be regarded as an authority, no one familiar with the trades of which he treats can fail to see his ignorance of important facts, and the shallow basis

of some of his most damaging conclusions.

It seems quite evident that if Dr. Wiley is permitted to become the instigator of further restrictive legislation affecting the handling and distribution of staple food products, and if his opinions are accepted as worthy of adoption by Congressmen, the next field for Governmental control and regulation will be the cold storage industry and the great staples which, like poultry, eggs, butter and cheese, have come to be so dependent upon cold storage for their maximum production and consumption. Dr. Wiley is evidently in ignorance of the real function played by cold storage in these great industries; he does not appear to know, for instance, that cold storage, as now practiced, has been alone instrumental in increasing the domestic profitable production of these staples by enormous percentages to the equal benefit of producers, consumers and tradesmen; he rather seems to regard the business as of limited public utility, existing chiefly as a means of enabling merchants and dealers to reap big speculative profits at the expense of the consumer!

We shall not at this time go into an analysis of Dr. Wiley's views as to the effect of cold storage, within the necessities of the markets, upon the quality and wholesomeness of the goods stored, nor of his views as to the practical treatment of such goods when put in storage. It is only necessary to say that his views in this matter are contrary to the experience of dealers, and if forced upon the trade by law the business would be most seriously crippled and restricted. The vital question now is, What can be done to combat this tendency toward useless and damaging restriction?

When the poultry trade was threatened with widespread State legislation designed to prohibit the storage and sale of un-drawn poultry the strongest weapon of defense in the hands of the trade was found to be a careful scientific investigation by a reputable pathologist—an investigation which substantiated every conclusion drawn by practical poultrymen from their years of experience. Such an investigation extended more fully to poultry at various periods of storage, to the effect of holding up on the quality and condition of eggs and other products, would seem advisable. Dealers know these effects empirically, and their practical experience has given them entire assurance that sound, wholesome products can be kept sound and wholesome in storage for as long a period as the exigencies of a fluctuating production demand; but when their interests are assailed by so-called (even if self-called) scientists they should be prepared to prove their knowledge by unquestionable scientific testimony.

The preparation of such testimony requires time, money and competent direction; it would seem that it should be made the mutual concern of all leading organizations of the trades affected rather than of any one organization. We judge from conversation with President Dowie that the National Poultry and Game As-

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If in the market ask for samples and prices.

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

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

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Butter

We will pay you 18½ cents per pound f.o.b. your track, weights guaranteed, for all the packing stock butter you can ship us up to July 22. Ship your butter direct to the factory and get outside prices.

American Farm Products Co.

Owosso, Mich.

sociation stands ready to do its full share in the work suggested; and it is to be hoped that other trade organizations, such as exchanges, boards of trade and warehousemen's associations, will see the advantage of working jointly instead of separately in this important protective movement.—N. Y. Produce Review.

Other Creameries Besides Coopersville Walk the Plank.

It seems necessary to again call attention to the excessive amount of moisture in considerable of the butter that comes on the market each week. A good many of the creameries have been working just as close to the danger line as possible, and it is no uncommon thing to find butter that tests up to 15½ per cent. water. But there is an increasing number that go over the legal limit, recent analyses showing from 16 to 21 per cent. of moisture. The frequency of such infringement of the law has aroused the Internal Revenue officials to greater activity and from Boston to San Francisco come reports of penalties imposed upon the manufacturers aggregating many thousands of dollars. The Pacific Dairy Review in a late issue says: "From a reliable source it is learned that the internal revenue officials have levied assessments against a number of California creameries to the amount of \$100,000 for taxes and licenses that are due the Government as manufacturers of adulterated butter." And what is true on the Pacific Coast is equally true in other sections of the country.

Here in New York inspectors from the Revenue Department have been quietly taking samples and, after determining that the butter contained too much water, they have secured the names of the creameries and then exacted all the penalties. The officials argue that the manufacturers of butter have had ample time to not only become familiar with the law but to adjust their business accordingly, and that no excuses can be accepted for the incorporation of more water into the butter than the law prescribes. At first there was a disposition to collect only the 10 cents a pound tax, but lately the manufacturers' license of \$600 and heavy fines beside have been added. In every case that has been reported to us the creameryman has paid the penalties and used every effort to keep the matter quiet. Publicity would do much to destroy the business of any law breaker.

But there is still another feature of this question that is becoming serious from the standpoint of the merchant who sells the butter in the commercial markets. The law provides that the seller of adulterated butter—that which contains 16 per cent. or more of moisture—shall take out a wholesale dealers' license, and unless this is done a fine not to exceed \$1,000 may be imposed. Heretofore the revenue officials have been satisfied when they could reach the manufacturers; but they are now showing a disposition to punish the dealer through whom the butter is sold. This places upon the receivers a responsibility that they did not look

for, and it may result in their having to give a guarantee that the butter is free from excessive moisture.

The whole matter is now receiving close attention, and we advise creamerymen and the makers of other kinds of butter to be sure that their product contains less than 16 per cent. water. With both the Gray and Irish moisture tests available at so small a cost there ought to be no doubt about the water content of every shipment of butter that leaves the factory.—N. Y. Produce Review.

Method for Handling Livers.

There is no edible part of the animal which becomes stale and out of condition as quickly as the liver, it being naturally a very large percentage water, and only by the most careful attention will they keep a very great length of time unless they are frozen. The vital point in handling livers successfully is to keep them dry.

As soon as they are taken from the animal they should be trimmed, care being taken that in cutting the gall bag from the liver they are not contaminated with the gall, and that they are placed in a cooler as quickly as possible. This is the only piece of meat that should be subjected to an artificial circulation of air.

They should be allowed to hang in the air current for twenty-four hours at a temperature of from 33 to 36 deg. Fahrenheit and, before being exposed to the outside temperature, should be thoroughly wiped, removing any moisture that may be left on the surface. If the livers are thus carefully treated it will be found that they will stand exposure and keep in good condition much longer than they otherwise would.

At certain times of the year it is profitable, when there is a limited demand for livers, to freeze them for the winter trade. Where this is done it will be found that if they are first properly dried and chilled, they freeze in much better condition than if put into the freezer when they are full of moisture. They should be frozen at a temperature as near zero F. as possible, for if frozen quickly they retain their natural color; whereas, if they are put into a higher temperature and the freezing is delayed, they will have a dark appearance when thawed out.—Butchers' Advocate.

How To Cure Beef Hams.

The hams when cut from the cattle should be either spread out or hung up in a room held at a temperature of from 33 to 36 deg. Fahrenheit, or twenty-four hours, thereby insuring the elimination of all animal heat. They are then best cured in vats holding 1,000 pounds each; many, however, cure them in tierces or barrels.

The formula for the pickle used is as follows: For 1,500 gallons of 80-degree strength pickle, add 300 pounds granulated sugar, 105 pounds saltpeter and 25 pounds borax. Where a smaller amount of pickle is wanted make it proportionate to above. When the meat is spacked in vats, as it is being thrown in sprinkle in a little salt. The vat should then be filled with above pickle and a rock

or weight put on the top to keep the meat submerged. The hams should be overhauled three times, first in ten days, again twenty-five days later and again forty days after the second overhauling. Beef hams should be considered fully cured in from seventy-five to eighty-five days.

If cured in tierces or barrels these should be rolled at the same periods as in the case of the vats, giving the pickle a thorough chance to get at all parts of the meat.—Butchers' Advocate.

Redeeming Money.

The amount of money which the Government is called upon to redeem in the course of the year reaches an almost fabulous amount. In 1904, for instance, it totaled \$912,000,000. This redemption is either for the purpose of securing clean, fresh notes or to get change of some other denomination.

The truly godly see something divine in all.

We want competent
Apple and Potato Buyers
to correspond with us
H. ELMER MOSELEY & CO.
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When you're in town be sure and call. Illustrations and prices upon application.
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Have You Tried Our New Folding Wooden Berry Box

It is the best box made. Bushel Baskets, Grape Baskets, Berry Crates, in fact, all kinds of fruit packages ready for shipment at a moment's notice. Write or phone for prices.

JOHN G. DOAN, - 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.
OTH PHONES 1217 GRAND RAPIDS, MICH.

Try the Grand Rapids Market

Our average selling prices last week were: Live Fowls 10½c; Live Broilers, 15½c; Veal, 9½c; Eggs, 16c; Butter, 20½c. "SHIP US."

Prompt Returns

Bradford & Co.

7 N. Ionia Street

Grand Rapids, Mich.

Butter and Eggs

and count. Mark your shipment for

STROUP & CARMER, Grand Rapids, Mich.

Get our prices. Empties and check returned promptly. Full weights

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.

Printing for Produce Dealers



Preliminary Steps To Putting Men in the Field.

In hiring your men you have shown them where your proposition is of interest to them—where it merits their confidence and best efforts. The first step in training a sales force is—emphasize this—to leave no shadow of doubt in the men's minds as to the possibilities which are in the business for them. In all individual or class instruction do not forget this—have "possibilities" run like a thread of gold through the entire instruction scheme.

Before actual instruction in methods of salesmanship and while emphasizing future possibilities impress the new man with the absolute necessity of playing according to the "rules of the game." Orders from the home office are to be regarded as actual orders; facts, no matter whom they damage, are to be reported uncolored by personal opinion; and business is to be gotten under unfavorable as well as favorable circumstances.

In beginning instruction in selling methods there is one rule on which not only hinges the success of your instruction, but perhaps even the success of your entire scheme.

Certain of your men are ready to "jump right out and sell" after they have had a few interviews with you. After these men have had your proposition blocked out in the rough, they are ready to fill in the detail themselves. Their activity prompts them to get out in the field. Put these men out—there are good reasons for doing it.

The best of these reasons is: There are some salesmen who are unrestrictedly large men and most original in their methods. They take the same delight in grappling with new selling problems that a practical wood cutter does in splitting knotty timber, or a practical chess player does in studying out a difficult play. These men have the knack of doing things their own way and doing them well, too.

Another good reason is this: When you secure such a man—one who can sell with little instruction—you can use him as a pacemaker. In training a new force there is nothing which will so enthrall your men as to see one of their number get out and make big sales and commissions. If yours is local work, have your star man or men come in while your class is in session and give their experience fresh from the field. Not only is their instruction valuable, but their inspiration as well—the fact that they are doing the work and doing it at a big profit spurs the remainder of the force on to do their best the minute they get out.

But aside from these men—and you are lucky if you get one or two—the sales force needs careful and systematic instruction. This may be individual or class instruction; it may be given in person, or by means of pre-

pared literature or correspondence instruction.

Whatever system of instruction is determined upon, the basis of all instruction is two compilations, the "Manual" and "Talking Points." Sometimes these two are combined in one book, although there are reasons why they should be separate. Where a sales force is large and scattered a house will also maintain a house paper to complete its equipment.

A house manual is a compilation which aims to give such plain and minute directions for every part of the business of selling your product that no beginner who follows them need ever be at a loss how to proceed. At the same time it is in no sense a set of arbitrary rules but rather a book of instructions, founded on the combined experience of men who have made business a success.

The talking point book contains those answers to objections which are most commonly brought against the product which is to be sold. There are certain standard objections which are sure to come up; there are also those which are occasional, and yet call for thorough answer. Besides this there is also a class of objections which may be called individual objections, as they come from the circumstances of the one being sold. The book called "Talking Points" should answer every objection that can be brought against the product. To the more common objections a large number of replies should be given; to those which do not come up so often one or two standard talking points will be sufficient. The aim of the "Talking Points" is to answer any argument that can be brought by any one against the product you are selling.

In the preliminary training of the sales force there will be little or no use for the house letter or paper. As the compilation and use of house letters is of great importance in the selling scheme, it will be comprehensively treated in a subsequent chapter of this series of articles.

Correspondence instruction is of use under two conditions: Where the force is scattered, and it has not been possible to give them all the instruction necessary when they went out; and where the force has never been convened at a central point, but has been conducted from the start entirely by mail. There are a great number of examples of the first class; comparatively few of the second.

However, personal individual and class instruction always has and will be the best method of getting a sales force into working shape. Sometimes it is not practicable because of expense, but it is always the most effective.

Personal individual instruction—getting the salesman with you alone and giving him just the posting that he needs, strengthening him where he is weak and getting him to work along the lines where he is strong, calls for such different methods in different cases that it is not possible to lay down rules.—B. C. Bean in Salesmanship.

To be willing to be saved alone is to be lost.

The Clam an Admirable Example of Secretiveness.

Written for the Tradesman.

"I never liked the idea," complained a man well on in years, who has been at the merchandising business for a long, long time, "I never enjoyed the thought," he repeated, "of a clerk's retailing outside of the establishment things said within its four walls which were never intended to go beyond them. A clerk should never nose around among the secrets of a store and then go about to bruit them abroad to his intimates and other associates.

"No, siree, I never could accustom myself to such a course resignedly—not if I kept store a thousand years. I myself always respected my employer's rights in this regard when I was a greenhorn behind the counter. I didn't know very much about the ways of the world, but I did know enough to keep my tongue from unduly wagging—to keep my own counsel on all private matters of business that came up from day to day.

"The oyster and the clam are very good examples of fellows who attend strictly to their own affairs and give those of others the go-by.

"The Bible advises:

"Go to the ant, thou sluggard. Consider her ways and be wise."

"It might also with propriety have been said:

"Go to the clam, thou tattletale. Consider his ways and govern thyself accordingly."

"If there were more of us like unto him we should have only a mediocum of the gossip that now goes outside of the store's precincts.

"Lips should be sealed where the opening of them would work to the detriment of a commercial concern and curiosity should be sternly repressed whenever it seeks to know that which is none of its business."

J. A. P.

Getting To Work Early.

A recent graduate from Harvard was given a confidential clerkship in the offices of the President of a huge railway system.

The young aspirant was not told at what hour he should report; so the first morning he appeared in the office of his chief at 9 o'clock. He found the President hard at work. Nothing was said of the clerk's tardiness.

On the second attempt the clerk

presented himself at 8:30, only to find that the President was there ahead of him, working hard.

The third day the young man went at 8 o'clock with the same result.

That night as he went home the clerk took counsel with himself, and determined to be ahead of the boss the next morning. Accordingly he arrived at the office at 7:30 the fourth day; but there was the chief working away as if he had not left the office at all.

As the clerk entered the President looked at him with a quizzical air. "Young man," said he, "what use do you make of your forenoons?"

A "Voluntary" Confession.

"Did I understand you to say that this boy voluntarily confessed his share in the mischief done to the school house?" asked the magistrate, addressing the mother, who held a small, dirty, struggling boy by the hand.

"Yes, sir, he did," replied the mother, jerking her offspring into momentary inactivity. "I had to persuade him a little, but he told me the whole thing voluntarily."

"How did you persuade him?" asked the magistrate.

"Well, first I gave him a good whipping," said the determined looking little woman, "and then I put him to bed without any supper, and took his clothes away, and told him he'd stay in bed until he'd confessed what he'd done, if 'twas the rest of his days; and I should whip him again in the morning. In less than an hour he told me the whole story—voluntarily."

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia. The tide of popular favor in Grand Rapids is turned toward

**Hotel
Livingston**

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.

Last Shot in the Saginaw Hotel Matter.

Saginaw, July 17—My attention has been called to an article appearing recently in your valued publication on the subject of accommodations and treatment by hotels at Saginaw during the meeting of the Michigan Grand Council, U. C. T. of A., held in this city June 7 and 8.

I am particularly impressed with the unfairness and misstatement of the facts in the letter published over the signature of "M. K. of G." It is not true that it was advertised broadcast that the Saginaw hotels would entertain the members' ladies free. No such arrangement was made with the hotels here and, therefore, no such representation was published to the Michigan members.

Everybody who is familiar with

I believe it is the rule that when conventions are held in fair sized cities no one expects a reduction in the hotel rates, while in the case of conventions in smaller places, where the hotels are poorly, or at least, not so well patronized, reduced rates are expected as a matter of course. While Saginaw is not a large city, it certainly does not belong to the last named class, so that I do not believe it so much out of the usual custom for the Saginaw hotels to charge the rates as indicated above.

It is a source of some satisfaction to me to know that "M. K. of G.'s" letter does not express the general opinion of those who attended the meeting, for if his opinion were to prevail and the meetings are to be continued, it would mean that eventually the attendance of ladies would

I thank you for the courtesy of your columns for the publication of this letter.
Rupert E. Paris.

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

Buffalo, July 24—Creamery, fresh, 23@25½c; dairy, fresh, 18@22c; poor to common, 17@20c.

Eggs—Choice, 16@16½c; candled, 17@18c.

Live Poultry — Broilers, 15@16c; fowls, 11½@12c; ducks, 11@12c; old cox, 9c.

Dressed Poultry—Iced fowls, 13@14c; old cox, 10c; springs, 17@20c.

Beans — Pea, hand-picked, \$1.60; marrow, \$2.15@2.25; medium, \$1.65; red kidney, \$2.40@2.50; white kidney, \$2.25@2.40.

Potatoes—White, —; mixed and red, —.
Rea & Witzig.

Temptation to Steal Increased by Carelessness.

A woman who was arrested a few days ago for stealing pocketbooks from some other women said that the crime with which she was charged was an easy one to commit. All that was necessary was to visit a big store and select her victim. Then, while the victim's attention was given to the pleasures of shopping, it was easy to open the handbag and take out the purse. Judging from the assortment of pocketbooks found upon her person it was evident that her story was true.

The carelessness of the pocketless woman is proverbial. The assistance she renders to the person who has thieving propensities is much greater than that indicated by the captured criminal. Watches are worn conspicuously upon the dress front, often suspended from a small breastpin which is easily torn off. Necklaces of delicate fabric are displayed whose fastenings are easily unclasped. Gloves and purse are often laid on a counter or dropped on the floor as goods of one kind and another are inspected by interested buyers. The casual observer notes this carelessness everywhere. The wonder is that the losses are not greater than they are. It is likely that many persons are tempted to steal because it is so easy to do so.

There are frequent cases reported where automobiles are stolen. The owner of one of these vehicles leaves it in front of a theater during the evening and fails to find it three hours later after the curtain has fallen. Such a loss is not particularly surprising. The thief who is familiar with the mechanism of a machine finds it an easy thing to step boldly into the chauffeur's place and start away.

The annals of crime are full of instances where the temptation to steal is greatly increased by the carelessness of the one who suffers loss. Hardly a day goes by when evidence of this fact is not plentiful. Making every allowance for the excuses offered by the criminal who is caught, there is reason to think that some degree of responsibility for part of the crime of a city rests with those who make crime easy by their own carelessness. The utmost care will not prevent the thief from stealing. But there would be far less of it if even reasonable precautions were taken for the security of one's possessions.
—Chicago Tribune.

Beware of a Solicitor Named Belknap.

Owosso, July 23—I wish through your valuable paper to warn the people of Michigan against Chas. Belknap, said to hail from Cincinnati and claiming to work for the Trades Review of the same place. He stopped at my hotel two and one-fourth days, then borrowed \$5 and induced me to cash a draft for \$15, which proved to be N. G., as you will see by the enclosed notice of protest. My experience may prove beneficial to others, should you see fit to publish this warning.
N. F. Hauck,
Proprietor Hotel Hauck.



View of the gensing garden of C. W. Vining, proprietor of the Enterprise Drug Store, Lakeview. Mr. Vining took up the culture of gensing six years ago as a diversion and found it so interesting and profitable that he continued until at the present time he has one of the largest gensing gardens in the country.

Saginaw hotels knows that the Bancroft House is conducted on quite conservative lines and that it has won a national reputation for this very thing. As is the custom of the Bancroft House, its rates for the convention were no different from those in effect at any other time.

The Vincent and Everett Hotels made no charge for rooms occupied by ladies unless occupied singly, and charged only 50 cents per meal for ladies, and I believe some of the lesser hotels did the same thing.

Saginaw hotel rates are very low, as compared with those of other cities when the relative accommodations are taken into consideration. It is true that the hotels here are nearly always filled to their capacity, so that a convention is really a disadvantage rather than an advantage. The recent destruction by fire of the principal hotel in Bay City has added materially to this condition.

be very small, owing to the fact that their husbands, brothers and sons were obliged to pay for their rooms and meals. My opinion of the order of United Commercial Travelers of America is much higher than this. I believe the members are so desirous of the pleasing feature of having their ladies present at the meeting that they are willing and able to go down in their pockets and pay regular hotel rates without a murmur.

I am not a member of the Michigan Knights of the Grip, so this letter is not written in behalf of the approaching meeting of the Knights at Saginaw. But from my knowledge of the arrangements being made I do not hesitate to say that no member will miss it very far if he attends their meeting and brings his wife, mother or sister, and that he will get his money's worth even if he has to pay full fare on the railroads and the rates arranged for at the hotels.

M. D. Patterson, the new landlord of the Lyons Hotel, has had experience in this line at Shepherd and Chesaning. Mrs. Patterson was brought up in a hotel, being the daughter of the late Mr. Richmond, who owned and operated a hotel at Hartford. The hotel building is being renovated and newly decorated inside and painted outside, fire escapes being placed thereon.

A corporation has been formed under the style of the Sargent Fender Co. to manufacture the Sargent fenders for cars and other vehicles. The company has an authorized capital stock of \$2,900, of which amount \$2,000 has been subscribed and paid in property.

It's no use inviting a man to rest on the gospel of peace if you hand it to him on the end of a pitchfork.



Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid. A. Erwin, Battle Creek.
 Examination sessions—Houghton, Aug. 19, 20 and 21; Grand Rapids, Nov. 19, 20 and 21.

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.

To What Extent Do Jobbers Safeguard Pharmacists?*

I claim that a retailer has better protection in buying of an up to date jobber than in securing his supplies through so-called first hands or brokers or manufacturers, for the reason that the goods are critically examined and passed upon by the jobber before being put in stock, aside from this the jobber has the markets of the world to select from and the best to choose from.

If he is up to date he does his own milling and thus guards against the use of poor quality in the crude drug or in a sophistication which might with difficulty be discovered in an article not powdered under his own observation.

No manufacturer turns out a uniformly creditable product, but the jobber who has many manufacturers to choose from and many samples submitted him can select the best of all for his stock, and thus supply a very nearly uniform article.

In the buying department of our business every drug, essential oil and chemical is critically examined and passed upon, not only by the experienced buyer, but by a practical chemist as well, and unless fully up to our requirements (which I will add in many instances are more severe than laid down by the U. S. Pharmacopoeia) are rejected.

In putting the goods up in the usual sized packages ordered by the trade the accepted item is not emptied into a drawer or bin or can, but taken direct from the original container, weighed out and tied up or bottled and labeled, numbered and dated, a complete record being kept of the whole transaction for future reference, and thus the druggist is protected from the dirt or deterioration which often resulted from the old method of putting up goods at the time the order was received. If an item is of a character to dry out, deliquesce or lose in weight from evaporation, it is put up frequently, a smaller amount being carried in stock on the shelves. I might add that it is our custom to give the clerk but one item to put up at a time.

In the manufacturing department of our business a sample is reserved

*Paper read before an Arkansas Pharmaceutical Association by Edward Mitchell.

from each particular batch of any preparation manufactured, no matter whether it is an ointment, tablet or fluidextract, and this sample is kept under normal conditions and bears the same identification number which appears on each individual label of our manufactured preparations.

The reservation of such samples serves the manifold purpose of helping us perfect our products wherever possible to prevent deterioration. That is to say, if a preparation is prone to deterioration under normal conditions, the necessary memorandum is made and length of time, etc., and if possible we try to improve the formula to prevent this deterioration. The reserve samples also serve as a guide for the manufacture of successive preparations as to physical appearance.

You will readily understand that inasmuch as we guarantee all preparations bearing our label that it is as much to our interest to safeguard this guaranty as it is to safeguard the interest of the druggist; therefore, we have a selfish motive in safeguarding the retail druggist in supplying him with goods.

Not only do we assay the finished product, but we maintain an elaborate system of keeping up the standardization of crude material. Take as an illustration the supplying of such products as ground or powdered Golden Seal and Coca Leaves; the intrinsic value of these products is based upon their medicinal value—i. e. the active principle which these drugs contain. One pound of powdered Golden Seal purchased at 75 cents per pound would be dear did it but contain 50 per cent. of the requisite amount of alkaloids or active principle. The same holds good of the ground or powdered Coca Leaves.

The fact that the druggist can not see with the naked eye the difference between an inferior and a good product has no bearing on the actual value of the product. Many druggists say, "How may I tell without spending a great deal of time and going to considerable expense," and it is a fact that the druggist is up against it unless he is dealing with a drug house that is willing to go to the expense and spend the necessary time to safeguard the interest of the druggist.

I borrowd one of our salesmen's catalogues to-day and from it have selected a few items of the many on which appear reference notes, that may be of some interest to repeat, and at the same time give you a better idea of the care exercised by a jobber in making his selections to supply the pharmacist:

Barb Aloes—Most of the stock on the market for some time past has been of the false or curacao variety, no small gourds now in the market, and we know of but one lot of genuine received in this country for some time.

Bals. Copaiva—Is one of the most difficult items for a druggist to know is pure; the present Pharmacopoeia cuts out the brown or Central American variety, as under the requirements, yellow or brownish yellow color is specified.

Asafoetida—In this item as in many others, we now supply to our foreign buyer a type sample. Samples from our present stock of choice show 53 to 64 per cent. soluble matter and 43 per cent. down to 17 per cent. ash.

We can obtain and supply the percentage of soluble matter (the essential feature) much easier than meet the U. S. P. requirements as to the amount of ash, which it seems to us is non-essential.

In Essential Oils—To obtain a satisfactory product continuously we have had to distill such items as Bay, Cloves, Coriander, Cubebs, Nutmegs, Origanum; of this last mentioned we were producers in this country (Oil Red Thyme being universally supplied for so-called pure Origanum). Orris Concrete, Pimento Berries, Rhodium (an item so rare that we were asked for a sample of the wood (root) by the compilers of the U. S. Dispensatory. Sandelwood, E. I. the wood for which we obtain direct from India and our product runs from 92 to 96 per cent Santalol, the U. S. P. requires but 90 per cent. We have been urging the use of Terpeneless Oils with much success, and it is surprising that the druggists and manufacturers of flavoring extracts do not more generally adopt them, as the resultant product is more satisfactory and actually cheaper.

In Oil of Sweet Birch and Wintergreen Artificial there is so little apparent difference that we buy the former from the farmers who distill the item in a small way and "we watch the farmers."

In the Chemical List, Ammonia Stronger, as you know, the present Pharmacopoeia calls for 28 deg., whereas 26 deg., which we now label "technical," was formerly U. S. P. The U. S. P. we now supply has not been at any time in contact with metal, made and contained in glass only.

In Acids—Citric is one of our most troublesome items, what we receive from the manufacturers is usually pure so far as U. S. P. requirements go, but is often unsatisfactory from physical tests. Crystallization imperfect and color a little off.

Tannic U. S. P. we now sell four times as much of as we used to from the fact that we supply U. S. P. on all unspecified orders. Formerly, following trade usage, we sent commercial unless U. S. P. was named.

Glycerin—A soapmaker's product or bi-product is of very uneven quality. We have to reject many offerings.

Iodoform, Iodide of Potassium—Well known in Hot Springs—are not the least of our troubles, an excess of Iodate causes us to decline quite a liberal proportion of stock shipped us. We rejected in one year 3,000 pounds of the latter item, and have this year returned to manufacturers two lots of Iodoform.

Magnesium Carbonate—We formerly found it impossible to obtain or supply to conform with U. S. P. requirements; a trace of iron not being permissible; the trace remains, but the U. S. P. is more lenient now.

Mercurial Ointment—Aye there's the rub! I realize I'm now treading on dangerous ground, but I can't refrain from citing this item as an

evidence of the jobber's interest in a pure product. When we first took up the subject some years ago a leading manufacturer informed us that no 1/2M ointment contained more than 1/3d mercury and that 1/3M was 25 per cent.—trade usage, so we had to make it, and incidentally to learn the hot and cold weather varieties.

Sodium Phosphate—We have at last succeeded in obtaining a product that will make a satisfactory clear solution, you might use it in your show bottles.

Strontium Iodide—U. S. P. at present none is offered by local chemical houses. We are supplying U. S. P. purity but not in crystal form which the Pharmacopoeia requires. We are in Europe for it now and will have it.

Soaps Castile—We have been able to obtain and supply a uniformly 62 de. Olive Oil Soap, but it took many years of patient work to establish a satisfactory Italian factory to produce it.

Green Soap (Sapo Viridis)—With this article we had so much trouble from excess of Alkali that we concluded to make it, and now we have plenty of good soft soap for everybody.

Wool Fat—A great proportion of the stock offered is not U. S. P., Chlorides not eliminated; we have it pure.

In conclusion, I will make this statement, that at least one jobber I know of was ten years ahead of the pure food law, and that it would be a great encouragement to the painstaking jobber if all druggists would be more critical in their examination of the goods they received.

The Drug Market.

Opium—Has advanced and is very firm on account of the confirmations of the damage to the crops.

Morphine—Has again advanced and is very firm.

Codeine—Has advanced again 15c on account of higher price for opium.

Quinine—Is very firm and an advance is expected on account of the higher price for bark at the Amsterdam sale on the 18th.

Glycerine—Has had a fractional advance and the price is firm and tending higher.

Oil of Bergemont—Is very scarce and has advanced.

Oil of Lemon—Is also higher.

Oil of Peppermint—Reports all agree that the crop will be a large one. Prices are declining.

Gum Camphor—Has again declined 5c per pound on account of the strong competition.

Jamaica Ginger—Has advanced and is tending higher.

Linseed Oil—Has declined on account of lower price of seed.

Cocaine—Has declined.

On the Safe Side.

A kind old gentleman seeing a small boy who was carrying a lot of newspapers under his arm said: "Don't all those papers make you tired, my boy?"

"Naw, I don't read 'em," replied the lad.

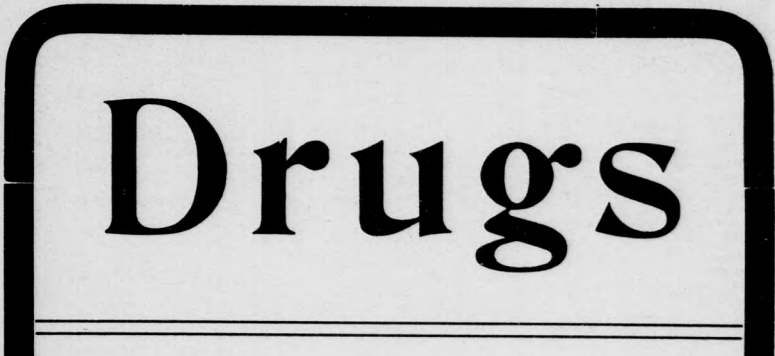
Hypocrisy is the gold of virtue used to gild vice.

WHOLESALE DRUG PRICE CURRENT

Advances

Aoidum	Aceticum 6@ 8	Benzoicum, Ger. 70@ 75	Boracic 17	Carbolicum 26@ 29	Citricum 65@ 70	Hydrochlor 3@ 5	Nitricum 3@ 10	Oxalicum 14@ 15	Rhosphorium, dil. 44@ 47	Salicylicum 14@ 15	Tannicum 75@ 85	Tartaricum 33@ 40																																
Ammonia	Aqua, 18 deg. 4@ 6	Aqua, 20 deg. 6@ 8	Carbonas 13@ 15	Chloridum 12@ 14	Aniline	Black 2 00@ 2 25	Brown 80@ 1 00	Red 45@ 50	Yellow 2 50@ 3 00	Baccae	Cubebae 22@ 25	Jalapuro 3@ 10	Xanthoxylum 30@ 35																															
Balsamum	Copaiba 80@ 90	Peru 3 00@ 3 25	Terabin, Canada 60@ 65	Tolutan 40@ 45	Cortex	Abies, Canadian 18	Cassia 20	Cinchona Flava 18	Cinchona Atro. 60	Buonymus atro. 20	Myrica Cerifera 15	Prunus Virgini. 12	Quillaja, gr'd 24	Sassafras, po 25	Ulmus 36																													
Extractum	Glycyrrhiza Gla. 24@ 30	Glycyrrhiza, po. 23@ 30	Haematox 11@ 12	Haematox, is 13@ 14	Haematox, 1/2 s. 14@ 15	Haematox, 1/4 s. 16@ 17	Ferru	Carbonate Precip. 15	Citrate and Quina 2 00	Citrate Soluble 65	Ferrocyanidum B 40	Solut. Chloride 15	Sulphate, com'l, by bbl. per cwt. 70	Sulphate, pure 7																														
Flora	Aralia 15@ 18	Anthemis 40@ 50	Matricaria 30@ 35	Folia	Barosma 40@ 45	Cassia Acutifol. 15@ 20	Tinnevely 25@ 30	Cassia, Acutifol. 25@ 30	Salvia officinalis, 1/2 and 1/4 s. 13@ 20	Uva Ursi 8@ 10	Gummi	Acacia, 1st pkd. 45	Acacia, 2nd pkd. 35	Acacia, 3rd pkd. 35	Acacia, sifted sts. 45@ 65	Aloe Barb. 22@ 25	Aloe, Cape 25	Aloe, Socotri 45	Ammoniac 55@ 60	Asafoetida 35@ 40	Benzoinum 50@ 55	Catechu, is 13	Catechu, 1/2 s. 14	Catechu, 1/4 s. 16	Comphorae 1 25@ 1 35	Muphorbium 7@ 10	Galbanum 7@ 10	Gamboge, po. 1 85@ 1 45	Gualacum, po 35	Kino, po 45c	Mastic 45	Myrrh, po 50	Opium 75@ 80	Shellac 60@ 65	Shellac, bleached 70@ 1 00	Pragacanth 70@ 1 00								
Herba	Absinthium 4 50@ 4 60	Eupatorium oz pk 20	Lobelia oz pk 25	Majorum oz pk 28	Mentha Pip. oz pk 39	Mentha Ver. oz pk 39	Rue oz pk 22	Tanacetum V. 22	Thymus V. oz pk 25	Magnesia	Calcined, Pat. 55@ 60	Carbonate, Pat. 13@ 26	Carbonate, K-M. 18@ 26	Carbonate 18@ 26	Oleum	Absinthium 4 90@ 5 00	Amygdalae, Dulc. 75@ 85	Amygdalae, Ama 8 00@ 8 25	Anisi 1 60@ 1 75	Aurant Cortex 2 75@ 2 85	Bergamil 4 50@ 4 75	Cajuputi 35@ 40	Caryophylli 1 60@ 1 70	Cedar 1 50@ 1 60	Chenopadii 3 75@ 4 00	Cinnamoni 1 85@ 1 95	Citronella 85@ 90																	
opaiba	Cubebae 1 35@ 1 40	Evechthitos 1 00@ 1 10	Erigeron 1 40@ 1 50	Gaultheria 2 50@ 4 00	Geranium oz 75	Gossippi Sem gal 70@ 75	Hedeoma 5 50@ 6 00	Junipera 40@ 1 30	Lavendula 90@ 3 60	Limons 2 30@ 2 40	Mentha Piper 2 25@ 2 40	Mentha Verid 3 50@ 3 60	Morrhuae gal 1 60@ 1 85	Myrica 3 90@ 3 50	Olive 75@ 3 00	Picis Liquida 10@ 13	Picis Liquida gal 10@ 13	Ricina 1 06@ 1 10	Rosmarini 1 60	Rosae os 5 00@ 5 45	Succini 49@ 45	Sabina 99 1 00	Santal 7 4 50	Sassafras 90@ 95	Sinapis, ess, oz. 1 10@ 1 20	Thyme 40@ 50	Thyme, opt 1 60	Theobroma 15@ 20																
Potassium	Bi-Carb 15@ 18	Bichromate 13@ 15	Bromide 25@ 30	Carb 12@ 15	Chlorate po. 12@ 14	Cyanide 34@ 38	Iodide 2 50@ 2 60	Potassa, Bitart pr 30@ 32	Potass Nitras opt 7@ 10	Potass Nitras 6@ 8	Prussiate 23@ 26	Sulphate po 15@ 18	Radix	Aconitum 20@ 25	Althae 30@ 35	Anchusa 10@ 13	Arum po 25	Calamus 20@ 40	Gentiana po 15 12@ 15	Glycyrrhiza pv 15 16@ 18	Hydrastis, Canada 1 90	Hydrastis, Can. po 2 00	Hellebore, Alba. 12@ 15	Inula, po 18@ 22	Ipecac, po 2 00@ 2 10	Iris plox 35@ 40	Jalapa, pr 25@ 30	Maranta, 1/2 s. 35	Pedophyllum po. 15@ 18	Rhel 75@ 90	Rhel, cut 1 00@ 1 25	Rhel, pv 75@ 90	Spigelia 1 45@ 1 60	Sanaginari, po 18 50@ 55	Serpentaria 85@ 90	Senega 85@ 90	Smilax, off's H. 45	Smilax, M 25	Scilla po 45 20@ 25	Symplocarpus 6@ 25	Valeriana Eng 6@ 25	Valeriana, Ger. 15@ 20	Zingiber a 15@ 18	Zingiber j 25@ 28
Semen	Anisum po 20 13@ 15	Apium (gravel's) 4@ 6	Bird, is 12@ 14	Carul po 15 70@ 90	Cardamon 12@ 14	Coriandrum 7@ 8	Cannabis Sativa 75@ 1 00	Cydonium 25@ 30	Chenopodium 30@ 30	Dipterix Odorate 7@ 18	Foeniculum 7@ 9	Poenugreek, po. 4@ 6	Lini 4@ 6	Lini, gr'd. bbl. 2 1/2 3@ 6	Lobelia 75@ 80	Pharlaris Cana'n 9@ 10	Rapa 5@ 6	Sinapis Alba 7@ 9	Sinapis Nigra 9@ 10																									
Spiritus	Frumenti W D. 2 00@ 2 50	Frumenti 1 25@ 1 50	Juniperis Co O T 1 65@ 2 00	Juniperis Co 1 75@ 2 50	Saccharum N E 1 90@ 2 10	Spt Vini Galli 1 75@ 2 00	Vini Oporto 1 25@ 2 00	Vina Alba 1 25@ 2 00	Sponges	Florida Sheeps' wool carriage 3 00@ 3 50	Nassau sheeps' wool carriage 3 50@ 3 75	Velvet extra sheeps' wool, carriage 2 00	Extra yellow sheeps' wool carriage 1 25	Grass sheeps' wool, carriage 1 25	Hard, slate use 1 00	Yellow Reef, for slate use 1 40	Syrups	Acacia 50	Aurant Cortex 50	Zingiber 50	Ipecac 50	Ferru Iod 50	Rhel Arom 50	Smilax Off's 50	Senega 50	Valeriana 50																		

Liquor Arsen et Hydrarg Iod 25	Liq Potass Arsenit 10@ 12	Magnesia, Sulph 2@ 3	Magnesia, Sulph bbl 45@ 50	Mannia S F 45@ 50	Menthol 2 90@ 3 00	Morphia, SP&W 3 10@ 3 25	Morphia, SNYQ 3 10@ 3 25	Morphia, Mal. 3 10@ 3 25	Moschus Canton 40	Myristica, No. 1 25@ 30	Nux Vomica po 15 28@ 28	Os Sepia 28@ 28	Pepsin Saac, H & P D Co 1 00	Picis Liq N N 1/2 gal doz 2 00	Picis Liq qts 1 00	Picis Liq pints 60	Pil Hydrarg po 80 50	Piper Nigra po 22 18	Piper Alba po 35 30	Pix Burgum 3	Plumbi Acet 12@ 15	Pulvis Ip'e et Opi 1 30@ 1 50	Pyrethrum, bxs H & P D Co doz 75	Pyrethrum, pv 20@ 25	Quassia 3@ 10	Quina, S P & W 20@ 30	Quina, S Ger 20@ 30	Quina, N Y 20@ 30	Rubia Tinctorum 13@ 14	Saccharum La's 22@ 25	Salacin 4 50@ 4 75	Sanguis Drac's 40@ 50	Sapo, W 13 1/2@ 16	Sapo, M 10@ 12	Sapo, G 12@ 15	Sedlitz Mixture 20@ 22	Sinapis 2@ 28	Sinapis, opt 30	Snuff, Macaboy, DeVoes 51	Snuff, S'h DeVoes 51	Soda, Boras 9@ 11	Soda, Boras, po. 9@ 11	Soda et Pot's Tart 25@ 28	Soda, Carb 1 1/2@ 2	Soda, Bi-Carb 3@ 5	Soda, Ash 3 1/2@ 4	Spts, Sulphas 2 60	Spts, Cologne 2 60	Spts, Ether Co. 50@ 55	Spts, Myrcia Dom 2 00	Spts, Vini Rect bbl 6	Spts, Vini Rect 1/2 gal 6	Spts, Vini Rect 10 gal 6	Pyrethrum, bxs H & P D Co doz 75	Strychnia, Cryst 1 05@ 1 25	Sulphur Subl 2 1/2@ 4	Sulphur, Roll 2 1/2@ 3 1/2	Tamarinds 8@ 10	Terebenth Venice 28@ 30	Theobromae 65@ 70	Vanilla 9 00@	Zinc Sulph 7@ 8
Oils	Whale, winter 70@ 70	Lard, extra 76@ 80	Lard, No. 1 80@ 85	Linseed, pure raw 43@ 45	Linseed, boiled 44@ 47	Neat's-foot, w su 65@ 70	Spts, Turpentine Market Paints bbl. L. 2 00	Red Venetian 1 1/2@ 2 00	Ochre, yel Mars 1 1/2@ 2 00	Ochre, yel Ber 1 1/2@ 2 00	Putty, comm'l 2 1/2@ 3 00	Putty, strictly pr 2 1/2@ 3 00	Vermillion, Prime American 13@ 15	Vermillion, Eng 75@ 80	Green, Paris 29 1/2@ 33 1/2	Greer, Peninsular 1 1/2@ 1 6	Lead, red 7 1/2@ 7 1/2	Lead, white 7 1/2@ 7 1/2	Whiting, white S'n 90	Whiting, Gilders' 95	White, Paris Am'r 1 25	White, Paris Eng 1 40	Universal Prep'd 1 10@ 1 20	Varnishes	No. 1 Turp Coachl 10@ 1 20	Extra Turp 60@ 1 70																																				



We are Importers and Jobbers of Drugs, Chemicals and Patent Medicines.

We are dealers in Paints, Oils and Varnishes.

We have a full line of Staple Druggists' Sundries.

We are the sole proprietors of Weatherly's Michigan Catarrh Remedy.

We always have in stock a full line of Whiskies, Brandies, Gins, Wines and Rums for medical purposes only.

We give our personal attention to mail orders and guarantee satisfaction.

All orders shipped and invoiced the same day received. Send a trial order.

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 and their prices, organized by columns A through V. Items include Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candies, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring extracts, Fresh Meats, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Petash, Flat Neck, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodware, Wrapping Paper, and Yeast Cake.

Table 1: ARCTIC AMMONIA, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, CHOCOLATE, COCOANUT, COCOA SHELLS, COFFEE, CRACKERS, CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FISHING TACKLE, FLAVORING EXTRACTS, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS AND FLOUR, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, PETASH, FLAT NECK, PROVISIONS, RICE, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SOUPS, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODWARE, WRAPPING PAPER, YEAST CAKE.

Table 2: OYSTERS, PLUMS, PEAS, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CHEESE, CHOCOLATE, COCOANUT, COCOA SHELLS, COFFEE, CRACKERS, CREAM TARTAR, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FISHING TACKLE, FLAVORING EXTRACTS, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS AND FLOUR, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, PETASH, FLAT NECK, PROVISIONS, RICE, SALAD DRESSING, SALERATUS, SAL SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SOUPS, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODWARE, WRAPPING PAPER, YEAST CAKE.

Table 3: Emblem, Gem, Ideal, Jersey, Riverside, Springdale, Warner's, Brick, Leiden, Limburger, Pineapple, Sap Sago, Swiss, domestic, Swiss, imported, CHEWING GUM, American Flag Spruce, Beeman's Pepsin, Adams Pepsin, Best Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Sugar Loaf, Yucatan, BULK, Eagle, Franck's, Scherer's, CHOCOLATE, Walter Baker & Co.'s, German Sweet, Premium, Caracac, Waite M. Lowney Co., Premium, Premium, COCOA, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Webb, Wilbur, Wilbur, COCOANUT SHELLS, 20lb. bags, Less quantity, Pound packages, COFFEE, Common, Fair, Choice, Fancy, Santos, Common, Fair, Choice, Fancy, Peaberry, Maracaibo, Mexican, Guatemala, Java, African, Fancy African, O. G., P. G., Arablan, New York Basis, Arbuttle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extract, Holland, Felix, Hummel's foil, Hummel's tin, CRACKERS, National Biscuit Company, Seymour, Round, N. B. C., Square, N. B. C., Soda, N. B. C. Soda, Select Soda, Saratoga Flakes, Zerophrette, Oyster, N. B. C., Round, Gem, Faust, Shell, Sweet Goods, Boxes and cans, Animals, Atlantic, Assorted, Brittle, Cartwheels, Currant Fruit Biscuit.

Table 4: Cracknels, Coffee Cake, Coconut Taffy, Coconut Bar, Coconut Drops, Coconut Honey Cake, Coconut Hon. Fingers, Coconut Macaroons, Dandelion, Dixie Cookie, Frosted Cream, Frosted Honey Cake, Fluted Coconut, Fruit Tarts, Ginger Gems, Graham Crackers, Ginger Nuts, Ginger Snaps, Hippodrome, Honey Cake, Honey Fingers, Honey Jumbles, Household Cookies, Household Cookies Iced, Iced Honey Crumpets, Imperial, Iced Honey Flake, Iced Honey Jumbles, Island Picnic, Jersey Lunch, Cream Klips, Lem Yem, Lemon Gems, Lemon Biscuit, Square, Lemon Wafer, Lemon Cookie, Mary Ann, Marshmallow Walnuts, Mariner, Molasses Cakes, Mohican, Mixed Picnic, Nabob Jumble, Newton, Nic Naes, Oatmeal Crackers, Orange Gems, Oval Sugar Cakes, Penny Cakes, Assorted, Pretzels, Hand Md., Pretzellettes, Hand Md., Pretzellettes, Mac. Md., Ralsin Cookies, Revere, Assorted, Ruber, Scotch Style Cookies, Snow Creams, Sugar Fingers, Sugar Gems, Sultana Fruit Biscuit, Spiced Gingers, Spiced Gingers Iced, Sugar Cakes, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Sugar Crimp, Vanilla Wafers, Waverly, Zanzibar, In-er Seal Goods, Albert Biscuit, Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzellettes, Hd Md., Royal Toast, Saitine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddies, DRIED FRUITS, Apples, Sundry, Evaporated, California, Apricots, California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, Citron, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American.

Table 5: Raisins, London Layers, Cluster, Loose Muscatels, Loose Muscatels, L. M. Seeded, Sultanas, FARINACEOUS GOODS, Beans, Dried Lima, Med. Hd. Pkd., Brown Holland, Farina, 24 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50lb. sack, Pearl, 200lb. sack, Pearl, 100lb. sack, Maccaroni and Vermicelli, Domestic, Imported, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Split, lb., East India, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Coleman's Van. Lem., 2 oz. Panel, 3 oz. Taper, No. 4 Rich. Blake, Jennings D. C. Brand, Terpeness Ext. Lemon, No. 2 Panel, No. 4 Panel, No. 6 Panel, Paper Panel, 2 oz. Full Meas., 4 oz. Full Meas., Jennings D C Brand, Extract Vanilla, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 1 oz. Full Meas., 2 oz. Full eMas., 4 oz. Full Meas., No. 2 Assorted Flavors, GRAIN BAGS, Amoskeag, 100 in bale, Amoskeag, less than bl, GRAINS AND FLOUR, Wheat, No. 1 White, No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Subject to usual cash discount, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Kansas Hard Wheat Flour, Judson Grocer Co., Fanchon, 1/2 cloth, Grand Rapids Grain & Milling Co. Brands, Wizard, assorted, Graham, Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Calumet, Wisconsin Rye, Judson Grocer Co.'s Brand, Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 3/8s, Lemon & Wheeler's Brand, Wingold, 1/2s, Wingold, 1/4s, Wingold, 3/8s, Pillsbury's Brand, Best, 1/2s cloth, Best, 1/4s cloth, Best, 1/2s paper, Best, 1/4s paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2 cloth, Laurel, 1/4s cloth, Laurel, 1/2s & 1/4s paper, Laurel, 1/2s, Wykes & Co., Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/2s paper, Sleepy Eye, 1/4s paper.

Table 6: Meal, Dairy Feeds, Corn, Hay, Herbs, Horse Radish, Jelly, Licorice, Matches, Meat Extracts, Molasses, Mustard, Olives, Piping, Pickles, Playing Cards, Potash, Provisions, Smoked Meats, Lard.

Table 7: Sausages, Beef, Pig's Feet, Casings, Uncolored Butterline, Canned Meats, Rice, Salad Dressing, Saleratus, SALT, SALT FISH, Trout, Mackerel, Common Corn, Syrups, Whitefish, Seeds, Shoe Blacking.

Table 8: SNUFF, SOAP, LAUTZ BROS. & CO., Soap Compounds, Scouring, Soda, Soups, Spices, Pure Ground in Bulk, Starch, Syrup, Tea, Gunpowder, Young Hyson, Oolong, English Breakfast, India, Tobacco, Plug, Smoking, Twine, Vinegar, Wicking, Woodenware, Baskets, Market, Splint, Willow, Bradley Butter Boxes, Butter Plates, Churns.

Table 9: Clothes Pins, Egg Crates and Fillers, Faucets, Mop Sticks, Pails, Toothpicks, Traps, Wash Boards, Window Cleaners, Wood Bowls, Wrapping Paper, Yeast Cake, Fresh Fish, Hides and Pelts, Wool.

Table 10: CONFECTIONS, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Loaf, Leader, Kindergarten, Bon Ton Cream, French Cream, Star, Hand Made Cream, Premio Cream, O F Horehound Drop, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Old Fashioned Molasses Kisses, Orange Jellies, Fancy-in 5lb. Boxes, Lemon Sours, Old Fashioned Horehound drops, Peppermint Drops, Chocolate Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, Brilliant Gums, Crys., A. A. Licorice Drops, Lozenges, plain, 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 Assmt., Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't.

Table 11: Pop Corn, Nuts-Whole, Almonds, Avica, Almonds, California sft., Brazils, Filberts, Pike, 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, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy, H. P. Suns, Roasted, Choice, H. P. Jumbo, Roasted.

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

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS



G J Johnson Cigar Co.'s bd.
Less than 50033
500 or more32
1,000 or more31
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas36
Panatellas, Bock35
Jockey Club36

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
85 1/2 lb. pkg. per case 2 60
88 3/4 lb. pkg. per case 2 60
18 1 lb. pkg. per case 2 60

FRESH MEATS

Beef
Carcass6 1/2 @ 9
Hindquarters7 1/2 @ 10
Loins8 @ 14
Rounds7 @ 8
Chucks5 @ 6 1/2
Plates5 @ 5
Livers5 @ 5

Pork
Loins@ 11
Dressed@ 8 1/2
Boston Butts@ 10 1/2
Shoulders@ 9 1/2
Leaf Lard@ 9 1/2
Trimnings@ 8

Mutton

Carcass@ 9 1/2
Lambs@ 14 1/2
Spring Lambs

Veal

Carcass6 @ 8 1/2

CLOTHES LINES

Sisal
10ft. 3 thread, extra...1 00
72ft. 3 thread, extra...1 40
90ft. 3 thread, extra...1 70
60ft. 6 thread, extra...1 29
72ft. 6 thread, extra...

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 3 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 15
Cox's 2 qt. size1 61
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gro. 14 00
Knox's Acidu'd. doz. 1 20
Nelson's1 50
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent sizes on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co's Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

If you want to sell
your business.
If you want to buy
a business.
If you want a
partner.
If you want a sit-
uation.
If you want a good
clerk.
If you want a
tenant for your
empty store-
room.
If you would trade
your stock for
real estate.
If you want at any
time to reach
merchants,
clerks, traveling
salesmen, brok-
ers, traders—
business men
generally

Try a
Michigan Tradesman
Business
Want
Ad

On Opposite Page

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.

Wanted—Registered pharmacist to buy one-half interest in a good paying drug store. Expenses low. Good stock, etc. Party must have \$600 to \$800 cash. For full particulars address H. O., care Tradesman. 53

For Sale—Small stock of general merchandise. Doing good business in country town. Address Box 145, Williamston, Mich. 52

For Sale—Grocery stock in one of the liveliest villages in Southwestern Michigan. Same location for years. Nearly all cash trade. Invoice or lump the stock off. No old goods. I have home reasons for selling. Address N. L., care Michigan Tradesman. 51

Wanted—Small business in some live town or city, Michigan preferred. H. M. Gay, Pioneer, Ohio. 50

For Sale—An established prosperous grocery business, with store-building and residence combined. Best location in city of 55,000. Owner wishes to retire on account of health. 1906 business over \$30,000. Stock and fixtures about \$3,000, store building and residence \$5,000, could be purchased at 1/2 cash, balance secured. Address "B," care Tradesman. 49

For Sale—A clean up-to-date stock of groceries in a town of 1,500 population, with good schools and fine farming country back of it. Good business, invoices about \$1,800. Address No. 48, care Michigan Tradesman. 48

For Sale—A \$6,000 stock of shoes and groceries. Annual cash sales \$32,000. In one of the best cities in Colorado. Address Joe Williamson, Longmont, Colo. 46

Wanted—An opening for stock of general merchandise in good live town where we can do good business. Would want building 24x60, reasonable rent. Address Dealer, care Tradesman. 45

For Sale—If sold at once, must be one-half cash, easy terms on balance. 375 acres of the highest class corn and wheat land in Indiana, Shelby County, within one to four miles of six good markets, price \$100. One hundred dollars per acre will produce \$7,500 per year under fair management. One-half of 160 acres of fine promising corn crop with purchase. Address Lock Box 365, Shelbyville, Ind. 44

For Sale—The Star Shoe Store, Port Huron, Mich. stock and good will. Leading shoe store, best located, best established, sales over \$35,000 a year. Will sell for cost and cash only. Stock will invoice about \$4,000; all new and up-to-date styles. Immediate possession given. Reason for selling, owner desires to retire from business. No trades considered. Address W. H. Appenzeller, Port Huron, Mich. 43

For Sale or Exchange—First-class drug stock in center of Jackson, Mich. Best opportunity possible for "cut rate" store, as Jackson is a steam and electric railroad center and there are no "cut rate" stores within 75 miles. Will sell one-half interest if desired. Dewey Drug Company, Jackson, Mich. 42

Wanted—Two modern Bowser pumps and oil tanks. Ryan Bros., Gagetown, Mich. 41

Wanted—Party with \$200 for knitting business. Enclose stamps. Julius Burrow, Dallas, Ga. 40

For Sale—Wholesale and retail hardware, established 1890, about \$3,500 stock, in live city of 7,000 population. Good surrounding country. Brick store 52x90, basement same size. Warehouses, plumbing and tinshop. Rent reasonable. Will be sold at inventory value, owner not a hardware merchant and has other business occupying all his time. Would retain part interest with proper party. For further particulars write No. 38, care Michigan Tradesman. 38

For Sale or Lease—Furniture factory, up-to-date, built 1906. Fine location, Big Four and Illinois Central railway, switch to factory. Good chance for right man. Address L. G. Karst, Morgantown, Ind. 39

For Sale—Corner drug store, new stock and fixtures. Will invoice \$1,800. Must sell before Sept. 1st. Address J. C., care Tradesman. 30

For Sale—Laundry, well equipped, good business, price \$3,000, terms. Palace Laundry, Lansing, Mich. 29

To Exchange—Ten per cent. net, income business property, value \$1,300, for drug or grocery stock where a drug stock could be added to advantage. Address Exchange, care Michigan Tradesman. 24

For Sale—Forty acre farm, loaming soil, young orchard, near school and church. Chas. Billinger, Elmdale, Mich. 28

For Sale—Clean stock of groceries with a few notions, together with horse and delivery outfit, located in best part of Grand Rapids. Bargain if taken soon. Address E. J. Cheney & Co., 1251 S. Division St., Grand Rapids, Mich. 21

For Sale—A \$7,500 stock of drugs, including building and lots, in a good town, doing good business. Time will be given on building and lots if desired. Address Box 91, Hazelton Kansas. 20

For Sale—Good meat business. The only market in town. Address No. 19, care Michigan Tradesman. 19

For Sale—Clean hardware stock in Central Michigan. Will invoice about \$6,000. Town growing, good factories, best farming section in the state. Address C. M. Colville, Grand Ledge, Mich. 18

For Sale—Well-equipped steam bakery with store room, dwelling, electric dough mixer, new oven, new buildings. Modern bakery. Losh O. Harbaugh, Piqua, Ohio. 17

Capital Wanted—By bolt and nut factory, located in a thriving locality. Works now in operation and additional capital needed to take care of increasing trade. This is a fine opportunity for a young man wishing to be established in a manufacturing business. Address Manufacturer, 20 Mill St., Rockford, Ill. 16

For Sale—Seven hundred dollars worth of men's and young men's suits at 75c on the dollar. Address No. 14, care Michigan Tradesman. 14

For Sale—Four floor cases, 1 umbrella case, 1 triplicate mirror, 3 folding tables, 2 shoe store settees. All in first-class condition. Address No. 15, care Michigan Tradesman. 15

For Sale—A general store in small up-to-date town, little competition. Invoices about \$4,000. Splendid business and good reason for selling out. Address No. 13, care Michigan Tradesman. 13

For Sale—Good clean stock boots and shoes, invoices about \$8,000, in city of 2,000 population, county seat. Good corner brick store. Best location in city, only two other stocks. Situated in Central Michigan. Address F. J. B., care Tradesman. 31

For Rent—The only first-class hotel in city of 15,000; good paying business now and still brighter prospects; \$2,000 will pay for supplies; rent \$100 per month or will sell on reasonable terms. For particulars see C. M. Bradford, 7 North Ionia St., Grand Rapids. 32

For Sale—Stock of general merchandise, including building and fixtures. Located in one of the best points in Michigan off the railroad. Business has been long established and has always been profitable. Reason for selling, ill health. Address No. 37, care Michigan Tradesman. 37

For Sale—Wholesale poultry, veal and produce business. Will sell at cost of equipment, \$600 cash, requires \$1,000 additional capital to operate. Now doing average weekly business of \$1,200 on cash and weekly terms. Average net weekly earnings, \$40 to \$50. Will divide rent for part of space. Reasons, other interests require full time and capital. Address No. 33, care Michigan Tradesman. 33

For Sale—Drug stock and building. Good location. Will give time on part. A. M. Herrington, Freeport, Mich. 34

For Sale—First-class grocery stock located in a live agricultural town, 900 people. Will invoice about \$2,500. No dead stock. Good building, lone lease; good schools; strictly cash business. Did \$22,000 in cash last year; first-class opening. Address S. R. Fletcher, Grand Rapids, Mich. 6

Wanted—Good location for a good exclusive shoe store, or would sell. Address No. 7, care Tradesman. 7

A fine opening for grocery or meat market in town of 5,000. Only three meat markets in town. Store room, 20x58, living rooms above, rent cheap, fine location. Address John McElroy, Eflingham, Ill. 8

For Rent or Sale—Brick store 30x60, with fixtures, next door to postoffice; owner just closed out cash business on account of health. Fine opening in good town. Write to F. L. Ludden, Princeton, Minn. 12

For Sale—Corner drug store, inventories about \$3,500. Reason, ill health. Box 787, Cheboygan, Mich. 2

For Sale—At a bargain, all the drug store furniture now in our store at corner of Canal and Bridge streets, consisting of soda fountain, counters, showcases, wall-cases and prescription case. All beautiful hand-carved golden oak. It will be sold at a sacrifice to make room for new fixtures when store is remodeled. Delivery date about August 1. Schrouder & Stonehouse, Grand Rapids, Mich. 4

Clothing and shoe stocks bought. If you want to sell, write to-day M. Sunstin & Co., Kalamazoo, Mich. 1

For Sale—Stock of dry goods, shoes, gents' furnishings and crockery. Strictly cash business established. The only store in town of 400 population carrying the above lines. Address No. 999, care Michigan Tradesman. 999

Wanted—To buy stock of general merchandise. Located in small town in Southern Michigan. Will pay cash. Address Merchant, care Tradesman. 997

The Crystal Pharmacy, Crystal, Mich., for sale. Inventories about \$2,500. Must change climate. Don't write, come and see. 996

Wanted—To buy, stock of general merchandise of from \$2,000 to \$3,000 in a Michigan town of 2,000 to 5,000 population, with good graded schools and good farming country back of it. Address No. 990, care Michigan Tradesman. 990

For Sale—Best general store in Genesee Co. Rent \$18 month. Terms easy. Address No. 984, care Michigan Tradesman. 984

For Sale or Trade—30 Elk cigar machines, 25 placed. Also bill sale \$800 on stock dry goods, payable \$25 per month. Want to get rid of them as I am unable to attend to them, owing to sickness. Ed. Raquet, Kalkaska, Mich. 973

Cash for your business or real estate. No matter where located. If you want to buy or sell address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 961

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—Small country store, doing strictly cash business. A moneymaker. Address No. 770, care Michigan Tradesman. 770

For Sale—Dry goods business, for cash only. Clean, up-to-date stock with or without fixtures. Three years' lease optional; new store building finest in town. Best location, established trade; cause, want to retire. Call or address Mark Ruben, Lowell, Mich. 927

Special Attention—Drug stores and positions anywhere desired in United States or Canada. F. V. Kniest, Omaha, Neb. 951

Wanted—Best price paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago, Ill. 960

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—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, \$3,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

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

Wanted—Two thousand cords basswood and poplar excelsior bolts, green or dry. Highest market price paid, cash. Excelsior Wrapper Co., Grand Rapids, Mich. 859

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

HELP WANTED.

Wanted—Hustlers with furniture experience to sell a furniture specialty that is a winner. Address Onward Mfg. Co., 40 Dearborn St., Chicago, Ill. 25

Wanted—Salesman in dry goods and shoes. Young man preferred. Must be steady and willing to work. Salary \$45 per month. T. D. Hobbs, Kalkaska, Mich. 988

SITUATIONS WANTED

Wanted—Position in department store by up-to-date dressgoods salesman. Ten years' experience. German, 27 years of age and speak high and low German and Holland. Best of references and A1 penman. Address Adolf Beier, 26th and Silver Streets, Sioux City, Iowa. 47

Wanted—Situation as clothing buyer; thoroughly competent; city or out of town. Address Samuel Berkman, 359 Central Ave., Brooklyn, N. Y. 27

Want Ads. continued on next page.

 **YOUNG MEN WANTED**—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conke, Prin

POST CARDS
Our customers say we show the best line. Something new every trip. Be sure and wait for our line of Christmas, New Year, Birthday and Fancy Post Cards. They are beautiful and prices are right. The sale will be enormous.
FRED BRUNDAGE
Wholesale Drugs
Stationery and Holiday Goods
32-34 Western Ave. 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
So double pages, registers 2,880 invoices. \$2 00

Tradesman Company
Grand Rapids, Mich.

Office Stationery
LETTER, NOTE AND BILL HEADS
STATEMENTS, ENVELOPES, COUNTER BILLS.
TRADESMAN COMPANY
GRAND RAPIDS

THE SINS OF THE FATHERS.

It has been said with the average truthfulness of such stories that when recently the Mayor of Chicago was appealed to for the municipal regulation of children he took occasion to say, "On the subject of reform, I'll tell you, gentlemen, my ideas: I was born in North Clark street and reared there; and when I became unruly and wouldn't mind my mother told father and he took a bed slat to me. That's the thing, the bed slat—more bed slat by the parents and less reform by law."

Without stopping longer than to remark that the reply has received all of the applause that followed the announcement of the "big stick" doctrine, it may not here be out of place to state that, admitting all the Mayor implied by substituting the bed slat for the rod, which "Solomon in all his glory" has impressively recommended, it may still be asserted with commendable earnestness that it too often happens that the rod of the ancients and the bed slat of the moderns are but the means or instruments from Solomon to the Chicago Mayor of visiting the sins of the fathers upon the children.

With no intention of condemning in toto the theory of the bed slat, it is still submitted that it stands today, as it has always stood, the sign of the idea that might makes right—an inheritance handed down from the ages. It is true that the unruly and the refusing to mind antedate the reaching after the bed slat; but behind these lies the undisputed fact that parental neglect of duty has been the real reason of both. It is the driver with his reins around the dasher who is run away with, not he with firm lines, and the lashing which the runaways receive ought to be laid on the back of the driver. No child properly brought up refuses to mind and the moment the mother finds it necessary to appeal to the father and the bed slat she knows, as all of us know, that she and not the child is to blame for the disobedience, and that the use of that same slat is but visiting the sins of the fathers upon the children.

At the close of the school year in June the parents of a certain only child were not at all satisfied with the result of the year's school training. The boy came home with his hat on the back of his head and his chin up and out. There was a noticeable dropping of the "ma'am" and "sir," and his "yes" and "no" were more than offensive. His standing in study was not at all what it ought to have been and his general bearing and rudeness were more than suggestive of the need of the bed slat. There was a prompt calling the principal of the school to account for such a deplorable condition of things, and this was the reply condensed: The school nor the boy is to blame for what you call the deplorable condition of things. The monthly reports have been promptly forwarded, wherein have been faithfully recorded the rank in study and the deportment, and they have been invariably low. Attention has been directed to your son's bad work; but if this has called forth any remark I have yet

to know of it. Early in the year you were informed that your son's pocket-money was much more than it ought to be and the request was made that it be materially lessened. No attention was paid to the request and the result of your indifference and neglect—not the school's, not mine—is exactly what you now complain of. Schools and school teachers can do a great deal for their students when the effort of school and teacher is seconded by the home and the parent, but unless such effort is so seconded little can be expected or even looked for—a reflection which is presented for your distinguished consideration. It is only another instance of the sins of the fathers.

The youth of 16 who told his mother the other day on Monroe street to go to—let us say thunder, although that was not the word—illustrates the same thought. True, she is a hard working woman and the struggle she has made since the death of her husband to bring up the boy in the way he should go is a commendable one; but she sees and knows, as everybody else does, that the effort has ended in failure; and yet the world is full of instances where women have brought up boys to a worthy manhood, a blessing to the women who bore them and an honor to the community in which they live; but it is safe to say that the rod of Solomon and the Mayor's bed slat have had no part in such training. "Line upon line, precept upon precept; here a little and there a little" has been the principle depended on and the results are great. "I never knew how it was; but so far back as I can remember my mother's 'Robert,' uttered without exclamation point, in her own gentle voice, was all the reproof and discipline I ever received. It saved me in times of temptation, for I was often wayward and headstrong, and when trial came it was a great comfort and consolation. Just 'Robert,' said as she only could ever say it."

As matters now stand it must be conceded that there is a place in the world of discipline to-day for the bed slat. That it calls for a vigorous arm is apparent; but the point now contended for is that it shall fall not on the weak and innocent but on the real authors of the mischief perpetrated, it may be years and years ago. Let the mother suffer for her own weakness and the father for his wrong-doing—they only—and lo! there will be no rod to use and no bed slat to be taken; for then the sins will be visited not upon the children but upon the fathers, who in nine cases out of ten are the ones who ought to suffer for the sins committed.

A Syracuse clergyman has put a soda fountain in his church, from which cool drinks are served to the worshippers as a hot weather attraction. It may be interesting to the worshippers to know that the experts say there is more alcohol in a drink from a modern soda fountain than there is in a schooner of beer.

You can never get to know a man by finding out things about him.

IMPORTANCE OF SEA POWER.

Although the proposed sending of the fleet of battleships from the Atlantic to the Pacific has ceased to be considered an indication that war with Japan is impending, it has by no means lost interest for the student of international problems. Quite aside from the possibility of war with Japan, there exists a pressing necessity for re-enforcing our naval strength in the Pacific. At the present time our fighting strength in that part of the world is represented by four fine armored cruisers and two old-type coast defense vessels and a few protected cruisers and gunboats. This force would not suffice to defend our possessions in the Pacific Ocean or even our Western coast line from either Japan or Great Britain, should either of these Powers desire to attack us.

Naval strength in these days of keen commercial rivalry counts for more than mere ability to make war or resist aggression. The country with the strongest navy dominates the trade of the seas commanded by its ships. Owing to our withdrawal of most of our fighting ships from the Pacific, that great ocean has become practically a Japanese lake, since Japan has the preponderating naval power in that ocean. As our Western coast line abuts on the Pacific and the Philippines and Hawaiian Islands, both American possessions, are in the same ocean, it follows that we must either be able to hold our own with all comers on the Pacific or be content to see both the political affairs as well as the trade of the countries bordering on that ocean dominated by Japan and her ally, Great Britain.

There is, therefore, an economic as well as a political necessity for re-enforcing our naval strength in the Pacific as soon as possible. The strength we must aim to concentrate on our west coast should be sufficient to place us on an equality with Japan and the other naval powers having interests in the Pacific. This does not mean that the presence of our fleet in the Pacific should serve as a menace to Japan or anyone else, but it certainly should be the outward evidence of our preparedness to look after our own interests and protect them against all comers.

The humiliating position in which we are now placed by the fact that we have no adequate naval force in the Pacific is an excellent illustration of the importance of sea power. Were we attacked in the Pacific at the present time, it is admitted that we would not be able to hold our own, despite our immense wealth and enormous military resources. The importance of sea power is abundantly demonstrated by the feverish haste with which Germany is rushing the construction of her new navy. She has the strongest army in the world, but Emperor William is convinced that without sea power Germany must always remain weak.

The necessity for control of the sea to a belligerent was shown conclusively by the recent war between Russia and Japan. Japan was able to move her armies only because from

the very start she secured control of the sea. It is probable that even after the defeat of Mukden the Russians would have been able to continue the war had it not been for the signal defeat of the fleet in the Strait of Tsushima. The destruction of the fleet made it apparent to Russia that the contest was hopeless, hence she shortly sued for peace.

If dining and lunching, walking and talking together like the best of old friends is a sign of the times, then there will be no war between this country and Japan. Military and naval visitors assure Americans that their friendship is firm and can not be shaken. That doubtless correctly represents the fact. There are about half as many people in Japan as there are in the United States and it is to be expected that out of the forty million there will be a few fools and out of eighty million twice as many. So it happens that there are some Japanese who talk about war with America and there are a few frenzied union anarchists out in San Francisco who do what little they can to furnish fuel for that fire. It is a little blaze at best and it will be blown out, for there is no sense or reason in it. Neither nation wants any trouble with the other and so long as they continue in that frame of mind there will be none and continuance, by the way, will doubtless be permanent.

In scientific and technical matters Germany is both forehanded and strict. More rules are made there and better enforced than in this country, for there are more liberty here and likewise more license. Just now in Berlin there is talk of compelling chauffeurs to submit to a sight test and the movement is favored by high officials and prominent medical experts. It is urged that railroad engineers have to do it and that it is found a very valuable precaution. The test shows many defective and without ability to distinguish between colors or to tell the exact distance or relation of objects they are approaching. Big touring cars driven at great speed through the country should be in the hands of competent men without mental or physical defect. Perhaps if the new test is demanded in Germany other countries may take it up and insist upon it.

Everything New.

Minnie—When my mama gets well she is going to have everything new.
Little Edith—That's nothing. My mamma has everything new while she is sick. She has the neuralgia and is going to have the pneumonia.

A Setback.

First Missionary—What became of those five souls you converted?
Second Missionary—They've gone to take the Keeley cure.

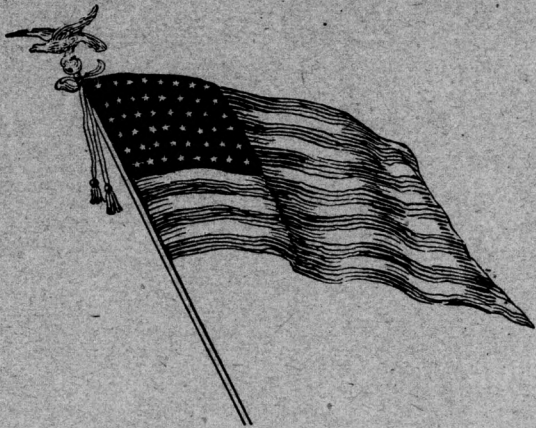
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Wanted—Smart traveling man for Michigan as sole agent for Three Star Shoe Polish. Commission will amount to \$3,000 to \$5,000 per year. Address Three Star Polish Co., Clinton, Iowa. 54

For Sale—Cash grocery store in south end. Doing a weekly business of \$350. For further particulars address J. W. Triel, care Lemon & Wheeler Co., Grand Rapids, Mich. 55

Wanted—Experienced shoe clerk. Salary \$10 per week. Send references. S. Rosenthal & Sons, Petoskey, Mich. 56

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We announce the arrival of New Tea direct from Japan this week.

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Almost every merchant knows of the efforts of a certain competing scale concern to discredit the honesty and reliability of DAYTON Computing Scales.

In some cities that concern has even gone so far as to seek State and City legislation against DAYTON Scales.

The DAYTON Company, after a legal fight in Omaha, has succeeded in getting a
UNITED STATES INJUNCTION

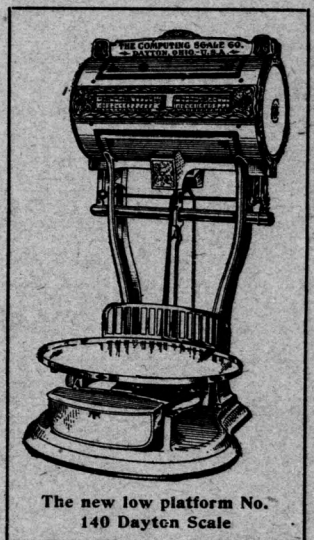
restraining all parties from interfering with DAYTON Scales now in use in that city. Full text of the action and Court's decision sent free upon request.

A FIGHT TO THE FINISH—Every user of DAYTON MONEYWEIGHT Computing Scales can be sure of two things—

—first, that they are **absolutely** honest, accurate, reliable, the **best** and **most economical** butchers' and grocers' scales ever built;

—second, that the Dayton Company will spare no expense to **protect its users** from the attacks of unscrupulous competitors who find it hard to market its scales in fair and open competition.

Write today for descriptive matter of the newest Dayton Scales and get our **liberal exchange offer**.



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Moneyweight Scale Co., 58 State St., Chicago.
Next time one of your men is around this way, I would be glad to have your No. 140 Scale explained to me.
This does not place me under obligation to purchase.
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14 Quart Preserve Kettle

10 Quart Bread Raiser with Retinned Cover

17 Quart Deep Dish Pan

12 Quart Pail

The assortment comprises

One Dozen Articles

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\$4.45

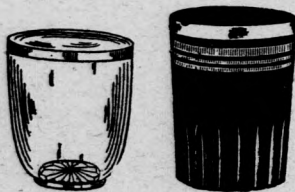
1/4 Dozen 17 Quart Dish Pans

1/4 Dozen 12 Quart Seamless Pails

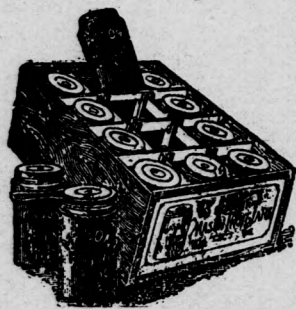
1/4 Dozen 10 Quart Bread Raisers with retinned covers

1/4 Dozen 14 Quart Preserve Kettles

REQUISITES FOR THE CANNING SEASON



1/2 Pint plain tin top Jelly Tumblers, 25 dozen in barrel. In barrel lots per dozen.....18c
 1/2 Pint plain tin top Jelly Tumblers, 20 dozen in barrel. In barrel lots per dozen.....19c
 6 oz. Tumbler shape tin top Jelly Tumblers, 25 dozen in barrel. In barrel lots, per dozen.....19c
 8 oz. Tumbler shape tin top Jelly Tumblers 21 dozen in barrel. In barrel lots, per dozen.....20c



and out; free of the troublesome sand-holes, uniform in shape and size and **The Tops Do Always Fit.** Put up one dozen in partitioned box. Pints per gross, \$4.40. Quarts per gross, \$4.75. 2 Quarts per gross, \$6.65.

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