



STRIFE

THE law of worthy life is fundamentally the law of strife.
It is only through labor and painful effort, by grim energy
and resolute courage, that we move on to better things.

Theodore Roosevelt.



EVERYTHING both in Nature and the works of man is produced by a process of building. The rock is built up of atoms; the plant, the animal and man are built up of cells; a house is built of bricks and a book is built of letters. A world is composed of a large number of forms and a city of a large number of houses. The arts, sciences and institutions of a nation are built up by the efforts of individuals. The history of a nation is the building of its deeds.

James Allen.

A MIND enriched by an assemblage of all the treasures of ancient and modern art will be more elevated and fruitful in resources in proportion to the number of ideas which have been carefully collected and thoroughly digested. There can be no doubt but that he who has the most materials has the greatest means of invention.

Sir Joshua Reynolds.

THE hand never lies. It always obeys without question the orders of its master, the brain. If it is desired to improve the product of the hand attention must be given to the education of the mind, which has exclusive jurisdiction over the hand.

FROM the great universal storehouse every artist after his kind quarries out his material. Years of work and experiment teach him its properties and give him facility in dealing with it, until he finally forms from it the language which seems to him best fitted to embody and convey to the world what he has in his eye and mind.

Walter Crane.

DO IT NOW

Investigate the

Kirkwood Short Credit System of Accounts

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

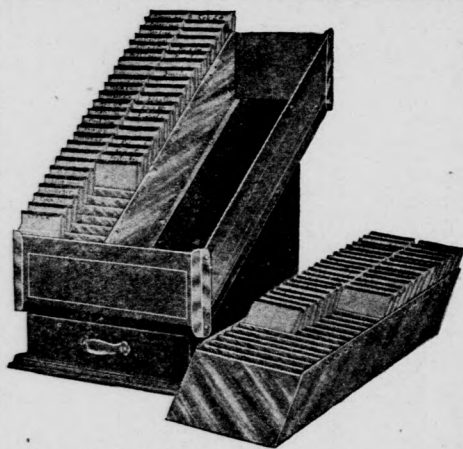
A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Michigan

Bell Phone 87 Citizens Phone 5087

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

**Christmas
Presents
That Yield
Continual
Profits
to the
Possessor**



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

We are making these presents daily.

To say that they are fully appreciated is putting it mildly.

Our present is something useful, ornamental and durable.

It will relieve you at once of all posting of accounts from memorandum slips, day book, or journal to ledger.

It will do all your book-keeping with ONE WRITING.

It will protect you against BAD BILLS, from overtrading, as you and your customers know at all times the amount of the accounts.

It will do away with the rendering of monthly statements, as statements are rendered with every purchase made, showing the total owed to the minute.

It will save in obviating FORGOTTEN CHARGES alone, in three months' time, more than the cost of the system and will be a source of continual profit thereafter.

A special proposition on our Keith System for the next fifteen days.

The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use

1062-1088 Court Street

Fremont, Ohio, U. S. A.

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.

On account of the Pure Food Law
there is a greater demand than
ever for ❀ ❀ ❀ ❀ ❀ ❀

Pure Cider Vinegar

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. ❀ ❀

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 11, 1907

Number 1264

KENT COUNTY SAVINGS BANK

Corner Canal and Lyon Streets
GRAND RAPIDS, MICHIGAN

OFFICERS

JOHN A. COVODE, President
HENRY IDEMA, Vice-President
J. A. S. VERDIER, Cashier
A. H. BRANT, Ass't Cashier

DIRECTORS

JOHN A. COVODE FRED'K C. MILLER
T. J. O'BRIEN
LEWIS H. WITHEY EDWARD LOWE
T. STEWART WHITE
HENRY IDEMA J. A. S. VERDIER
A. W. HOMPE

Our prices for multigraphed imitation typewritten letters on your stationery:

100.....\$1.50	1000.....\$3.00
250.....2.00	2000.....5.00
500.....2.50	5000.....10.00

Write us or call.

Grand Rapids Typewriting & Addressing Co.
114 Mich. Trust Bldg., Ground Floor

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

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

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

SPECIAL FEATURES.

Page.	
2.	Window Dressing.
4.	Around the State.
5.	Grand Rapids Gossip.
6.	Men of Mark.
8.	Editorial.
9.	Held Valid.
10.	Tale of Two Trees.
12.	Shoes.
14.	The Blaze at Helm's.
16.	Implement Dealers.
18.	More Currency.
20.	Mollie's Safe Bank.
22.	Nature Studies.
24.	Woman's World.
26.	Hardware.
28.	Purely Business.
30.	Even Exchange.
32.	Must Work Together.
33.	The Regular Dealer.
34.	New York Market.
36.	Fourth and Last.
38.	Nature's Method.
40.	Commercial Travelers.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

THE CLOSED SUNDAY.

According to the daily papers the great American metropolis "went dry" last Sunday—palpably dry, tangibly dry, visibly dry, tetotally dry.

In consequence of this suddenly precipitated demonstration by Judge O'Gorman's decision it is more than likely that a great wave of effort in the same direction will touch every center of population in the country during the next six months, and each touch will be felt without consideration, without reference even as to differences in population, location, social conditions or the essentials purely material.

The slogan will be: "If New York can do this thing, we can."

But can we?

There is but one Great White Way in the United States and about the only Police Commissioner Bingham that we have heard of so far is at the head of the New York Police Department. Moreover, there are possibilities awaiting development down on Manhattan Island which must be taken into consideration before we can intelligently arrange our big or little campaigns, if we decide to get busy.

There was a suddenness, almost spontaneity, about the surrender of the 5 cent shows, the vaudevilles and the theaters, the concert halls and saloons which, seemingly, has caused the people of New York to comment as did Hamlet in the Player Scene when he said: "The lady doth protest too much, methinks." The victory is too sudden, too unexpected and too incomplete to be genuine, and even now those who are most materially interested in having a wide open Sunday are saying among themselves, "It is the best thing that ever happened for the theaters. Let's keep our places closed on Sunday, until after New Year's, and by that time public opinion will demand that we shall be permitted to return to the old order."

Already lawyers representing managers are planning to take the matter

first to the Appellate Court, thence probably to the Court of Appeals. These efforts failing, the cause will present itself to the Legislature of New York, soon to meet, and the effort will be to secure an amendment to the law which has caused the excitement. And there is a striking condition as to this law and its present enforcement. The law has practically been a law since New York has been a State; a direct descendant of the Scotch Sabbath handed down by the Puritans. And Judge O'Gorman personally does not approve of the law which prohibits all Sunday amusements, especially such amusements as contribute to intellectual uplift and joy without hurt to the moral law.

And there is another interesting phase of the New York situation: Police Commissioner Bingham is by no means Puritanical in his temperament. Thus we have, after more than a century of idleness and impotency, the rejuvenating of a law by a judge and the enforcement of that law by a police commissioner, both of whom believe that it is absolutely stringent and both of whom would welcome a pronounced amendment of the statute. Such an exhibition, especially in New York, totally eclipses in magnitude and excellence the sudden and doubtful humility of the managers.

For all these reasons and in the light of the complexity of the population in all large American cities and the traditional Sunday observances in all of the European countries which are intuitively treasured by so large a proportion of our population, suddenly conceived reformations meagerly thought out and inadequately prepared for are quite as liable to result in permanent injury to the cause of good citizenship as to produce an opposite effect. If the Sunday law in Michigan is inadequate, unfair and impossible of enforcement seek for the necessary amendments, but don't begin by fighting the air with your eyes shut and your arms and fists wobbling around blindly.

THOSE MOVING PICTURES.

There are a few recent innovations which have come unexpectedly and which, in modified forms, probably have come to stay. The air ship, the submarine boat, the gyroscope railway car, the turbine engine and the nickel theater, for instance.

It is the latter institution that is best known to the general public, and perhaps it is the germ of a very important development. Whether this evolution is to be good or bad depends to a very large extent upon both the manufacturers of moving picture films and upon the governing officials of cities and villages.

The cheap theater in its present

condition is not what it should be, even although it be absolutely necessary that it shall be cheap. No rational patron of an Idle Hour or a Vaudeville theater expects to hear a fine vocalist, a clever monologue performer or a really artistic instrumental soloist. Such individual attractions must necessarily be of the ordinary quality; but there is no wisdom in permitting even ordinary performers to sing mushy songs, to tell jokes that are raw or to do anything whatever of a questionable character.

The pictures illustrating alleged adventures of alleged pickpockets, alleged sneak thieves, alleged police officers, alleged rascally boys, alleged members of the demi monde, and so on, are not even interesting because they are so palpably fakes. On the other hand, they are in all respects extremely reprehensible and injurious to public morals. And then, too, those alleged freaks as to the adventures of husbands, wives, lovers and the like are offensive and by no possibility can they serve any valuable purpose even as entertainment.

What shall the picture makers provide in place of these offensive things? Invade the industrial enterprises, the great ones. Show the operations, for instance, as they would appear to the casual visitor in the Baldwin locomotive works, Cramp's ship yards, the iron rolling mills and any one of a score of other similar establishments. Show the scenes about the wharves of the great trans-Atlantic liners, at the United States Mint in Philadelphia, and so on; get moving views of the evolutions of large military bodies. Those interested in the manufacture of films have simply misjudged their opportunity.

Why, aside from the question of morality, should the cheap theaters, the five-cents-a-show-every-thirty-minutes reform?

Because they are educating thousands of boys and girls between 10 and 12 years of age to have a taste for dramatic representation. Hundreds of thousands of such children visit these cheap places every day and shortly the cheap entertainment will be insufficient for their desires. They will crave the larger and more personal theatrical representations with oral accompaniments. With crude tastes cheapened by improper picture instruction it is easy to forecast as to what the audiences in the large and more dignified theaters are soon to demand. It is difficult now to imagine much that is worse than present day taste of the higher grade theater audiences, but it can be worse and will be very soon indeed unless there is a thorough and early reformation on the part of five-cent moving picture shows.



Bright Millinery Method of Increasing Trade.

I know a cute little milliner who pulls every string to gain trade for her nice little establishment. Beginning with just her own nimble, versatile and ingenious small fingers, plus a prodigious amount of indomitable pluck, and these supplemented with a merry heart in spite of much adversity in girlhood days, this young woman has gotten to the front wonderfully well. At first the parlor in her father's home housed all her efforts, but now a little building of her own at the side of the larger house, fronting on the side street (the lot is a corner one) is where this enterprising young person does business. I wish you could see her windows. She has the soul of an artist for color and her displays are most delightful to contemplate. From the store's inception it was her dream to become possessed of a lovely waxen dummy (head and shoulders). With this ever in view the little milliner toiled and moiled until she had accumulated enough money (untainted) to gratify her cherished ambition. And the lightning changes she accomplishes with that precious dummy as the central thought of the exhibits are astonishing. One day she sets atop the dummy's pretty blonde locks a modish little Knox-looking tailored-hat of blue velvet of a most unusual shade, with a trimming of flat feathers at the side and a handsome big buckle of dull chased gilt set right in front as a finishing touch and to conceal with its silk center the ends of the feathers. So far as looks are concerned, the dummy is always well dressed (what there is of her!) and with frequent changes in an incredibly short space of time she presents a charming picture. The background is generally of cream net, the upper edge shirred on a pole. The floor is often altered, always harmonizing with the hats on exhibition. This tiny milliner never puts many of these on view at once; the careful scrutiny of each is what she regards as most desirable. Generally the only one in the window is that reposing on Miss Dummy herself, a few flowers and feathers, buckles, etc., on the floor dividing interest with the young lady's chapeau. Then there's always some neat catchy card calling attention to some special feature of the hat or ornaments on the floor. The owner of the shop preaches quality continually and has gradually educated her customers to "trade up." She never urges them to buy beyond their means, and she has adroit ways of finding out just about what her patrons can stand in expense. Evenings are a busy time with her, many shop girls, clerks, stenographers and others employed during the day finding it a great convenience to "talk hats" after their work is ended. Often mornings this ener-

getic little milliner takes the time to telephone to sundry of her friends concerning some particularly chic trimming she has just put in stock or an especially handsome hat she has just finished and which she would like to have her hearer be the first to try on. Then she expatiates on its beauties, telling about its flowers, feathers, ornaments, etc., in such an entertaining way as to fill the listener with the desire to be the "very first to see the hat." The one who called up declares faithfully she "will not show it to another soul," and the one whose curiosity was piqued promises to come over at a certain time and look at the vaunted "creation." Ten to one a sale is made. When more milliners pursue this personal telephoning method they will greatly increase sales. A woman is flattered when she sees herself the object of solicitude—when her custom is sought in this direct manner. She is made to feel that her patronage is of some moment with the one employing this means of getting her interested in the goods and usually will respond favorably. Sometimes a handwrit letter will accomplish the same result, although this is not so likely. As the message is not by word of mouth, the influence is less potent; there is no promise forthcoming.

* * *

Milliners may corral lots of Christmas orders by special telephoning or by a fine circular calling notice of recipients that a pretty hat to a relative is more than apt to be joyously received. Many are—and have been—making an extraordinary effort along this line, and are reaping rich rewards for their pains and foresight. The other day a milliner friend of mine who can make anything she sees ran across a picture in a trade journal of a "perfect love of a hat," carefully read the following description, copied the hat, telephoned a rich and beautiful lady of her acquaintance about it, the lady drove up in her carriage drawn by prancing steeds—presto—the hat was hers. Here is what it said under the picture in the trade journal referred to:

Paris model in green plush felt of the new form known as "Debardeur." It is bordered and lined with velvet of a darker shade, of which a drapery surrounds the crown and is fixed by a large bead buckle in the same shades. A light green feather is placed on the right side; a dark one towards the back.

The "Debardeur" is certainly a most fetching shape. Having no harsh lines, it is becoming to a variety of types of faces. The crown is low and on the roundish order. The brim is wide, falling tiltingly over the brow at the right and lifted slightly at the left towards the back, where it allows the hair to set out. The lighter feather softly frames the face on the right, while the darker one at the left and back just shows beyond the hair, making the other side of the frame. The broad buckle, through which run the soft folds of the velvet, relieves the plainness of the

front. Altogether the hat is a strikingly handsome example of "elegant simplicity," which we all know it costs a pretty penny to affect. I presume the fascinating French woman who wore this "Debardeur" in the cut in the trade journal had a good deal to do with the sale of the hat to the pretty lady of the equipage, for the pictured piquant face and gleaming shoulders showing through the lace of the décolleté party gown are, to say the least, extremely captivating.

* * *

Read what this eminent authority says regarding hats to make husbands howl:

"Dealers in millinery state that it is as easy this season to sell a \$35 as it was last season a \$25 hat, and the number that is sold for \$65 and upwards is astonishing. Almost everything that is put into a hat has been advanced in price, and the construction of this season's millinery is more difficult, consequently the advance has been practically unavoidable. Millinery is particularly beautiful, both in quality and design, this season, and instantly impresses one with the fact, which unquestionably is the cause of few complaints being heard, the consumer feeling that she is getting her money's worth.

"Fur is prominent on the new millinery, and is used around the hat in band effect or the entire crown is covered with skins, the tails—sometimes as many as six—hanging over the back. One model in a tall silk beaver, with the brim drooping excepting in the front, where it was turned up, had sable skins around the crown which were knotted in front with rhinestone ball pins on either side. The tails hung over the back brim.

"Flowers are used in the most effective and sometimes startling manner. Purple and deep red flowers are greatly in evidence, and are many times used together."

Fancy!

"Old-fashioned flag, poinsettia and colored magnolias are extremely handsome, and are many times crushed in with fur. The stems are frequently nine inches in length or longer, and are arranged in a loose, irregular manner across the front or side of a hat. Large open violets in reddish-purple tones are used for the crown and part of the brim of medium hats, with paradise in the same tones on the left side."

And now hold your breath.

"A superb creation in brown velvet, with a drooping brim, had two Russian sable skins, valued at \$450 apiece, and a long sweeping paradise, in white and yellow, at \$110. The hat retailed at \$1,000, which was below cost!!!"

Now what do you think of that?

He Came Prepared.

Mr. Turner, manager of a London playhouse, has a system of his own. Whenever he sees a man coming in with too much Scotch soda aboard he tells him there was a mistake in selling the ticket, as it has already been sold, and that the patron can get his money back at the box office. This little fiction usually works

very satisfactorily to all concerned. It did not the other night, however. A tall, red-faced Englishman, loaded up to his lips, stumbled into the foyer. Mr. Turner gave him the regulation speech. "I knew you were going to say that," hiccupped the inebriated one. "You did it once before, so I bought another ticket. Here it is."

Mean Comparison.

"Confound these railroad time tables," snapped Mr. Stubb as the long folder refused to remain closed long enough for him to place it in his pocket. "They remind me of a woman."

"The idea!" replied his wife in surprise. "What is the comparison?"

"Why, they are hard to understand and you can't get them to shut up."

The Lord never forgets the man who forgets himself.

JUST A LITTLE HONEY

It's in the comb; in the popular 1 lb. section. Gathered by the bees, owned by the most extensive honey producer in Michigan. Sold direct to the groceryman at from 15c to 20c a pound, f. o. b. Write the producer,

E. D. Townsend, Remus, Mich.

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

Walter Baker & Co.'s Chocolate & Cocoa



Registered U. S. Pat. Off.

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

48 HIGHEST AWARDS In Europe and America

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

Wanted SECOND-HAND SAFES

Grand Rapids Safe Co. Grand Rapids, Mich.

Wanted To Make a Large Deposit.

The President of the Western Hemisphere Bank sat in his easy chair, smoking a fragrant Havana and meditating upon the lessons of the late business panic, when the door of his office was opened and a tall, slim man, wearing a Capt. Street-er hat and a suit of faded black, entered the room.

"Beg pardon, sir," said the caller, removing his hat and sitting down in another chair, "but you are the President of this bank, are you not?"

"How did you get in here?"

"I was told by one of your subordinates that I would find you here, and—"

"Who the devil are you?"

"My name is Glasspy. I am an inventor of—"

"What do you want?"

"Nothing, sir, if my presence is objectionable. My object in calling was to arrange for the depositing of a sum of money—"

"The cashier attends to all that."

"I know it, but the amount is so large that I was sure he would refer me to you, and I thought it best to come straight to headquarters."

"How large is the amount?"

"One million dollars."

"In cash?"

"In cash. I may add that it is the outcome of a financial scheme which in these uncertain days even the president of a great bank may well consider—"

"But the money—is in such a shape that you are ready to deposit it?"

"No, sir. As I was about to ex-

plain, the money will not be available until certain carefully considered plans mature, but it will be in cold cash when I—"

"Is it contingent on a business scheme?"

"Yes, sir; it is. But the scheme rests on business principles as solid as Gibraltar and as broad as the Rocky Mountains. It is contingent upon the success of two great inventions—namely: Glasspy's Celebrated Shaving Compound and Glasspy's Footpad Discourager, an absolutely unique device which I shall explain to you presently. In order to exploit these two inventions properly I need the sum of \$250, treasury notes preferred, to be regarded as a loan until the returns begin to—"

The President pushed a knob on the side of his desk, and a husky, uniformed bouncer instantly appeared.

"William," roared the official head of the Western Hemisphere Bank, "take this man out and fall on him!"

The Wife's Contribution.

One morning last week a missionary worker was soliciting contributions toward helping the work along. Stopping at a house in the lower section of the city she pulled the bell, which was answered by a sickly-looking woman.

"Can you contribute anything for the drunkards' home?" she asked of the woman she had summoned to the door.

"Yes," replied the woman, "come around next Saturday night and get my husband."

Saginaw Secures Another Industry.

Saginaw, Dec. 10—Through the efforts of the Merchants and Manufacturers' Association an important new industry was secured for this city last week. The Automatic Faucet and Spigot Co., which has been operating in Seattle, Wash., was induced to remove its factory to this city, which is nearer to its distributing market and where cedar and other timber used in manufacturing its products are plentiful. The company has a capital of \$100,000, of which \$65,000 is paid in, the balance being represented by patents. Andrew J. Ketelson, of this city, is the principal owner. The concern has acquired the old Chemical Company's plant on the South Side, which it is remodeling and equipping with machinery. It will employ, all told, about one hundred persons, and its output will be large.

How To Prepare Tripe.

The sooner dressed when taken out of the bullock the better. Take three buckets of boiling water, add a little soda, and one pail of cold water in a tub. Throw the tripe in and stir until the dirt comes off when scraped with a stick. Then take the tripe out of the tub, hang it on a hook and scrape it until it is quite clean, using the back of a knife. Then place the tripe in cold water, and use plenty of it. Then place the tripe in a cooking utensil, cover with cold water and add a very small quantity of alum. Boil until quite tender—the alum keeps the tripe a nice white color. After boiled quite

tender, take it out and place in cold water, and keep changing the water until the tripe has become quite cold; then take the thin skin off that is inside and trim up; then place in fresh clear cold water, to which add 10 per cent. of liquid bi-sulphite of lime and some salt. When tripe is sold in a shop it should be kept in clean water over night and dipped in the above-mentioned solution when sold, as it takes the slime off.

Just Like a Boy.

"See here," howled the grocer, "does it take you four hours to carry a basket three squares and return?"

"W'y," said the new delivery boy, "you told me to see how long it would take me to go there and back, and I done it."

Advertises for Employees.

Pontiac, Dec. 10—During the recent depression, especially in the manufacturing world, the Pontiac Knitting Co. stands out as one of the very few concerns on the opposite side of the prevailing conditions. This company has the full force at work, and is constantly advertising for more help. Compared with a year ago the company now has twice as much business ahead and more orders are coming in daily. The knitting mill is one of the city's oldest business institutions and each year enjoys a good business. A majority of the orders now being received are from the East.

No man lives who does not get some new life every day.

Good Storekeeping

When you hand out Royal Baking Powder to a customer

You know that customer will be satisfied with his or her purchase;

You know that your reputation for selling reliable goods is maintained; and

You know that customer will come again to buy Royal Baking Powder and make other purchases.

It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

AROUND THE STATE

Movements of Merchants.

Hartland—L. W. Hatt, of Fulton, will engage in the harness business here.

Bangor—The Bangor Cigar Co. has opened a cigar and tobacco store here.

Otsego—A. C. Bennett has purchased the Verne Ludwig canly, fruit and cigar stock.

Imlay City—Arthur Lowell, of Grand Rapids, has purchased the J. I. Wernette general stock.

Middleville—A. A. Braman, of Charlotte, has purchased the bakery formerly conducted by O. N. Chandler.

Shepardsville—Ellis Alderman, of Duplain, has purchased the F. D. Cleveland dry goods and grocery stock.

Menominee—J. C. Boehm, of Ne-gaunee, has started a wholesale sausage factory, which is now in full operation.

Manistee—M. P. Nielson will open a grocery store in the building formerly occupied by Thomas Major as a drug store.

Hart—Hans Hanson has purchased the John F. Widoe tailoring establishment. Mr. Widoe will remove to Milwaukee.

Belding—E. R. Spencer has purchased the L. L. Holmes Clothing Co. stock, at Pinckney, and has removed it to this place.

Ontonagon—D. J. Norton recently bought a tract of timber land from the Tamarack Mining Co., located in Ontonagon county, for about \$100,000.

Owosso—The New Haven Coal Co. has changed its name to the New Haven Coal Mining Co. and has also increased its capital stock from \$20,000 to \$80,000.

Bay City—Chas. Leikert has sold his grocery stock and meat market on Garfield avenue to Thomas & Hartwick. Mr. Thomas is a resident of this city and Mr. Hartwick is from Cass City.

Charlotte—Robert Donovan, of the furniture and undertaking firm of Donovan & Ives, has sold his interest to F. A. Ives. Mr. Donovan will retire from business on account of ill health.

Owosso—Chas. Beattie and Will R. Ross will conduct the wall paper and painting business under the firm name of Beattie & Ross, in the building on Main street just west of the A. F. Hollis building.

Muskegon—Wilbur G. Smith has sold his grocery stock to Percy M. Cross, who will continue the business at the same location. Mr. Cross has been in the employ of Mr. Smith for the past three years.

Remus—The Mansfield Mercantile Co. will hereafter be known as the Remus Mercantile Co. The change in name is due to the confusion which resulted from the similarity with the name of D. Mansfield & Co.

Battle Creek—J. C. Riggs and L.

E. Allerdyce have purchased the shoe stock of the late Garrett Gerould, at 217 West Main street. Mr. Allerdyce will conduct the business, while Mr. Riggs will retain his position at the Sanitarium.

Port Huron—L. A. Colwell, of Mattoon, Ill., has taken the management of the Enterprise Garment and Shoe Co., 529 and 531 Water street. Mr. Colwell has been for several years connected with the wholesale and retail firm of Bower & Schul-holl, at Mattoon, and is a man of much experience.

Traverse City—John T. Beadle has leased the vacant store in his building, corner of front and Cass streets, to George J. Barney, of Charlotte, who will open a store for the sale of ladies' furnishings exclusively. Mr. Barney has been in business in Charlotte for a long time and is a successful business man.

Mason—The drug stock and store fixtures of the City drug store, which were recently sold at auction, were bid in by Lorenzo Curtis, of Elsie, for \$3,140. Mr. Curtis is the father of B. A. Curtis, proprietor of the store. He had a mortgage of \$3,100 on the stock, and the sale was to satisfy this claim. The next highest bid was \$225.

Port Huron—On January 2 Peck, Wilson & Co. will open a new bank at Smith's Creek. It will be known as the Smith's Creek Bank and will be under the active management of F. P. Wilson, of that place. C. C. Peck, of the German-American Bank, F. R. Wilson and other business men of this city and Smith's Creek are interested in the institution.

Rudyard—J. DeKruyter & Son, general merchants, have dissolved partnership, N. DeKruyter having bought the half interest owned by his father, John DeKruyter, and continuing the business under his own name. John DeKruyter and his son, Peter, have purchased a flour and feed store at Muskegon and will conduct the business there under the firm name of J. DeKruyter & Son.

Manufacturing Matters.

Detroit—John T. Rich has been appointed trustee of the McClure Lumber Co.

Rapid City—Gilbert Hooper has sold his mill to George Fuller, of Central Lake.

Blissfield—The Blissfield Milling Co. has decreased its capital stock from \$18,000 to \$12,000.

Farwell—The Smeltzer Bros. shingle mill has resumed operations after a shutdown of several weeks.

Benton Harbor—W. A. Preston has not bought the mill of the Peninsular Lumber Co., as recently reported.

Cheboygan—The Novelty Wood Turning Works has been closed temporarily on account of the scarcity of bolts.

Petoskey—The capital stock of the Blackmer Rotary Pump, Power & Manufacturing Co. has been increased from \$100,000 to \$115,000.

Grand Rapids—The John Knappe Machine Co., which manufactures tools and light machinery, has increased its capital stock from \$15,000 to \$20,000.

Cadillac—The Cadillac Handle Co. will not cut hours or wages, its business not having been affected by the financial trouble. Business could scarcely be in a healthier condition.

Vestaburg—The Vestaburg Butter Co., which will conduct a general creamery business, has been incorporated, with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

Ontonagon—The Uniform Stave & Package Co., of Minneapolis, has leased and will operate the Ontonagon Stave & Veneer Co. The plant will be remodeled and enlarged preparatory to conducting operations on a more extensive scale.

South Boardman—The Wexford Lumber Co. will run its sawmill through the winter but will restrict its output by at least one-third and will put the wage scale on a more reasonable basis. In the fall the company had to take anyone who could swing an ax and pay what was demanded.

Petoskey—Price & Higby, of Chicago, propose the erection of a wood-ware factory here in return for a bonus of \$30,000. The company agrees to pay 100 men \$60,000 a year for ten years. Petoskey has the raw material close at hand, \$40,000 worth of timber being used annually. The company is located at Angola, Ind.

Traverse City—The Wells-Higman basket factory has completed a heavy run and the machinery is being rebuilt. This concern is the largest exclusive basket factory in the country, turning out four times as much finished product as any other company. A large amount of logs has been bought and a big run is assured for next season.

Bessemer—Foster & Ayer, the Grand Rapids lumbering concern, are rushing the erection of a sawmill at Tula, near this place. The mill will probably be ready for sawing January 1 and will cut 30,000 feet of mixed soft and hard woods a day. Many miles of virgin timber surround the new location, most of which is held by mining companies and outside land owners.

Banquet Tendered by Retiring Proprietor.

Petoskey, Dec. 10—The employees of the Northern Hardware Co. were tendered a banquet by the retiring proprietor, A. B. Klise, at the Crescent cafe Friday evening, the guests also including the store force of Overholt & Co., in which firm Mr. Klise is also interested, C. S. Graham, of Standart Bros., Detroit, and Mr. Corbin, of Grand Rapids, making twenty in all. The evidence of appreciation was not all on one side. The employees had something of a surprise for their chief in the form of a pair of very fine cuff buttons, which were presented on behalf of the "force" by Norman G. Rice, whose remarks fittingly expressed the sentiment of all. Mr. Klise responded with a neat speech of acceptance and words of approbation for the faithful performance of duty by the employees.

Money is either a man's slave or his master.

St. Joseph Merchants Adopt Early Closing.

St. Joseph, Dec. 10—The Merchants' Association held another smoker last Thursday evening, at which some thirty were present. The President, Nelson C. Rice, presided.

Walter A. Hamilton gave an interesting talk on the successful methods pursued by the Merchants' Association at Colorado Springs, Colo., where Mr. Hamilton resided before coming to this city to engage in business. He told how foreigners—that is, a class of tourists who came there for a few days or weeks to do business and take the cream and then get out—were dealt with, how the merchants generally stood loyally by each other and "practiced what they preached," bought goods at home, even if they had to pay a little more. He also touched on the matter of getting new factories for this city. He believed more could be added if proper effort were made. Other places get them and why not St. Joseph? he argued.

Mr. Hamilton's efforts were an earnest plea for more business and more business loyalty on the part of our people, and it is to be regretted that every merchant in this city was not present to hear it.

Secretary Potter read an encouraging letter from Hon. John W. Fletcher, who is out on the road and who had read in the local papers the efforts St. Joseph merchants were making to better business conditions here.

The grocers, butchers, dry goods dealers and others expressed dissatisfaction about closing their places of business at 6:30, and gave what they consider good reasons for it. After some discussion it was agreed that commencing Thursday evening, Dec. 26, the grocers, meat markets, shoe and hardware stores would close at 7 o'clock on Tuesday, Wednesday, Thursday and Friday evenings, Monday nights at 8 and Saturday nights when they pleased. This does not prevent any of the stores in the classes named from closing at 6 if they wish to do so.

The dry goods and clothing merchants thought that they might as well close at 6 as 6:30 on these four nights, and it is altogether likely that they will close at 6, commencing Thursday, Dec. 26.

Recent Business Changes in Indiana.

Indiana Harbor—B. C. Luken will open a new drug store here about Jan. 1. Mr. Luken has been employed in the Bastian drug store at South Bend for several years.

Elkhart—Adam Ludwig & Sons succeed I. J. Crow in the grocery business at 521 West Lexington avenue.

Elkhart—J. H. Neds & Son succeed C. K. Clauer in the jewelry business.

Dr. Louis Davendorf and Guy Kane have formed a copartnership under the style of L. Davendorf & Co. and engaged in the drug business at Falmouth. The stock was furnished by the Hazeltine & Perkins Drug Co.



The Produce Market.

Apples—The market is steady on the basis of \$2.75@3 per bbl. for acceptable winter varieties.

Beets—35c per bu.

Butter—The market has been very active during the past week at an advance of 1 cent per pound. The cold weather has made a better feeling. The increased demand and the slight falling off in the make has produced a very healthy condition, and the receipts are cleaning up regularly. Some houses are withdrawing butter from storage to meet the demand. The market is now practically homogeneous, and what is said above applies to all grades. Creamery is now quoted at 28c for tubs and 29c for prints. Dairy commands 25c for No. 1 and 17c for packing stock.

Cabbage—\$10 per ton.

Carrots—25c per bu.

Celery—25c per bunch.

Christmas Decorations — Eastern holly, \$5.50@6 per case; Southern holly, 50c@\$1 per case less; holly wreaths, \$1.40@1.50 per doz.; evergreen wreathing (20 yard coils), 85@95c per coil; needle pines, \$12@14 per 100.

Cocoanuts—\$4.50 per bag of 90.

Cranberries—Wisconsin Bell and Cherry and Howes fetch \$7.50@8 per bbl. Late Blacks from Cape Cod range around \$7.50 per bbl. The demand continues good. Supplies are adequate.

Cucumbers—\$1.25 per doz. for hot house.

Dressed Hogs—150@175 lbs., 6¼c; 175@260 lbs., 6½c; stags and old sows, 5½c. These are the paying prices at this market.

Grapes—Malagas command \$3.25@4 per keg, according to weight.

Eggs—The supply of fresh eggs is still extremely short, with not enough coming forward to supply the trade. There has been a gradual advance on new-laid stock by reason of the scarcity. This has been largely responsible for the better movement in refrigerator eggs, which show an upward tendency. Stocks are moving out very satisfactorily, and if the cold continues there will probably be a better demand and higher prices. Dealers pay 24c for case count, holding candled at 28c. Storage are moving out on the basis of 20c.

Grape Fruit—Jamaica and Florida command \$4.50 for 80s and 90s and \$5.50 for 54s and 64s. The demand continues good and the Florida fruit is of fine quality and appearance.

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

Lemons—California command \$3.75 per box and Messinas \$3.50 per box.

Lettuce—8@10c per lb. for hot house; 12c per lb. for Florida head.

Onions—Red and yellow Globe command 60c per bu. Spanish are in moderate demand at \$1.25 per crate.

Oranges—Fancy California navels are selling very cheap, some fine

ones moving at as low as \$2.50 per box. The poor color and bitterness of the early California navels weakened the market, but there has been great improvement in both color and flavor and they are going better now. Floridas, \$3 per box.

Parsley—50c per doz. bunches.

Parsnips—75c per bu.

Pears—Kieffers fetch \$1 per bu.

Pineapples—\$5.50 per crate for Florida Red Spanish.

Potatoes—Local dealers pay 45@50c per bu., according to quality. The market is looking up, enquiries from the South having begun to come in freely.

Poultry—Local dealers pay 7½c for live hens and 8½c for dressed; 7½c for live spring chickens and 9½c for dressed; 8c for live ducks and 10c for dressed; 13c for live turkeys and 18c for dressed. Receipts of chickens and hens are heavy, so that the market is oversupplied for a few days.

Squash—1c per lb. for Hubbard.

Turnips—40c per bu.

Sweet Potatoes—\$5 per bbl. for Illinois kiln dried.

Veal—Dealers pay 6@7c for poor and thin; 8@9c for fair to good; 9@9½c for good white kidney from 90 lbs. up. Receipts are ample.

Found a Contract Was a Contract.

Houghton, Dec. 10—The case of the Rhode Island Manufacturing Co. against the Croatian Co-operative Store, of Calumet, was up for trial before Judge Streeter in the Circuit Court last week, but was compromised before the case went to the jury.

The Rhode Island Co. is an Iowa concern, which claims to sell jewelry direct from the factory to the retailer, thereby doing away with the profits which otherwise would go to the jobber or the middleman. In taking orders the agents always secured a written contract, it is said, from the customers, which it is claimed obligated them to pay for the goods when called upon to do so.

After the managers of the Co-operative Store had given an order for about \$500 worth of jewelry it was said that several merchants in Hancock and this place purchased some from the Iowa people and it is claimed it was not of the quality the manufacturers represented it to be. So the Co-operative Store men refused to receive the consignment of jewelry when it arrived, it is said.

Suit was instituted for the contract price of the goods and, as counsel in the case agreed that, although the jewelry might not be as represented, the contract to pay was legally binding, the matter was compromised by the payment of \$475.

Robert Jenkins, of Irving, has purchased the grocery stock of B. Champion, corner Ottawa and Fairbanks streets, and will continue the business at that location.

Some men think they are full of faith because they are so fearful that the omnipotent can not take care of himself.

The Grocery Market.

Sugar—The market on refined is without change. At present the situation is rather strong. Europe has advanced a substantial fraction upon the announcement that the French and German beet crop will be short. The New Orleans sugar market also shows an advance of 15 points. The Cuban crop will be cut also, and if these conditions continue alive and uncontradicted the market can be expected to show some strength from now on. The demand for refined sugar is dull.

Tea—Low grades are still firm and strong. Higher grades are not quite so strong as the low, but seem to embody sufficient strength to have enabled them to hold up in face of the general disposition to squeeze the values of everything.

Coffee—The market is in pretty good shape. Prospects are good for steady prices during the coming month.

Canned Goods—There is some interest in tomatoes and a little in corn, but not enough to show any particular trend of the market. It is believed, however, that present prices on these two staples are likely to hold for some time. Peas continue very firm and very scarce. All lines of beans are steady. Mushrooms are strong, with advancing tendency. Pumpkins, spinach, squash and succotash are in fair supply and prices are firm. The market continues short on standard and extra standard grades of peaches. Apricots are also very scarce. The same is true of pears and plums. The entire list of California canned fruits is in about the same position as at last report, with some lines very scarce. Pineapple is in small supply. The statistical position of gallon apples is very strong, but the present market is weak. All small fruits are steady. Jobbers are receiving slightly lower quotations on Alaska salmon, said to be due to the anxiety of some holders to get money. The entire canned fish list is dull, but stocks of salmon are so light that quotations are well maintained, with occasional exceptions in Alaska salmon as already noted. It is not believed that the situation as regards Alaska salmon will continue long. Statistically, this commodity is in a very strong position. Packers are advising jobbers to buy domestic sardines because the market will advance, but buyers seem to have little faith in this possibility. Contrary to expectations some kinds of canned meats have been advanced. Packers say the cause is the high manufacturing cost.

Dried Fruits—Apples are weaker and slow. Currants are about the only line that shows any good healthy activity this week. Prunes are unchanged and dull. Secondary markets are in price somewhat below the coast parity. Peaches are unchanged and dull and apricots are also. Loose raisins are still weak and soft, no business being done in them to speak of. Seeded raisins are also a substantial fraction lower, owing to the fact that the bulk of the new shipments have come forward. The demand is moderate.

Cheese—The market is about unchanged from last week. There will probably not be any change until a better consumptive demand develops. Stocks in storage are now about 40 per cent. below a year ago. Just as soon as consumption becomes better there will likely be higher prices. This may not take effect before the first of the year, however.

Rice—All markets report receipts running heavy. The Southern mills are not disposed to make concessions. Spot stocks are accumulating at many big centers and there are some rejections because of discolored rice. The market is steady.

Farinaceous Goods—Rolled oats are steady and the mills seem to be filling orders more promptly. Cornmeal is firm. Package cereals show no change with the exception of reduction in net weight in a few brands. Sago, tapioca and pearl barley remain in about the same position as at last report. Beans and peas continue steady.

Syrups and Molasses—Sugar syrup is wanted to some extent at ruling prices. Molasses is unchanged and as yet not especially active. Some manufacturers are advancing their quotations on corn syrups. Prices of preserves and jams in medium grades are very firm.

Provisions—Regular hams are off ½c. Picnics are not so plenty and therefore find a ready sale at unchanged prices. Sugar pickled bellies are off 1c, as is smoked bacon. Barrel pork and canned meats are unchanged. Dried beef is scarce at an advance of 1c. At the recent decline there has been an increase in the consumption of lard. Prices, however, are probably as low as they will be. Compound lard shows a little firmer feeling, although no advance.

Fish—Codfish, hake and haddock are unchanged and just coming into a moderate demand. Domestic sardines are steady, unchanged and in quiet demand. Foreign brands are very scarce and high. Salmon shows no change from last week, but on Alaska grades the tone can scarcely be said to be as strong as it was. Mackerel are lower. Norway 2s and 3s are the weakest in that grade of mackerel. Irish fish show a rather decided weakness, owing to increased receipts.

Business Changes in Ohio.

New Lexington—Justin Clark has opened a new grocery store.

Junction City—J. H. Diller has retired from the hardware firm of Diller & Wolfe. S. J. Wolfe will continue the business in his own name.

Lorain—E. J. Kingsley has purchased the cigar stock of Albert Schotten and will continue the business at the same location.

Hiram W. Williams and Wm. Speller succeed John C. Andre in the grocery business at 133 South Division street. Both were engaged in the bakery business on South Division street in 1904. The firm name will be Williams & Speller.

There is nothing so tiresome as a catty young woman unless it's a kittenish old one.

MEN OF MARK.

J. W. Milliken, the Traverse City Dry Goods Merchant.

Kalamazoo had a good chance to get acquainted with J. W. Milliken, of Traverse City, during the convention of the State Sunday School Association in this city. As President of the Association he made a favorable impression by his business-like manner of pushing things along. There were no delays in the programme and every participant was made to work on schedule time. Result, everything happened just when it should.

The Michigan Sunday School Association evidently appreciates Mr. Milliken's worth, for it broke all previous precedents by naming him as President for a third term. The honor came to him unsought and was the result of the efficiency he had displayed.

Mr. Milliken is neither a theorist nor a dreamer; he is a practical business man, his store in Traverse City showing that.

When he was first elected to the presidency by the Sunday schools of the State, Mr. Milliken recognized the need of thorough business methods and applied them to the Association just as he did to his own affairs. Mr. Milliken is not an idle man in any sense of the word; his store does an immense retail business; he gets down to work early in the morning and stays late. But the store is not all, as he has other business interests in the city, principally the Potato Implement Company, a concern which does a heavy business in this country and also exports much of its product. All of this means work and detail, but Mr. Milliken is as fully in touch with the factory as he is with the store, devoting a portion of each business day to it.

Mr. Milliken does not believe in staying up late, and goes to bed early whenever he can. He spends all possible time at his home, being a great lover of his own fireside, but there are few public meetings to which he is not bidden, as he is a member of the Executive Committee of the Board of Trade and takes a deep interest in the advancement of the city. He possesses that rare faculty of being able to throw off the effects of his work and generally after he has finished his evening meal he reads the papers and then retires.

The State Sunday School Association means extra work, a lot of it, and before he took it up Mr. Milliken thought that his days and nights were as full as they could be, but the following verses, which are pasted on one of the glass panels in his cashier's office, where the employees can easily read them, strike a keynote:

JUST ASK THE BUSY MAN.

If you want to get a favor done
By some obliging friend,
And want a promise safe and sure
On which you may depend,
Don't go to him who always has
Much leisure time to plan,
But, if you want your favor done,
Just ask the busy man.

The man with leisure never has
A moment he can spare;
He's always busy "putting off" until
His friends are in despair;
But he whose every waking hour
Is crowded full of work
Forgets the art of wasting time—
He can not stop to shirk.

So when you want a favor done,
And want it right away,
Go to the man who constantly
Works twenty hours a day;
He'll find a moment, sure, somewhere,
That has no other use
And fix you while the idle man
Is framing an excuse.

Mr. Milliken has resided in Traverse City for forty years and has built up a very large business.

To be a clerk in the Milliken store means something, and as a result he has in his employ as fine a body of men and women as can be found anywhere. There are few openings at the Milliken store, for the reason that there are few resignations. All the employees of the store are congenial in every way and fraternize to a remarkable extent. Various social gatherings are enjoyed and the attendance is generally the full muster of the store. Mr. Milliken and his wife are usually present, and that has brought about a sense of comradeship that is rarely equaled. This and other factors have developed a feeling and spirit of loyalty that has made the store famous.

Several years ago Mr. Milliken instituted a half holiday for his clerks. There are a bath room, rest room and reading room in the store and a considerable library of books and magazines is always at their disposal.

Mr. Milliken has always been interested in Sunday school work and since his residence in Traverse City has been a prominent official of the Congregational Sunday school.

While not strictly speaking a politician, Mr. Milliken believes that it is the duty of all good citizens to take a close interest in civic affairs, and consequently, he always attends the caucuses of the Republican party, and is always a delegate to the various Grand Traverse conventions.

He has served one term as State Senator, but aside from that has held no political office.

The honor extended to Mr. Milliken at Kalamazoo was acknowledged by his own Sunday school in a very pretty manner the first Sunday after his return home. In his capacity as Superintendent he had just announced the opening exercises when the sound of childish voices was heard from without. No one was surprised except the Superintendent, and for a few seconds he hesitated and then the doors opened and in marched the primary and intermediate departments, the little folks singing "Good Morning To You." At the head was little Miss Catherine Gebard carrying an immense bunch of yellow chrysanthemums, and by her side was Master Leonard Pratt carrying an equally large bouquet of



James W. Milliken

white chrysanthemums, gifts for the State President; Rev. D. Cochlin, the pastor, making a short presentation speech, in which he undertook to describe the esteem in which Mr. Milliken is held in the city. Mr. Milliken replied in a characteristic manner, saying that he appreciated the honor fully as much as he did the one accorded him at Kalamazoo, because it showed that he had friends in his own town.

"Do the children go with the flowers?" he asked, stooping to receive the bouquets.

There was no response, but it so happened that the long stems of the flowers had become entangled in the dresses of the little ones, so that he was compelled to lift both to the platform beside him, as pretty a climax as could be desired.—Kalamazoo Telegraph.

Repeal the Oleo Tax.

The oleo law, as it stands to-day, was passed to protect the farmer buttermakers against the invasion of substitute butter and thus lessen the prices. The effect was exactly what was desired and expected, but more so. The price on butter has steadily advanced until it is now the highest-priced in years.

But where the law benefits thousands it injures millions. Oleomargarine, being a substitute for butter and costing much less to manufacture than the real article, should be cheap, but the tax has made it nearly as expensive as butter, and what is the result? The consumer pays the tax.

The poor man pays to the Government 10 cents on every pound of oleo that he purchases. Where he should be able to cover his bread with oleo at 15 cents a pound he now pays 25 cents, or if he must have butter he pays 30 cents.

Legislators, if they be friends of the people, should repeal the prohibitive tax on oleo and allow the poor class, who can not afford the best, to buy what is more within their means. It will work no hardship and not lessen the consumption of butter. It might cheapen it somewhat, but not to such extent that the producer would suffer hardship. The butter situation is in the hands of butter barons, who fix the price to suit their needs of profit. To still retain the oleo tax not only puts a premium on rascality, but deprives the poor and unfortunate people of an article of daily necessity.

Has Only One Industry Left.

Lexington, Dec. 10.—The flouring mill at this place has closed down permanently, and thus another of the town's old industries goes out of business. One by one the industries have been forsaking the place and now the only one left is the canning factory. The fate of Lexington is the same as that of a great many other towns which sprung up and flourished during the time that lumbering operations were at their height in Michigan. Thousands of dollars were made in the town, and those who made it have passed away and their capital has gone to other places. Only a few remained loyal to the old town and their efforts to keep it alive have been on the whole rather discouraging.

Sending Goods a Long Distance.

Battle Creek, Dec. 10.—For a young industry the Kneeland Manufacturing Co., which makes gasoline engines and motors, seems to be getting along tolerably well. One recent shipment was sent to Tasmania, while others went to Finland, Holland and England. The industry, which succeeded the Johnson foundry, Division street, finds itself rushed with orders and too busy to note the financial stringency.

Another Hero.

"Were you frightened during the battle, Pat?"

"Not a bit, sor. Oi kin face most anything whin Oi have me back to it."

A Busy January

DID your sales last January average up with the record for the year? *They should.*

Did your gross profits leave you any net profit? *They should.*

Would you like to make January a really busy month? *You can.*

Would you like to have a really net profit on your January business? *You can.*

And you can do this without any great expense except that of a little extra energy.

The January issue of our "Free Selling Helps"—ready for mailing December 25—tells how.

A copy—free—if you address Dept. 300.

John V. Farwell Company
Chicago, the Great Central Market



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price

Two dollars per year, payable in advance.

Five dollars for three years, payable in advance.

Canadian subscriptions, \$3.04 per year in advance.

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

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

Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, December 11, 1907

PROPOSED FOREST RESERVE.

The principal contention for making a permanent Government reservation of a considerable portion of the Appalachian Mountain region lies in the fact that it is the principal region from which we must secure our hardwoods to meet the demands of woodworking industries in our country.

In the last decade quarter-sawed oak went from \$52 to \$80 per thousand; hickory from \$30 to \$65; yellow poplar, or white wood, from 30 to \$53; hard maple from \$20 to \$32.50. This appreciation in values has not come so much from the greater demand as from the diminished supply, and although we are slow to recognize it we are on the border of a hardwood famine. In support of this fact we have only to note the great reduction in the output of hardwood lumber from the states which have produced the largest supply of this important raw material. The supply from Indiana and Ohio, which was at one time the center of the hardwood industry, is practically exhausted. The supply from Michigan is rapidly dribbling away.

The region best adapted to the growth of the hardwoods, and which, if properly handled, can produce a continuous supply, is the relief of ground known as the Appalachian range of mountains. The region extends from Maine to Georgia, including New Hampshire, Vermont, Massachusetts, New York, Pennsylvania, Maryland, West Virginia, Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia and Alabama. In 1906 this region produced about half of the hardwood used in this country. It is safe to say that fully one-half of the present supply is within this area. It is a non-agricultural region. The rainfall is such that the growth per acre per year is the largest to be found anywhere in the hardwood region of America. It is an accessible region. A large part of it has already been cut off and the best removed, with plenty yet remaining upon the ground. Lumbermen are already engaged in cleaning up the second time, leaving nothing behind. A Grand Rapids lumberman said the other day that he was cutting timber per-

fectly clean from the mountains and very soon erosion would clear off nearly all of the soil and nothing would be left but rock. A thousand years of the most persistent and careful work in reforestation would not again rehabilitate the region which he is devastating. His excuse for doing it was that if he didn't the other fellow would and he wanted the dollar. In the same conversation he remarked there was only one way in which this destruction could be prevented, and that was for the strong hand of Government to stay the axe and afterward guide it in its work of gathering in the timber.

This is exactly what is meant by the movement to put this great region into a permanent forest reserve, thereafter to be made a permanent source of supply for the country and the timber to be so handled that the growth shall keep pace with the lumbering operations.

The manufacture of hardwood lumber, of cooperage, of furniture, of musical instruments, vehicles, implements, railroad cars, ties, telephone poles and house finishing in this country depends upon some plan in the hands of the United States Government for the continuous supply of raw material to keep it going.

When we consider the volume of these industries and the tremendous amount of raw material required to support them, it is worth our while to pause for a moment and consider a feasible plan for retaining these industries as a great factor in the continuous development of our country.

RIGHT TO RECOMMEND.

There is no ritual particularly ponderous or picturesquely portentous to be learned by any American citizen before he can gain access to the National Congress or the legislature of his state. The process is one solely dependent upon his individual right and his personal determination and persistency. It is another matter when one attempts to register a petition or claim, and yet another when he bends his thoughts and energies toward securing legislative action along lines which appeal to him as desirable.

In this latter fact rests the need for neighborhood organization and combined local effort in any given direction toward advancing the general welfare. Let any reputable citizen of good intentions and presentable demeanor visit Washington or Lansing for the first time and as a total stranger to the distinguished gentlemen who have been honored with public office and he may feel assured that, upon making his presence known and indicating his desires as a sightseer, he will receive every courtesy and attention.

But when such a total stranger is convinced that some specific campaign, some certain expenditure of money or some legal regulation is not only desirable but is essential to the advancement and permanent well being of his town, his state or his Nation, then he finds that his own views, at the outset, count merely as a single atom and that concerted action based upon harmonious public opinion is necessary.

Thus it happens that such organizations as the Michigan State Forestry Association, the Western Irrigation Association, the Mississippi River Improvement Association, the Merchants' and Manufacturers' Association, and so on, come into being. All over the land during the past quarter of a century such public welfare organizations have been created, have struggled, have met with reverses, have hung on and persisted in villages, cities, counties and states until to-day there is scarcely a single resource, industrial or commercial, that is not organized and working with excellent results for the common good. There is hardly a city of over 5,000 inhabitants without its association of leading and public spirited men at work for whatever is good for that community, and not only working unselfishly but contributing of their material resources that that work may continue uninterruptedly.

In this connection there has developed a fact which is but little understood by the average citizen, even by many of those very citizens who, as members of local bodies, have helped to unfold the fact. It is this:

There are a multitude of conservative yet broad and sincere local organizations in this country which have earned the confidence of larger bodies—National organizations which are systematically seeking the co-operative influence of the lesser bodies; scores of these local societies having demonstrated that they are earnest and thorough in their considerations and that, without bigotry, they are open to conviction and do not press mere oracular dogmas; that they are firm yet modest in expressing their convictions.

Scores of such bodies are not only members of the National organizations but are upon the mailing lists of the standing committees of both the upper and lower houses of the National Congress, that their opinions and influence may be readily available for or against this or that public measure.

And there is good reason for this. Men are not so essentially different that they are without discernment in regard to motives or methods on the part of other men, whichever group they belong to, either a legislative body or an advisory body. It needs no plat or map or diagram to inform any man of intelligence and a decent sense of things as to whether or not he is deliberately insinuating his plans, intentions or presence upon another man, and that other man, being of the same ordinary quality, is not required to think twice in order to differentiate between the mere "butter-in," to speak in the vernacular, and the man of the other stamp. So that it goes without saying that no National society, no standing committee of either the House or the Senate, State or National, will seek the opinions or the co-operation of any local organization which has not, upon its merits, won the right to such distinction.

Therefore it is that the local association thus appealed to will fall short of its duty to its own commu-

nity and to those who place confidence in their loyalty, their public spirit and their intelligence, if it neglects to investigate conscientiously and well whatever public matter may be brought to its attention, and if, also, having made such an investigation and formulated an opinion, it neglects to submit such conclusions as its own recommendations.

JAMESTOWN EXPOSITION.

The application for receivers for the Jamestown Exposition and the determination of Judge Waddell to appoint them is an ignominious finish for what might have been but never was a great exposition. The event it sought to celebrate was sufficiently important to be worthy any anniversary honor that might be conferred. The location is especially attractive, near Washington, one of the most interesting cities of the world, at a point on the coast where the Jamestown settlement and the Hampton Roads encounters made every foot of land historic, near an enterprising Southern city, the Chesapeake Bay on the one side and the Atlantic a few miles away on the other. The failure of the Exposition should stand for a long time as an example and a lesson of the importance of promptness. Those who succeed must keep their promises. The man who agrees to deliver certain goods on a certain day can not deliver them several months later and expect to hold his trade. The Exposition was at fault in its management and its organization.

Of course, another drawback is that expositions of this character have been rather too frequent of late in this country and people are tiring of them. The fair at Chicago was the best because it was the first for a long time and those that followed so fast after failed to reach its mark of success. The great fault, however, with the Jamestown show was that it was nowhere near ready on time. On the date for its opening, comparatively speaking, very little had been done. The Government pier which should have been ready then was not finished until October. The history building, one of the most interesting features inside the gates, was not completed until August. Other buildings were in an unfinished state in the spring and summer, when there should have been nothing uncompleted later than the last of April. That is why the patronage was so small. People went there in plenty in the spring and returning to their homes told their friends of the conditions which prevailed there and their friends decided to stay away. It is within bounds to say that the attendance would have been twice what it was if the managers had put things in readiness as they should have been for the opening. That there will be large losses under the circumstances is unavoidable. Probably it will be some time before another community seeks to celebrate anything, however important, in this fashion. When by and by another venture of this sort is made by all means let it be remembered that it is of first importance to keep faith with the public and be ready on the advertised date.

HELD VALID.

Dayton Computing Scale Upheld by Superior Court.

Judge Stuart, of the Superior Court of Grand Rapids, has handed down his decision in the case of Jacob A. Mohrhardt vs. Sealer of Weights and Measures, approving the Dayton scale, holding the local ordinance invalid and permanently enjoining the Sealer from condemning the scale. The full text of the decision is as follows:

The Computing Scale Co., of Dayton, Ohio, has for some time been manufacturing and placing upon the market through its selling agency, the Moneyweight Scale Co., several types of computing scales, and among others its No. 63, known as the Butcher's scale, which is constructed upon the principle of showing the value figures for the pound and its legal subdivision into ounces or multiples of an ounce, and the calculated values at given prices per pound are placed upon the chart in direct alignment with the weights for which such values are calculated. The scale No. 63, which is the one in controversy in this suit, gives the computed values only for even numbered ounces, that is, for two ounces or any multiple thereof. Scale No. 99 gives the computed values for every ounce and scale No. 88 gives the computed values for every half ounce. The weighing mechanism of this scale No. 63 appears to be all right, so that it weighs in pounds and ounces exactly and no fault is found with its weighing qualities, as I understand it.

It also appears and is conceded, I believe, that the computing device on this scale correctly and accurately computes and indicates the value of two ounces of the article weighed and each and every multiple of two ounces to within a fraction of a cent. It also furnishes, as it appears to me, an easy and ready method of computing the value of the odd ounces or fractions of an ounce of the article weighed, but does not profess to indicate on the scale by figures the values of the odd ounces or fractions, of an ounce. A demonstration was made at the hearing by a representative of a rival manufacturer, showing how by a dishonest reading of the scale, a dishonest value could be obtained on the odd ounces and fractions of an ounce, but I apprehend it would be difficult to devise a scale, either for weighing or computing, upon which dishonesty can not be practiced; in fact, when weighing an article without any computing device the seller can often make a mental computation giving a dishonest result which will not be noticed by the buyer and by which the seller will obtain a profit.

There appears to be another principle upon which computing scales are constructed, and that is the principle of dividing the pound graduate into as many parts as there are cents in the price per pound, regardless of the legal division of the pound into ounces, and the Dayton scales Nos. 131 and 140 are built upon this principle.

The objection that is made to scale No. 63 by the defendant, the Sealer of Weights and Measures, and for which it was being condemned, is, as I understand, that it does not indicate by figures on the scale finer or closer than the value of two ounces and multiples thereof and that it should indicate the value of ounces and, perhaps, fractions of an ounce, or that it should be graduated according to the last principle above given, by the number of cents in the price per pound.

It seems clear to me and easy to be understood by anybody who wishes to read the scale honestly that if the price is accurately shown for two ounces and multiples thereof, such as four ounces, etc., when the price for two ounces is shown, as the drum upon which the chart is mounted revolves to the figures for the next weight shown, namely, four ounces, it is easy to compute the price of the odd ounces or fractions by observing where the drum stops under the indicating line between these two sets of figures. If it stops just midway and two ounces are worth four cents and four ounces are worth eight cents, it seems clear that just halfway between would indicate six cents; a little less than halfway would indicate five cents, and a little more than halfway would indicate seven cents. To say that the moment the drum passes beyond the two ounce weight, and brings the figures for the price of four ounces partially in view before it reaches four ounces, the price must be taken for four ounces is absurd.

It seems to me, therefore, that if this scale, with the computing device attached, comes under the ordinance as "an instrument used in buying and selling goods, wares and merchandise," it can not be said to be incorrect so long as it gives the accurate computation as to price for the even ounces merely, or because the figures are left off for the odd ounces or fractions of an ounce, but is simply a question to what degree of fineness or closeness the computation should be made and placed upon the scale if used as a weighing and computing instrument.

The ordinance under which the defendant, the Sealer of Weights and Measures, was acting, and is authorized to act, was adopted in 1891 before computing scales had been used in this city at all and I doubt if it was ever intended that the ordinance should apply to computing scales, and while the ordinance was amended in 1904, the amendment, if it applies to computing devices at all, is not in my opinion sufficiently defined and full to authorize the Sealer of Weights and Measures to condemn the instrument, and, in my opinion, there is no valid ordinance in this city authorizing the inspection and approval or disapproval of these computing devices which would justify the Sealer of Weights and Measures in condemning an instrument like that in question in this suit; and if a scale weighs correctly and computes correctly, so far as it professes to, it would seem to me to be the duty of the Sealer of

Weights and Measures to approve it, and by saying that I do not mean to imply that if the computing device actually computed erroneously he would be obliged to approve of it.

The claim being made by the defendant, the Sealer of Weights and Measures, that the computing device should be graduated so as to show figures for the price of single ounces and possibly fractions of an ounce, when the case was first presented, it seemed to me that it was within the discretion of the Sealer of Weights and Measures to say whether the computation of the price for two ounces and multiples thereof was close enough or whether the machine should compute the price for single ounces and parts thereof, and that I could not sustain the bill for the reason that his judgment and discretion were just as likely to be right as mine and that this Court would not restrain from doing or compel the doing by an officer of a co-ordinate branch of the government that which rested entirely upon his judgment and discretion, if fairly and honestly exercised, and I have no reason to believe in this case that the Sealer of Weights and Measures had any other desire than to execute fairly and impartially what he believed to be the laws and ordinances of the city. On further reflection and examination of the matter, however, I believe under the authorities cited to me that it would be entirely improper and illegal to leave to the Sealer of Weights and Measures the decision as to what degree of fineness or closeness the computation upon the scale should be made to entitle it to be approved, or upon what principle it should be constructed—whether by dividing the pound graduate into as many parts as there are cents in the price per pound or by showing the value figures for the pound and its legal subdivision into ounces or multiples of an ounce upon the chart, which would put it in the hands of the Sealer of Weights and Measures to adopt a different rule for different persons, whereas the law contemplates that the same rule shall apply to all.

For this reason it seems to me that the ordinance under which the Sealer of Weights and Measures acts should specify all these particulars clearly, so that the officer may know definitely what is required and if he does not follow out the requirements the courts can then easily correct him.

The computing scale is a remarkable invention. It is a great aid to the merchant and its introduction should be encouraged and new laws and ordinances must be provided to meet the contingencies that arise in connection with it. An ordinance should be passed which should provide all the terms under which the officer shall act and should prescribe a uniform rule applicable to all of the class to which it is intended to apply. Whenever an ordinance vests in an officer discretion without furnishing to that officer a rule to govern his action, such ordinance is illegal.

For the reason, then, that we have

no valid ordinance, as it appears to me, applying to computing scales, which defines what the requirements of the computing devices on such scales shall be, I must hold that when the scale is found to weigh correctly and fully complies with the ordinance in that regard and the computation indicated as to the price of the article weighed is correct as to the even ounces or in any other amount or amounts upon which it is constructed, it should be approved and the Sealer of Weights and Measures will be restrained from condemning such a scale under the present ordinance. A decree may be drawn accordingly.

Mirrors as Detectives.

"It is not solely to please the lady patrons," said an interior decorator, "that mirrors so abound in shops. They serve another and more important purpose. They help detect shop lifters.

"If you should study the various watchers in the employ of big retail stores you would find that they don't watch the patrons directly. They look at their reflections in the mirrors.

"Of course, their watching, done that way, is unperceived. The shop-lifter glances at the watcher, sees that his back is to her, and secrets a pair of silk stockings in her shirt-waist. Then next moment she feels an unfriendly and terrifying tap on the shoulder, and the watcher, who has caught her by the mirror's aid, bids her sternly accompany him to the office.—New York Press.

A Rule of Thumb.

The thumb is a guide to a knowledge of the mental condition of the owner. He who is in full possession of all his faculties makes good use of his thumb, but wherever there is a tendency to insanity this generally useful and active member falls out of work.

A physician in charge of a lunatic asylum states positively that if you see a person whose thumb remains inactive—standing at right angles and taking no part in the act of writing, salutation or any other manual exercise—you may be sure that he has a diseased mind.

He may talk intelligently and appear sane in every respect, but undoubtedly a tinge of madness is lurking within his brain.

New Fuelometer For Automobiles.

Automobilists of France have decided that a combination fuelometer and speedometer is the next improved accessory that motor cars must carry. The national association of automobilists in France has instituted a competition for instruments designed to measure the fuel consumed by a car and at the same time to record the machine's speed.

The rules under which the competition will be held require that the instruments shall be universally adaptable to all machines. Competitors shall submit drawings of their inventions, and also must demonstrate them on cars under standard test conditions. The first prize is \$200.

TALE OF TWO TREES.

Object Lesson for Lovers of Our Fair State.

Written for the Tradesman.

It would give me keen pleasure to give you the complete tale of the two trees in the accompanying engraving, but, unfortunately, the early stages of growth were only known to the native Americans who sojourned in Northern Michigan and whose knowledge of and interest in trees was not of a character to be passed on to other generations.

This picture is a reproduction of a bit of ground on Walloon Lake, with its treasures of sylvan growth in evidence. The two trees which are most strongly in evidence belong to a generation of a forest growth which has been largely obliterated in our State. The wave of timber destruction in the interests of commercial lumbering has passed them by until now, and they had already been marked for the axe and the saw when Henry S. Jordan, of the Michigan Chair Co., who owns a farm and beautiful resort home adjoining the property upon which the trees stand, learned of the probability that very soon the value of these trees would be measured by the foot in lumber at the sawmill. He had been too long associated with these monarchs of the forest not to recognize a larger value than can be computed by this mode of measurement, and when he learned that they were about to be sacrificed he entered a protest and placed before the owners of the property, Cobbs & Mitchell, of Cadillac, a very graphic description of the values which would be realized by coming generations of tree lovers if these noble specimens of our virgin forests could be preserved for their highest use and influence. Wm. W. Mitchell gave thoughtful attention to the plea of Mr. Jordan and, in a communication to this tree lover, said that he would gladly direct that in the lumbering operations upon this tract this little group of trees should be preserved for generations to come.

It delights the heart of a genuine tree lover to recognize this bond of sympathy existing among men and which recognizes the value of beauty as a factor in this world for the betterment of mankind. These trees have already been admired by a great many resorters in that attractive territory tributary to Walloon Lake, but the numbers who will derive satisfaction from them and be inspired by them in the future, as these relics of our former forest greatness gradually pass into history, will be multiplied greatly as the years go on; and if these magnificent specimens can be retained for a few generations the men who were concerned in saving them for posterity will be remembered as benefactors.

Putting the matter entirely upon utilitarian ground, no investment could be made with the money taken for these trees to be turned into wood manufactures which would compare with the commercial values which will result from saving these splendid specimens of our primeval forest in the resort trade which will be

encouraged and fostered by their existence. This resort business is getting to be a tremendous factor in Michigan and it depends largely upon our clear waters and beautiful landscapes and especially upon the beauty and variety of the sylvan growth which borders the attractive lakes in the northern part of our Southern Peninsula.

As interested citizens of Michigan we do well to recognize this future industry, and especially is its importance magnified by the fact that while we are conserving those attributes of our State which are most greatly in the interests of this trade, we are adding to the beauty of our State and preserving to it values which can not be computed in dollars or bank accounts. Therefore, I say, all hon-

be a byword. The insanity defense was vigorously invoked in the case of Mrs. Bradley, recently on trial in Washington. The ease with which defenses can be found for murder makes people more reckless in committing it. Perhaps it was the American example which prompted a crime of this sort a day or two since in Spain. Judge Rojas of the Supreme Court was arraigned in Madrid Friday because he followed a prominent lady, accompanied by her son, into the theater and when he came close enough declared his love for the lady. The son resented the intrusion and thereupon Judge Rojas drew a revolver and shot the youth. Already there is a suggestion of insanity and the Judge pleads in extenuation of his offense that it was caused by "a force



or to men like Mr. Mitchell and Mr. Jordan, who are willing at some present sacrifice to recognize the great needs of the future and lend their influence toward making our Peninsular State true to the motto upon its shield. Chas. W. Garfield.

There is no telling how far-reaching an example is nor where it will be followed. A great deal is said about the power of example and it is something that is not easily overestimated. In this country it has come to be common to set up insanity as a defense for a murder when no other shadow of excuse is available. High priced experts coin new diseases and new names for them. For example, in the Thaw case people learned for the first time about brain storm, which since then has come to

of passion fanned by a lovely woman's coquetry." That is carrying it a step farther than brain storm, and if the Spanish incident is to form a new precedent then every lovesick man can go gunning for the relatives of any lady who is not willing to receive his attention. Probably when the judge is put on trial the American cases will be cited in his defense.

The man who tries to preserve his virtues by putting them in a vault always augments his vices by circulating them.

There is not a little comfort in remembering that the man who poses as an angel goes to join them shortly.

The abuse of worship as an end does not prevent its value as a help.

THE DEADLY PARALLEL.

The Roads To Business Success and Health Failure.

Written for the Tradesman.

America, "the land of the free and the home of the brave," excels all other lands in many things. Yes, in many excellent things. We are so informed by writers and public speakers and we believe it.

Quite frequently also we are told by those who are supposed to know whereof they affirm that "we are fast becoming a nation of dyspeptics." We can not deny the truthfulness of the statement because we know of no census of dyspeptics ever having been taken. We infer, then, that much of the laudable achievements and grand successes of our nation are due to dyspeptics. This is the logical conclusion.

The most popular theme of the present day is: Success. The person who is not exerting every power to become successful is of small account in the eyes of the world. Those who seek success are alert to gain all possible information to that end. Therefore writers and teachers in great numbers are trying to instruct the people how to attain success.

If so great a number of successful men are dyspeptics, or, so great a number of dyspeptics are successful men, is it not strange that these teachers of success do not advise taking the dyspeptic as a pattern and learn success from him?

Perhaps there is an impression that men are not successful because they are dyspeptics, but are dyspeptics because they are successful. In other words, dyspepsia is the price men pay to become successful. We fear that the latter is the real truth of the matter. If true, then success, although it appears pleasant and desirable to the beholder, is to the possessor like unto a luscious fruit which is beautiful on the outside but having decay at the core.

If we are determined to have success we should take into calculation that we must pay the price therefor, whether it be labor, study, economy, self-denial or something else. The price should not be the sacrifice of health. That is too much to pay for worldly success. But to be faithful to duty, to maintain honor, to defend the right, to save the perishing, even although health be sacrificed, is not too great a price for success.

The road to dyspepsia may not be the road to success, but the road men take to gain success may be the sure road to dyspepsia. If not the same road, then the two must often be parallel, and there is danger of men believing themselves on the sure road to success when, in fact, they are on the sure road to distress.

While men of experience and men of theories are racking their brains to point out the road to success, let us consider the parallel road—the road to dyspepsia.

How, then, do men become dyspeptics? First, heredity, although not strictly necessary, helps greatly. With a tendency to dyspepsia in the family progress is more certain unless special precautions are taken to overcome this tendency.

Ignorance is another factor—ignorance of the ordinary rules of health. Children are not taught what to eat, when to eat nor how to eat. Parental discipline is lacking in the home, and children eat things which they should not be allowed; they eat when they should not and in ways they should not. Certain foods are provided because the children desire them, not because they are the most healthful and nourishing.

Again, many parents do not seem to realize that some children require different food from others, nor that food which is proper for the adult may be improper for the child; but all are compelled to subsist on the same fare. Many a family breakfasts on boiled or fried potatoes, fried salt pork, buckwheat cakes, grease and coffee, when it would be no more trouble or expense to have baked potatoes, eggs, cream, milk gravy, cocoa, oatmeal and other food more enjoyable and more nourishing for the children at least, and probably so for all. If working men insist upon meat, griddle cakes, coffee and such hearty food it is not wise nor always necessary to force upon children that which they do not relish and which does not supply their needs. Many a boy or girl would prefer bread and milk and be better nourished than with the more expensive food which is furnished them.

Children of prosperous farmers in some cases get only skimmed milk when they get it at all. And as for cream, it is too extravagant to use it even for tea or coffee.

The habit of over-indulgence in eating is many times really forced upon the child. The mother takes pleasure in seeing her family eat—the more the better. On top of a sufficient quantity of well cooked, nourishing food they are expected, are urged, are persuaded to eat pie, cake, pudding, and the like, until all are uncomfortably full.

Company dinner is another cause of dyspepsia. The one who eats plain, healthful food in reasonable quantities at other times is tempted to overeat when a grand dinner is provided. The visitor—man, woman or child—who does not partake of every dish offered is not showing due respect to the host or hostess. The partaker really makes a martyr of himself to gratify the pride of the provider. The failure to eat heartily, except one pleads illness, may displease.

The young man who spends half the night in "bumming around" wants a second supper before he goes to his room, and then, if he must go to work in the morning, he forces down a breakfast without relish or benefit.

But why try to enumerate all the causes of dyspepsia? We know that too rigid discipline of parents, insufficient food, impure air, lack of exercise, overwork, exposure to intense cold, thin clothing and other causes which are sometimes beyond the control of the individual are responsible for this serious malady as well as vicious habits or the hurried, worried, feverish state of the business man

in pursuit of financial gain or worldly success.

Despise not the dyspeptic; he may not be such because of his own folly. And if he is, it can do neither you nor him any good. The ways that lead to this undesirable condition are numerous and no one knows how soon he may find himself therein, unless he takes note of his course and determines to avoid it if possible. Beware of the deadly parallel.

E. E. Whitney.

In the Planting Season.

S. F. Hood, of the Department of Agriculture, at a dinner where he was the guest of honor, told a seasonable agricultural story, a story that should appeal to all suburbanites.

"One beautiful spring morning," he began, "a suburbanite looked suspiciously over his hedge and said to his neighbor:

"Hey, what the deuce are you burying in that hole there?"

"The neighbor laughed—a harsh, bitter laugh.

"Oh," he said, "I'm just replanting some of my nasturtium seeds, that's all."

"Nasturtium seeds?" shouted the first man, angrily. "It looks more like one of my Buff Leghorn hens."

"Oh, that's all right," the other retorted. "The seeds are inside."

One of the worst hypocrites is he who appears to prosecute sin while he is accepting its retainers.

Care

killed a cat. Lack of human intelligence caused its demise.

Men and women can avoid a like fate if they

"Use the Bell"

IT
PAYS



CALL
MAIN
330

Sherwood Hall Co., Ltd.

Jobbers of

Carriage and Wagon Material

Blacksmiths' and Horse-shoers' tools and supplies. Largest and most complete stock in Western Michigan. Our prices are reasonable.

24 North Ionia St.

Grand Rapids, Michigan

When You're Doing Your Christmas Buying

At Grand Rapids, remember that the most practical and appreciated gift of all is some article of furniture for your home.

Here the Furniture Is Right

Here the Price Is Right

Here the selection is greater than that of all other furniture stores combined.

Klingman's Sample Furniture Co.

Opposite Morton House

Ionia-Fountain-Division Sts.



Putnam's Menthol Cough Drops

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

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

One Full Size Carton Free

when returned to us or your jobber properly endorsed

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

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



Little Chats With Live Shoe Dealers.

What is it about shoes that interests the largest number of people? Is it comfort? Is it style? Is it length of service? Or is it a commingling of all these features?

People generally have preconceived ideas of what shoes should be; i. e., the shoes they wear. It is comparatively an easy thing to interest them in shoes which embody features they like. It is sometimes a ticklish proposition to overcome prejudice against a given shoe. The veteran speaks with evident wisdom when he says: "It's up to the retailer to diagnose the public's symptoms and prescribe accordingly."

But diagnosing—Aye, there's the rub. The public has so many symptoms, you know.

Economically considered it is easier to supply an existing demand than it is to create a new demand and then proceed to supply it. But it may be urged that this advice while good in the main must not be interpreted too literally. Is the shoe veteran out after "easy money?" Doesn't he owe the craft some good, faithful work by way of creating better conditions, by disseminating shoe knowledge, by lifting the shoe-buying public to higher ideals with respect to their footgear?

And what prophet will guarantee that the demand of to-day will persist through tomorrow, next week, next season? Mayhap the ones that move tardily to-day will enjoy tomorrow's call.

Get the good sellers always, and rejoice by all means in the rapidity with which they move. But it is well to remember that other shoes can be put into the category of good sellers if they are backed up by a strong and well-advertised publicity campaign; and it may be that these potential sellers of to-day (actual sellers of to-morrow) are inherently stronger and better than to-day's favorites.

In your publicity programme—and that includes your face-to-face talks with your customers and your window displays as well as your newspaper advertisements, posters, circulars, inserts, booklets and the like—proceed upon an intelligent and methodical basis. Remember that a shoe is capable of being exploited in a variety of ways, and that the shoe exploited should determine the manner of its exploitation. Remember that a shoe, although designed and built primarily to clothe the foot and protect it from the asperities of life's pathway and the inclemencies of the weather man, is nevertheless capable of a rich and meaningful variety in the matter of featuring this obvious utility. The age, occupation, or social status of the wearer or the individual peculiarities of his own pedal extremities will determine largely his ideals of what a shoe ought to be. As to whether a cus-

tomers requires shoes made up of soft vici and built on the broad-toed orthopedic lines, or prefers a dapper patent colt button blucher with military heels and pointed toes, will depend upon his age, sporting proclivities, bank account and the like. Rough, outdoor work demands a style of footgear suited to its needs. The peculiar blemishes of specific pairs of feet make certain demands. All of these considerations—and a host of others that might be mentioned—have a tendency to multiply leathers and lasts.

Such variety must needs be. You must keep an assortment of shoes sufficiently varied to meet many different calls. But the point is you should understand how to exploit these varied shoes to the best advantage—giving each a boost in season and a seasonable boost—and making dead sure at the outset that you have a shoe that is eligible to this boosting process.

Variety in the assortment of shoes you carry is not sufficient. Anybody most who knows good shoes and the people who make them can buy more or less intelligently. But not everybody can sell shoes. The ability to meet and supply the shoe-needs of your customers is assuredly an important thing. But it is a great trick to be able to focus the peculiar and special virtues of a certain pair of shoes upon a man in such a way that he can not refrain from walking off with the shoes. The shoe may have a latent message, but it's up to you to disengage that message, to detach it from the shoe and inject it into the system of the man to whom you are trying to sell that shoe. That is salesmanship. It may be done in the store; if it is done through some printed medium, as a circular letter or a booklet, or through a newspaper, it is called advertising. To be well done it must be done in a compelling manner; it must be fairly alive with persuasive, insistent, will-moving qualities.

This implies that you have a positive message on shoes for the shoe-wearing public. Don't mince, don't go haltingly, don't devitalize your message, and render it trite and unconvincing, by sticking stock-still in a stereotyped mode of expression. The positive man speaks a message in his own language. His very style has an individual flavor. And the positive man sells the shoes. Why, bless you, a positive man can sell heated ozone in the tropics. He can sell anything, anywhere, to anybody. The sheer enthusiasm and predatory aggressiveness of the man makes people open their eyes and drop their lower jaws. He captivates them; holds them as with the spell of some occult charm. When he writes things iron tinctures his ink. His sentences are like successive blows. His words sparkle. His very dashes and commas are alive and aglow. There is a man back of the message—and you know it. That man knows his proposition—and you know that, too. Out of the fulness of his knowledge and awareness he speaks with a force that carries everything before it.

If a shoe merchant with qualities

The Best Yet

Boys' Holdfast Shoes

The Kind That Wears

A strong shoe made up on new, snappy up-to-date lasts is what catches the boys. Wayne made shoes combine both. They protect the feet and please the eye. ❁ ❁ ❁

Wayne Shoe Mfg. Co.

Fort Wayne, Ind.

Our salesman will be pleased to show you



Lots of Wear at a Price That's Fair

Our boys' and youths' shoes are long lived under extra hard usage. Every day, hard wear quality considered, they are the cheapest good shoes manufactured.

Our boys' and youths' Hard Pan, Oregon Calf, Kangaroo Calf and Box Calf Star Lines will solve your school shoe problem by giving your patrons better value for their money in wear, style and fit than they have ever had before.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

of that sort sends out circular letters or booklets into the rural section it sets the natives talking about the man and his shoes. His booklets are treasured as souvenirs. He wins trade and competes successfully with the big catalogue houses for the country trade. He is a man to be reckoned with, for he is a born winner.

Be practical as well as positive. Shoes are a practical personal commodity. They are designed and built for the everyday of life. The poets do not poetize much on the subject of footgear. In talking up the good qualities of your shoes you had better do it in a practical way.

Suppose, for instance, you make it a rule—and have the men on the floor make it their rule, too—of handing out some practical hints on the care of shoes. Show them how a little care and forethought on their part will keep the leather soft and pliable, thus prolonging the service of the shoe, its shape-retention and its comfort. High-class shop talk can be built out of that sort of stuff, and it applies either before or after the sale. And it applies in the literature you send out quite as effectively as it does in oral discourse. Indeed, you can build up quite an interesting and apparently innocent little discussion on the proper care of shoes (with an advertisement of your shoes as a climax), and send it out to your trade—and prospective trade.

You can begin that little story with a statement to the effect that shoes, of all personal effects, are perhaps most grievously sinned against. If the shoe could tell its tale of woe it would be one horrible nightmare of shameful and abusive treatment. If it's a shiny shoe the lustre of it is dimmed long before the real usefulness of the shoe has departed—dimmed not because of any defect in the leather, but dimmed because of wrong treatment on the part of him who wears it. Its surface is allowed to crack and peel. And why? Because it has become dry and hard and lifeless. It has positively cried aloud for dressing, but no dressing was forthcoming. It was allowed to stand for days with a plaster of mud upon it. It has been kicked and scuffed and in some instances chewed by the pup.

If dressed at all, it has often been poorly dressed—or dressed with an injurious preparation. Perhaps its lustre has been dimmed by the application of grease or oils—which never ought to be applied to leather of this sort.

Or maybe the shoe has not been given a chance. It has been worn continuously. The heels have been rounded, thus throwing an abnormal strain on certain parts of the shoe. Slight defects such as a gaping of the outer sole under the instep—which readily fills with mud and moisture—have been allowed to go unremedied.

Or the shoe has not been treed. Thus no intelligent effort was made to help the shoe retain its shape and prolong its days of beauty and service.

It is easy to be seen how one could build up a very interesting and a very

valuable story on the care to which shoes are entitled. It would have an advertising value for the man who put it out.

What an inspiring title for an insert—How to Avoid Foot Troubles! In this age of corns, bunions, broken-down arches and other malformations to which the human foot is heir, how eagerly received would such a message be! And of what advertising value!

Start right in your dissertation. Show how important a well-fitting shoe is. Enlarge upon the necessity of giving the foot room. Insist on length enough and sufficient width. Tell of the importance of a flexible sole and a strong, dependable shank.

Point out the value of relieving the feet occasionally—especially in the summer time—by changing one's shoes.

Suggest that for perspiring feet a bath to which a few drops of ammonia have been added is the best remedy, and should be followed by a vigorous massage.

Make the man with soft, sensitive, tender feet your friend forever and a day by telling him that a little alum water will help to harden his feet—especially if the bathing be frequent, and in cold water.

Show the value of foot powders of the proper sort—thus incidentally boosting a commodity of your findings department.

But why elaborate? Surely these hints are sufficient to the wise.—Cid McKay in Boot and Shoe Recorder.

All Nature Fakes.

After a careful and impartial consideration of all the evidence bearing on the subject, the Investigating Committee reports that notwithstanding their long life and apparent respectability the following are undoubtedly nature fakes:

The bull in the china shop.
The wolf at the door.
The fly in the ointment.
The dog in the manger.
The fish out of water.
The bee in the bonnet.
The flea in the ear.
The rat that was smelled.
The chorus girl's lobster.
Pigs in clover.
Horse and horse.
Time flies.
The welsh rabbit.
The man on a lark.

An Eye To Business.

A 7-year-old boy in Kalamazoo is very much interested in his father's business, which is that of an undertaker. One evening his father and mother took him to the theater. The play was so thrilling that it drove sleep from even his young eyes. He sat entranced until the curtain was about to fall on the last scene, in which the hero was most tragically killed. At sight of the motionless form on the stage the boy was suddenly seized with an eye to business. Turning eagerly toward his father, he piped out in a childish treble that could be distinctly heard in the solemn hush that reigned throughout the house:

"Say, papa, will you get the job?"

Christmas

will soon be here and you will need slippers to supply your trade. We are the people who can stock you up. We have a full line of Men's

Everetts, Romeos and Operas

Our salesman will gladly show you samples. Write us to day. It's up to you. Buy Now.

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

State Agents for Hood Rubbers

Special

Atlas Rubber Boots
Duck Vamp Rolled Edge
Men's Sizes \$3.04

Rhode Island Duck Vamp
Rolled Edge Rubber Boots
Men's Sizes \$2.74

We carry a full line of
"Glove" Brand Rubbers

Hirth-Krause Co.

Grand Rapids, Mich.

THE BLAZE AT HELM'S.

How a Merchant Freed Himself from Suspicion.

Written for the Tradesman.

Insurance rates at Baylor were altogether too high. Some of the business men refused to have anything to do with the insurance agents, and others met in excited session and denounced the greed of the big corporations.

The insurance agents had little to say in reference to the accusations and the loss of business. They refused to argue the point.

"If you want lower rates," one of them said, at one of the meetings, "fix up a better water system and buy some modern fire-fighting apparatus. And, another thing, set your sheriff and your prosecuting attorney at work hunting out the causes of these frequent conflagrations."

"You talk as if we set fire to our own stores!" said one of the merchants, hotly.

"I inferred nothing of the sort," replied the insurance man. "You must admit, however, that there have been a good many fires here, and that some of them were of unknown origin. There may be a firebug in town, for all I know. Anyway, the village rests under suspicion at headquarters, and you can't get better rates until you take some steps to protect your own property, and also to explain some of the fires."

"It strikes me that you are mighty frank in your statements," said the other. "You admit that your people regard us as a pack of incendiaries! I think it is time that we took up some other companies. You agents haven't got all the good ones."

"You can't better yourselves," was the reply, "until you arrange to fight fire successfully, and to stop these mysterious conflagrations. All the companies are agreed as to this."

"It looks as if we were up against a combine," said the merchant, "and not only that, but we are looked upon as law-breakers!"

From the date of this meeting the relations between the insurance men and the merchants were anything but cordial. There had been some bad fires that could not be explained, and it was natural that the companies should be careful. There was a haze of suspicion over the entire business community, and the dealers were mad—not provoked, or indignant, or merely angry—they were mad clear through!

Just at the height of the excitement Helm's drug store took fire one evening and burned to the ground. To add to the scene two young men rooming at the back of the building, on the third floor, were rescued with difficulty and in a burned and blackened condition. Only for the bravery of the firemen they would have lost their lives.

The morning after the fire there were ugly rumors afloat concerning Helm. It was whispered that he was badly in debt, on both stock and building, and that both were heavily insured. It was also declared that he had been seen coming down the stairs, out of the oil room on the

second floor, rear, not ten minutes before the fire was discovered in that very room.

The sheriff and all the constables and night watchmen having police authority were very active in the case, and for a time it looked as if Helm would be at once arrested and thrown into prison. This would have been serious, for, with the feeling at fever heat against him, it is doubtful if he could have procured bail.

The talk was of arresting him on charge of setting fire to an inhabited building in the night time, and not for plain arson. Under the laws of Michigan a person convicted of setting fire to an inhabited dwelling in the night time may be sentenced to prison for life. The friends of the two young men who had narrowly escaped death were in favor of this course of procedure, but the officers held off and awaited developments.

In the meantime Helm was in despair. Notwithstanding stories told against him, he had lost by the fire, not only in stock, but in business, for he feared that rival druggists would lick up his trade before he could get on his feet again. Besides, with all the ugly rumors afloat, it was doubtful if the insurance men would pay the policies.

This would ruin him entirely, and he went home and remained there, blue and discouraged. No one informed him of what was being said, but he knew from the attitude of his former friends that there was something in the air. It is a dirty, mean, contemptible trick to slander a man behind his back, but it is done every day by people who claim to be the friends of the people they are slandering.

At this stage of the proceedings Helm's wife braced him up, showing him what the result of inactivity would be. So he went to Chicago—followed by a cute night watchman who thought he was running away—and in a few days a mild-looking young man came to the little village to solicit subscriptions to a popular magazine. This is what the mild-looking young man found:

1. The insurance companies laughing at the idea of paying Helm's policies.

2. The officers skulking around Helm's residence, night and day, to see that he did not run away.

3. The business men of the town angry at Helm. They declared that it was just such men as he who were keeping up insurance rates.

When the mild-looking young man, Kenton by name, found out how things stood he went directly to Helm and told him that he must have a few questions answered correctly.

"Were you in the oil room on the night of the fire?" he asked, and Helm admitted that he had been there not ten minutes before the alarm sounded.

"Was there any one else in the building?" asked Kenton, and Helm replied that the only ones he knew of being there were the two young men who had a bachelor den on the third floor, over the oil room.

"Were they at home?" asked Fenton, and Helm said that he knew they



Our Sales Manager Says:

Tell the merchants about "The Bookkeeping with the bother left out." Tell them that our system eliminates night work, forgotten charges, posting, re-writing, disputed accounts, misunderstandings, unreasonable credits, slow collections, work, worry and trouble. Tell them that it saves money when it saves time, when it saves hitherto forgotten charges, when it stops unreasonable and unauthorized credits, when it inspires confidence, when it wins trade, when it does away with disputes, and, BY THE WAY, tell them that it makes money, actual, real money, laid right down in their fists, 20, 50, 80 or 120 per cent. per annum, just as they may elect; that it keeps right on making it year after year, without trouble or expense. Tell them this feature is unique, and is not possessed or even approached by any other Account Register in the world. Ask them if it isn't foolish to buy anything else when the American, the best one in every sense, pays for itself, lifts itself on their counters by its own boot straps, and stays there by virtue of its actual deeds.

Our Mechanical Engineer Says:

That it is built right; of the right material; on the correct principle; made to last; leaves of aluminum (almost as light as paper) which does not corrode or rust, pivoted at a common center by means of slideable bars, made of cold rolled steel, nickel plated (basic and intermediate patents owned only by us); that on these leaves are mounted torsion binders (not springs) that can not wear out and that automatically adjust themselves to any load (patented separately and in combination with the Account Register, and said patents owned by us and us only); that when the register is operated four things occur: First, the account is disclosed. Second, the alarm is sounded, showing that the register is operated, a check on the alarm on your Cash Register as well. Third, the light turns on. Fourth, your goods are advertised by moving signs, worked automatically, changed every time you make a credit sale. You are paid for displaying these signs, and, of course, make your profit besides on the goods which this display helps you to sell. These features protected by patents owned exclusively by us. He says that, by virtue of our patent arrangement, the bank holding the accounts can be instantly removed and placed in a safe, occupying but very little space. He says that all exposed metal parts are nickel plated to add to the appearance of the register, and to prevent the rusting of those parts, and he asks if anybody else does this. He says that it is built to win a reputation and that it is doing it.

Our Designer Says:

Don't forget the beauty part, because that will be a joy forever and must not be overlooked, and we presume that he is right. Anyway beauty the American has, and as "Beauty is as beauty does," beauty it will always have.

We all Say: See the American and be convinced.

The American Case
and Register Co.,
Alliance, Ohio.

Cut off at this line and send to us.

Send additional information about the American Account Register and System.

Name

Town

State

J. A. Plank, General Agent, Tradesman Bldg.
Grand Rapids, Mich.

McLeod Bros., No. 159 Jefferson Ave.
Detroit, Mich.



No. 812 H. B. Hard Pan

Made with horsehide bellows tongue, heavy outside back stay and full length inside horsehide stay. Channel Standard Screw fastened. Also made in Congress. Carried in stock.

Never Cry Over Spilled Milk Catch Another Cow

Like all other business propositions, the shoe business is a matter of dollars and cents in profits. When the complaints get too thick drop the shoe that's making the trouble and try a line of "H. B. HARD PANS" for the trade that you must give extra good values—the boy customers, the workingmen and farmers, the class of trade that puts the heaviest strain on any shoe. Orders for delivery right now are receiving prompt attention. Let us put you on our list of strong, money making merchants who are selling the original H. B. Hard Pans.

Herold-Bertsch Shoe Co.

Grand Rapids, Mich.



were at home for he heard them talking and smelled cigar smoke.

"Why did you go to the oil room?" asked Kenton. Helm replied that it was to open a window for ventilation purposes. He said that the atmosphere of the place after the windows had been shut all night was enough to smother a man, so he usually opened one of them before going home for the night.

"What was under the window you opened?" asked Kenton, and Helm replied that there were oil cans and oil barrels there, and admitted that the floor was not too free from the inflammable stuff. There was no screen to the window, no blinds of any sort.

"The building was on the southwest corner of two streets?" asked Kenton, and Helm replied that it was, and that the window mentioned, as well as the ones opening out of the bachelor quarters above, faced the south, from which direction on that night a strong wind was blowing.

"This is too easy," said Kenton. "It is a shame to bring a man from Chicago to solve a baby puzzle like this. Why didn't you keep your head, old man?"

"You solve it satisfactorily to the officers, and the insurance men, and the fool friends I used to have here," said Helm, "and I'll give you a thousand dollars when the policies are paid. First thing I know they'll have me in jail if you don't do something."

"All right," said Kenton. "I'll fix you out to-night. I saw something to-day that gave me an idea, and I'm giving you the benefit of it."

Kenton left Helm feeling light of heart and went to the boarding house where the two young men who had been rescued so heroically by the firemen were sitting, rolled in bandages and practicing profanity on the absent Helm. The detective walked in on them with a cigar in each hand and one in his face.

"You fellows are cursing Helm," he said, "and I've just come from Helm and he is cursing you. He says you burned his store!"

This was a bold break for Kenton, but the young men did not take it seriously.

"He'd better talk!" one of them said. "We have an idea who set fire to the store."

"By the way," said Kenton, "why didn't you fellows get out quicker that night? You were up and dressed when the fire occurred. Didn't you smell the smoke? Burning oil isn't exactly a perfume."

"We were sitting by the open window smoking," replied one of the men, "and did not smell smoke until the stairs were on fire. Our escape was cut off. It isn't Helm's fault that we're not dead. Well, he'll get his pay!"

"And you smoked cigars there by the window?" asked Kenton. "Yes? I thought so, and you lighted them and threw your matches out of the window to the street? Of course you did! You usually did that when the window was up? Of course!"

"What are you getting at?" asked one of the men.

"And one of the matches you threw

out lived in the face of the wind and blew in at the open window and struck on the oil-soaked floor, and—there you are!"

"Mother of Moses!" shouted one of the men, springing to his feet. "I guess you are right! I remember now that I noticed some of the matches burning after they left my hand! The wind was from the south, and one must have blown into the room below. Well! What do you think of that?"

"I think that you ought to be more careful!" said Kenton, mildly. "And your business men ought not to be so willing to accuse a man of being a criminal. If I were in Helm's place I'd leave the town. People did all they could to ruin him."

But Helm did not leave the town. He jumped about nine feet high when Kenton made his report, collected his insurance, and went to work on a smaller block. But the excitement of the time, nursed by previous mysterious blazes, the suspicious nature of the insurance men, the anger of the merchants at high premium rates, and the meanness of human nature in general, might have made a combination which would have shut him up in prison for life! He couldn't overlook this, but he cut the ones who had been most violent against him and forgave the others.

"Some of the other mysterious fires might be explained in the same way," he said. "Say, but that was a close call for me!"

Alfred B. Tozer.

Origin of the Dog Watch.

The "dog watch" on shipboard is either of the short spells from 4 to 6 o'clock in the evening or from 6 to 8 to break the monotony of the regular four-hour watches, so that the same men will not stand watch during the same hours every day. If, however, you should ask the most nautical person of your acquaintance, or, indeed, all the nautical people you know, why this is so called, you would probably find them unable to tell you.

The true answer is this: Dog watch is a corruption of dodge watch. The dog watch was introduced to prevent the same men from always keeping watch the same hours of the day; hence on these occasions the sailors are said to dodge the routine, or to be doing dodge watch.

The Motive.

"I will ask you now," the attorney for the prosecution said to the witness, "if the defendant in this case confessed to you his motive in shooting the deceased?"

"Hold on!" interposed the attorney for the defense, "I object!"

"I only want to find out whether—"

"I object!"

Legal wrangle of half an hour.

"The witness may answer," ruled the Judge.

"Now, then, sir, I will ask you again. Did or did not the prisoner confess to you his motive in shooting the deceased?"

"He did."

"What was it?"

"He wanted to kill him."

OFFICERS—DIRECTORS RESIDE ANYWHERE

ARIZONA corporations can keep offices and do business anywhere. No franchise tax. Private property exempt. Complete incorporation \$50. RED BOOK of full information and annotated laws FREE. Valuable work on "Corporate Management" given each company.

THE INCORPORATING COMPANY OF ARIZONA Box 277-L Phoenix, Arizona

References—Valley Bank and Home Savings Bank.

"Mishoco" New Specialty Shoe for Men and Boys

Made in all Leathers

Snappy up-to-date Lasts

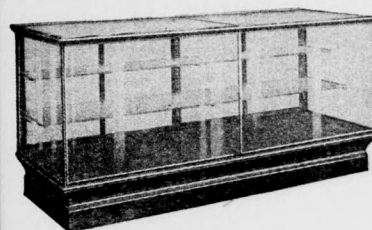
Men's Goodyear Welts, Retail \$3.00 and \$3.50

Boys' English Welts, Retail \$2.50

All Solid Leather

Michigan Shoe Co.

Detroit, Mich.



Our Crackerjack No. 25

Write for our catalog A.

Non-binding doors and drawers, non-warping pilasters and frames. Great improvements for our wall cases and show cases.

We guarantee that it is impossible for a door or drawer to bind under any climatic condition.

Do you realize what this means in the wearing qualities of fixtures? 1,000 cases in stock, all sizes and styles.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.

The Largest Show Case Plant in the World



Whenever Ben-Hurs Are Smoked There Is Harmonious Satisfaction

A man asked us the other day if we never tired of singing our Ben-Hur song; we came back at him and inquired if he ever wearied of smoking Ben-Hurs, and he confessed that he had used them exclusively for fifteen years and was more fond of them now than ever.

When wreaths of smoke from Ben-Hurs cease to frame faces of gratified smokers then it will be time to turn the music off; but it strikes us that the success of the Ben-Hur Cigar is in perfect unison with the most fulsome song of praise with which we can carol its triumphs.

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

BEN-HUR CIGARS MADE ON HONOR
SOLD ON MERIT

WORDEN GROCER COMPANY

Wholesale Distributors for Western Michigan

IMPLEMENT DEALERS.

Gradually Gaining in Membership and Influence.*

Our constitution requires that our Secretary shall make a detailed report covering the work of the Association at each annual meeting. There are many things, however, which the Secretary has to do which can not be enumerated in such a report. So much depends upon whether the Secretary is seeking to gather and distribute to members information and facts that have to be sought for, or whether he simply gives out such information as goes to his office without seeking.

We have made several attempts during the year to secure increased membership. At our Grand Rapids convention it was voted to rescind the motion giving our honorary members \$1 commission on each new member secured by them, and which had not been fruitful of satisfactory results. Some honorary members thought more would be done by them without the commission than with it, but we are sorry to have to report that not a single member has been secured directly by an honorary member.

Acting under the direction of your Executive Committee we employed Mat. Murphy in April to solicit members, but he was taken sick and only worked about two weeks. During that time he secured three new members and seven renewals.

We also made an arrangement with Frank Miller whereby we were to pay him \$10 a month for soliciting members while engaged in his regular work. We paid him for two and a half months' time, and he secured four new members and two renewals.

In August we made an arrangement with George M. Graham, who had been very successful last year in securing new members, and he worked about a month with the result that he secured fourteen new members and nine renewals.

With the exception of our letters, this has been all the work that has been done this year toward securing new members.

We had for 1906 198 honorary and 208 active members. For 1907 we had at our convention at Grand Rapids 94 renewals and new members, and have received since then 100 new and renewals. There are 156 of our 1906 members who have not paid their dues, making our present membership 350 and 183 honorary members. In this connection I wish to say that we think it impossible to get new members or the old members to pay up by correspondence, and hope the new Board of Directors will find some more effective way of securing them.

On December 15 we sent a letter to all of our active and honorary members calling attention to the offer of the President of \$25 cash for the best plan suggested to increase our membership; also to the honor roll, dealers' list, advertisers, annual dues and complaints. I do not know how many suggestions our President

got for increased membership, but have not been advised that any one secured the \$25 offered and we did not receive over a dozen letters in reply to this letter.

On Jan. 24 we wrote to each of our members informing them of the appointment of our President as State Railroad Commissioner and asked each one to use his influence against the passage of a bill which was introduced in the House of Representatives requiring filing of contract notes. Also to use his influence against the prison twine plant project and sent to each member a pamphlet of information regarding the prison made twine. Also calling attention to the advertisers in our souvenir programme, and the request for a new list of all the regular dealers in his county and also asking our members to try and interest other dealers in their county. To this letter we received not over half a dozen replies.

Through the influence of our President and Legislative Committee the bill for the filing of contract notes was not reported out from the committee who had it in charge.

On March 1 we sent a letter to all of the retail implement and vehicle dealers in the State, about 1,000, asking them to join the Association and co-operate in the work by writing to their Senator and Representative against the prison twine bill and contract note bill. Also advising them of some of the work done and plans of the future of our Association. As a result of this letter we secured six new members and eighteen renewals.

On April 20 we sent another letter to all the dealers in the State, giving fourteen reasons why our Association was worth their joining and supporting, any one of which would be worth many times the cost of membership. As the result of this letter we received four new members and six renewals.

On June 10 we sent a letter to our members urging them to use their personal influence in securing members. Also informing them of the death of W. W. McClelland, of Birmingham; telling them of our efforts to secure pledges from the carriage manufacturers of this State not to sell their goods to catalogue houses, direct to consumers or to irregular dealers. Also asking them if they wished to secure this information and that in regard to complaints, so far as the same were adjusted. To this letter we received only five or six replies.

At a meeting of our Board of Directors, held at Grand Rapids Oct. 4, it was decided to issue another souvenir programme, and the Committee in charge of same was composed of L. C. Mount, Homer; E. J. Morgan, Cadillac; Wm. Goodes, Flint.

Since that time we have been very busy with the programme, and as the time was very short it was thought best to employ an advertising solicitor because of the difficulty of getting replies from manufacturers, and by instruction of the Programme Committee we employed a man for three weeks at an expense of \$109.70. He undoubtedly secured con-

tracts for more than that amount, which could not have been secured by mail.

The additional expense attached to the work of the programme, aside from the printing and postage, was about \$25 for office help. We have written to about 300 manufacturers for advertisements, and some of them four or five times, with the results as shown by the programme in your hands.

You will notice from the Treasurer's report that we have sent the Federation our dues for 177 members.

In regard to carriage manufacturing will say that we have in this State twenty-seven manufacturers of carriages and cutters and two jobbers of the same to whom we have written several letters, and the following have agreed in writing not to sell any of their goods to catalogue houses, direct to consumers or to irregular dealers.

While our Association was not able to turn the tide in favor of the prison twine plant, we did secure a change in the bill whereby the marketing of the product is left with the Board of Control and the Warden of the prison, and we are in hopes to be able to influence these gentlemen to see the justice of marketing the twine through the regular channels of trade, instead of direct to the consumers as the catalogue houses do business, which is an injury to the retail dealers of the State.

The bill which was introduced by our Association requiring labeling of each ball of twine in the State with the kinds of materials used and the average length per pound, with a heavy penalty for the violation, was not reported out from the Committee to whom it was sent and we believe that such a bill can be enacted as will benefit all of the users and legitimate dealers in binder twine if each member of this Association will do his part to have such a bill passed.

In closing this report we wish to speak of the great honor to our Association and its most worthy President in the election of Honorable C. L. Glasgow to the presidency of our National Federation of Retail Implement and Vehicle Dealers' Associations, and also to speak of the great amount of time and valuable services and prompt attention rendered our Association by Mr. Glasgow from its organization to the present time.

How the Judge Viewed It.

Even a judge on the bench likes his joke.

A man whose name is Waters was arraigned in a Bilville court on a charge of assault and battery.

"What did you do to him," asked the judge, "to make him assault you?"

"We wuz at dinner," was the reply, "an' we got into a dispute, an' all I did wuz to hit him 'side the head with a corndodger, an' a week arterward he come back an' beat me up shameful!"

"Well," said the judge, "you know what the Scripture says: 'Bread cast upon the waters will return to you after many days!'"

Japs Never Take Cold.

With the approach of chilly weather people are becoming fearful lest they should take cold after a hot bath, but this opinion is unable to reconcile itself with the immunity of the Japanese from colds. There are many public baths in Japan, but nearly every private house has one either in the house itself or adjacent to it.

The ordinary bath consists of a large wooden tub, oval in shape and fitted with a cover. Before he enters the tub the bather thoroughly lathers himself from head to foot and washes the suds off by means of a wooden ladle or dipper. He then sits in the tub immersed to his very chin for several minutes, enduring a degree of heat by which a European would be well nigh parboiled.

When Japan first began to study the methods of Western nations the excessive heat of the baths was strongly condemned, and a law was made that the water in the public baths should be only moderately heated. This caused great discontent, so a committee composed of European and Japanese medical men was appointed to decide the question. The verdict was in favor of the national custom, which was pronounced to be not only harmless but beneficial.

The high temperature of the water was said to open the pores of the skin thoroughly, even without the use of soap, and a healthy action of the skin and cleanliness were secured which it was impossible to get with any amount of washing in cold or so-called hot baths.

These Theorists.

Senator Platt, seated on the porch of his hotel at Manhattan Beach, condemned certain new trends in politics, says an exchange.

"Theories, theories," he said, with a wave of his hand. "Theories and theories—they are apt to err, very apt to err."

Looking out at the white beach and the sunlit blue sea, he shook his head and chuckled.

"Theorists go mad," he said, "over their theories. You know the theory that Bull wrote 'God Save the Queen?' William Chappell and Joshua Maidwin were the most ardent supporters of the theory, but one day they found an inconvenient entry in a rare old Tudor manuscript that threw the gravest doubt upon their claim.

"In this case what did they do? They clubbed together, bought the manuscript and burned it with great secrecy, solemnly ejaculating:

"Thank goodness, we have now got rid of that objection to our theory."

A Few of the Best.

"Speaking of horses," said the English tourist, "what particular breed do you consider the best in this country?"

"Oh, we have so many to choose from it would be difficult to name the best," replied the American. "Among others, we have the saw horse, the clothes horse and the political dark horse."

*Annual report of W. L. C. Reid, Secretary Michigan Retail Implement and Vehicle Dealers' Association, made at Saginaw convention.



Perpetual

Half Fare

Trade Excursions

To Grand Rapids, Mich.

Good Every Day in the Week

The firms and corporations named below, Members of the **Grand Rapids Board of Trade**, have established permanent **Every Day Trade Excursions** to Grand Rapids and will reimburse **Merchants** visiting this city and making purchases aggregating the amount hereinafter stated **one-half** the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchases in each place where such purchases are made, and if the total amount of same is as stated below the **Secretary of the Grand Rapids Board of Trade**, Board of Trade Building, 97-99 Pearl St.,

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

Amount of Purchases Required

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

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

ART GLASS

Doring Art Glass Studio.

AUTOMOBILES

Adams & Hart
Richmond, Jarvis Co.

BAKERS

Hill Bakery
National Biscuit Co.
A. M. Scott Bakery

BELTING AND MILL SUPPLIES

F. Raniville
Studley & Barclay

BICYCLES AND SPORTING GOODS

W. B. Jarvis Co., Ltd.

BOOKS, STATIONERY AND PAPER

Edwards-Hine Co.
Grand Rapids Stationery Co.
Mills Paper Co.
M. B. & W. Paper Co.

BREWERS

Grand Rapids Brewing Co.

CARPET SWEEPERS

Bissell Carpet Sweeper Co.

CEMENT, LIME AND COAL

S. P. Bennett Fuel & Ice Co.
A. B. Knowlson
S. A. Morman & Co.

CIGARS AND TOBACCO

Woodhouse Co.

CIGAR MANUFACTURERS

G. J. Johnson Cigar Co.
Geo. H. Seymour & Co.

CLOTHING AND KNIT GOODS

Clapp Clothing Co.
Ideal Clothing Co.

COMMISSION—FRUITS, BUTTER, EGGS, ETC.

Bradford & Co.
C. D. Crittenden
J. G. Doan
E. E. Hewitt
Yuille-Zemurray Co.

CONFECTIONERS

A. E. Brooks & Co.
Putnam Factory Nat'l Candy Co.

CROCKERY, HOUSE FURNISHINGS

Leonard Crockery Co.
G. E. Notion & Crockery Co.

DRUGS AND DRUG SUPPLIES

Hazeltine & Perkins Drug Co.

DRY GOODS

Grand Rapids Dry Goods Co.
P. Steketee & Sons

ELECTRIC SUPPLIES

Lewis Electric Co.
Lynch & Ball Co.
M. B. Wheeler Co.

FLAVORING EXTRACTS AND PERFUMES

Jennings Manufacturing Co.

GAS ENGINES

Lynch & Ball Co.

GRAIN, FLOUR AND FEED

G. R. Grain & Milling Co.
Valley City Milling Co.
Voigt Milling Co.
Wykes & Co.

GROCERS

Judson Grocer Co.
Lemon & Wheeler Co.
Musselman Grocer Co.
Worden Grocer Co.

HARDWARE

Clark-Rutka-Weaver Co.
Foster, Stevens & Co.

HEARSE AND AMBULANCE

Michigan Hearse & Carriage Co.

HOT WATER—STEAM AND BATH HEATERS

Rapid Heater Co.

ICE CREAM

Kelley Ice Cream Co.

LOOSE LEAF GOODS AND MANUFACTURING STATIONERS

Edwards-Hine Co.

MEATS, FISH, OYSTERS & FANCY GROCERIES.

Dettenthaler Market

MEN'S FURNISHINGS.

Otto Weber Co.

MILLINERY

Corl, Knott & Co.

MUSIC AND MUSICAL INSTRUMENTS

Julius A. J. Friedrich

OILS

Standard Oil Co.

PAINTS, OILS AND GLASS

V. C. Glass & Paint Co.

Harvey & Seymour Co.

Heystek & Canfield Co.

Pittsburg Plate Glass Co.

PIPE, PUMPS, HEATING AND MILL SUPPLIES

Grand Rapids Supply Co.

SHOES, RUBBERS AND FINDINGS

Herold-Bertsch Shoe Co.

Hirth-Krause Co.

Geo. H. Reeder & Co.

Rindge, Kalmbach, Logie & Co. Ltd.

PLUMBING AND HEATING SUPPLIES

Ferguson Supply Co. Ltd.

The Federal Co.

Wolverine Brass Co.

POST CARDS AND NOVELTIES

W. P. Canaan

READY ROOFING AND ROOFING MATERIAL

H. M. Reynolds Roofing Co.

SADDLERY—HARDWARE

Brown & Sehler Co.

Sherwood Hall Co., Ltd.

SAFES

Grand Rapids Safe Co.

SAUSAGE MANUFACTURER

Bradford & Co.

SEEDS AND POULTRY SUPPLIES

A. J. Brown Seed Co.

SHOW CASES AND STORE FIXTURES

Grand Rapids Fixtures Co.

STOVES AND RANGES

Wormnest Stove & Range Co.

TELEPHONE COMPANIES

Citizens Telephone Co.

Mich. State Telephone Co.

TINNERS' AND ROOFERS' SUPPLIES

Wm. Brummeler & Sons

W. C. Hopson & Co.

UNDERTAKERS' SUPPLIES

Durfee Embalming Fluid Co.

Powers & Walker Casket Co.

UPHOLSTERING SUPPLIES

A. F. Burch Co.

WALL FINISH

Alabastine Co.

Anti-Kalsomine Co.

WALL PAPER

Harvey & Seymour Co.

Heystek & Canfield Co.

WHOLESALE FRUITS

Vinkemulder & Company

WINES AND LIQUORS

Dettenthaler Market

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

MORE CURRENCY

Would Not of Itself Restore Lost Confidence.

Written for the Tradesman.

Whatever shortcomings may be chargeable to our fiscal system, it seems plain that they are in no way responsible for the present situation. We have enjoyed years of great prosperity and all business has expanded, but large and increasing credits have also been extended on indefinite values until the ratio became great enough to destroy confidence in the minds of investors and depositors, with the inevitable result that circulating money, the basis of credit, began to hide and cease to flow through the arteries of commerce.

To create more currency would not make it flow more readily. It would increase the volume of the stagnant stream, but would not of itself restore lost confidence. Existing conditions are not due to faults in our currency laws, but to the granting of excessive credits on insufficient values. We may expect, therefore, that no permanent improvement will occur until confidence in values is restored, and the hidden money again enters upon its normal functions by circulating in the channels of trade. It is not so much the quantity of money but the freedom with which it circulates that counts. A single dollar that gets around monthly does as much work as twelve dollars yearly. Safety breeds confidence and creates the nimble penny.

Where there is inflation in values the liquidation which has been in progress about a year will continue until values again reach a sound basis for investment and credits have been reduced to safe proportions.

The ultimate cause of the present situation will be found in the great undeveloped resources of this country which, as in the past, will in the future afford a stimulus for over speculation, culminating in reaction. This is not an evil, but a sign of hope and promise. Our indiscretions are prompted by these great opportunities, and, on the average, our resources justify and support them. We are having our ebb tide now, and our ship of industry, after bumping along for a short while, will again ride free. This will be so, regardless of money legislation or in spite of it. Any form of regulation that will make over inflation difficult will strengthen confidence and thus minimize the frequency, as well as the severity, of recurring depressions. Under our system of government, which guarantees liberty to limits of license, any legislation causing publicity of corporate and individual acts making deceptions and misrepresentation more difficult and dangerous will accomplish more than any amount of financial tinkering. Make it dangerous to conduct bunco games under the guise of "Business" and difficult to evade detection and we have strengthened confidence in its weakest spot, and will find then that our present dollar is just as good as any dollar in the world. To place a reasonable form of tax or insurance

equitably upon all banks to protect depositors against loss in failed or dishonest concerns would, in my opinion, be very desirable. It is the fear of loss that impels the individual to withhold or withdraw deposits from banks, and whether real or imaginary, its effect is equally disastrous. The banks themselves would derive the greater benefit from such a plan. A guarantee of absolute safety would largely increase deposits, and the cost to the banks of a guarantee fund would be much less than the losses resulting from the withdrawal of funds.

Under such a plan the combined banks may be trusted to work out and invoke suitable safeguards and methods of examination for their own protection. These would be more thorough and effective than any su-

wholly and entirely to the insufficiency of convertible values behind over expanded credits.

O. H. L. Wernicke.

Why Want Advertisements Should Be Written Simply.

Ambiguous phrasing and incorrect classification are expensive. Business men should learn that money saved by too great condensation of classified advertisements may prove a loss in the long run. Time and money, in the way of postage, letter writing and interviews with those who do not fill the requirements, are costly, both to the advertiser and the applicants.

The advertising department of the paper is strict in its scrutiny of the "copy" sent in and reserves the right to change classification, or to reject

impression that "space" writing pertained to addressing envelopes. Several of these disappointed ones had never held any position whatever.

The advertising business itself has nowadays become so specialized that those wanting help must be careful how they phrase their need. Even then, persons will reply who have had no experience in the line specified. There are advertising "solicitors," "writers" and "managers," all having varying functions. He who wishes one to solicit advertising contracts for a publication must beware of writing "advertising manager," lest he wade through a host of letters from men desiring to spend his money in buying space in other journals.

A man recently advertised for a "working housekeeper to take charge of furnished rooms." On investigation it was learned that he really wanted an agent to look after the renting of furnished suites. Many a housekeeper is expert in keeping a place in order who knows nothing of the business technicalities of renting apartments.

The cultured woman, perhaps a kindergarten teacher, who may accept a position as nursery governess, is dismayed to find that she is also expected to be second maid and seamstress, yet nothing in the advertisement gave her a clue to such peculiar branches of instruction for a governess. A mother's helper might expect to do anything from entertaining guests to walking the floor all night with a crying infant, but a nursery governess is a teacher.

Some time since a man advertised for a "managing housekeeper" where servants were kept. The place was represented as being most desirable for a refined woman of mature years, yet, strange to say, he had difficulty in finding the help needed. One disappointed applicant said that he wanted some one to be nurse and companion to an invalid wife and to assume her household duties—bathing, dressing, mending and supervising the studies of two children who were in school, and having the entire care of a 4 year old girl. She must also do the buying for the family—meats, groceries and clothing—and preside at the table (for the wife was unable to do so), incidentally inculcating good manners in the children.

The applicant told him that she would charge \$10 a week, but he was not willing to pay more than \$6. He missed a most capable head to his household, a refined nurse and companion to his wife, and a superior foster mother for his children, because he was unwilling to pay more than ordinary cook's wages for the multifarious duties demanded.

Marian Ainsworth.

Child Humor.

"Didn't he roll his r's?" someone asked little Dorothy, when the distinguished foreigner had departed.

"I didn't notice," was the reply, "But I saw him roll his eyes."

Whenever you find a minister who can be hired you never are getting much of a man.



O. H. L. Wernicke

pervision imposed by existing laws. Our banks, as a whole, are sound, safe and conservative; make them collectively responsible to depositors and they would see to it that the weak and dangerous ones were eliminated or placed upon a proper basis. This would not prevent rash speculation, but the evil consequences would be confined to narrow limits and would fall upon those directly responsible therefor, without involving innocent persons or disturbing the business conditions at large. Its effect would be to discover weak spots and eliminate them before any serious harm could result. There might be fewer booms or bull movements, but there would also be fewer panics. The existing lack of confidence is not due to any distrust as to the soundness of our money, nor to any deficiency in its volume or elasticity, but

objectionable matter, but is not in fault in such cases.

Business chances too often gain admission to help wanted columns, causing many without capital to invest to reply. A case in point recently cost a legitimate applicant for the position over \$3 in car fare and time lost from other business. He learned, on interviewing the advertiser, that at least \$3,000 would be required to finance the proposition. Hundreds of speciously worded advertisements have taken time and car fare from people really too poor to pay it without denying themselves necessary things.

Ambiguity is not always intentional, however. An advertiser who wished "space writers for ordered work," giving an office address, was greatly disgusted at the number of callers seeking general office work, under the

An Up-to-Date Christmas Present

S.

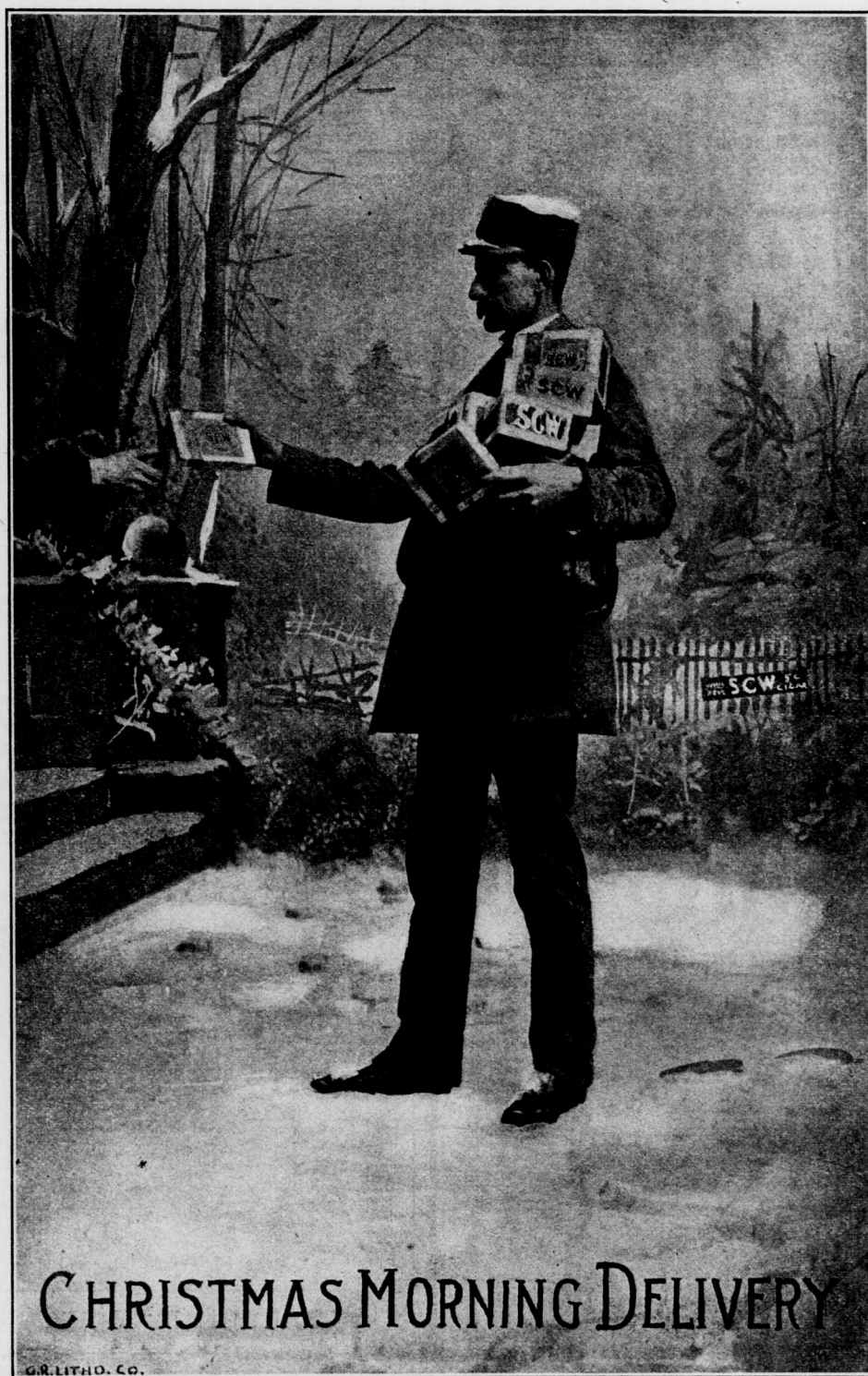
S.

C.

C.

W.

W.



For sale by all jobbers and
G. J. Johnson Cigar Co., Makers
Grand Rapids, Mich.

MOLLIE'S SAFE BANK.

Where Deposits Wouldn't Be Lost in Speculation.

Written for the Tradesman.

When Claverton sat down by his own fireside to read the paper that evening he turned to the financial page first. Marjory, looking over his shoulder, as she had a habit of doing, saw a large, black headline which announced that there was trouble at the city banks. Then there was no longer any peace for Claverton, for Marjory had \$500 which her aunt had given her on deposit in one of the city banks. She was saving the money to buy a piano—one of the kind that made a noise like a brass band, or a flute, or a violin, or anything.

"Now, Harold Claverton," said Marjory, "if there's anything wrong with the banks I want to get my money out right now."

Claverton looked up with a grin at the earnestness of the little woman.

"The banks are all right," he said.

"Well, the paper doesn't say so," insisted Marjory. "The paper says that there are a lack of currency and a lack of confidence. You can see it right there before your eyes. It's in big, black type. I shouldn't have put the money in that 'Steenth National at all if you hadn't insisted on it. Now, if it is lost you'll have to pay me back."

"All right," said Harold. "I think the bank will be glad to know that I'm standing back of their paper. I'll pay you if the bank breaks, dear."

"And that will make you 'badly bent,' as you say, in your slang," insisted Marjory, "and I wish I'd never put it in the bank. The man that took it looked as if he never intended paying it back. I never saw a man with a nose like the one he has that you could trust! I'm going right down town and get my money."

Marjory moved out of her chair and made for the door.

"But the bank isn't open at this time of night," said Harold. "You can't get in there now. I presume they have a time lock on the vault, so no one can open it until 8:30 tomorrow morning."

Marjory sat down again and pouted.

"I don't care," she declared, "it's just too mean for anything to keep my money when I want it. Couldn't I have them arrested?"

"You'll get your money when you ask for it," said Harold. "Look here, dear. The danger—if there ever was any—is all over now, and gold is coming in by the ship-load. You let your money alone."

"I shouldn't wonder if they had loaned my money to some one else," said Marjory, in a moment. "I don't think it is right to take my money and let some other person have it. It may be in awful condition when they give it back to me—if they ever do give it back. I'm going to get up early in the morning and go right down to the bank."

Claverton went on with his reading, but Marjory was so worried over her money that she couldn't keep the subject out of her talk. Such is the trouble that comes with great wealth!

When Claverton reached home the next night Marjorie met him with a smile.

"I guess you went and got your money!" said Claverton.

"Why, of course I went and got my money, every cent of it! I just know that man with the hooked nose hated to give it back to me! He looked awfully put out about something. And, what do you think? There were people there putting money into the bank! I wanted to tell them it wasn't safe, but I had never been introduced to them and so I hadn't the courage to address them. Do you think they will lose all the money they put into the bank to-day?"

"Of course not," replied Harold. "By the way, did they give you the same money you handed them?"

Claverton was indulging in one of his sly grins, and Marjorie saw it and boxed his ears roundly, and kept on boxing them until he took her on his lap and held both her hands!

"Why, of course not," was the reply, after Marjorie had caught her breath, "they wanted to give me a lot of old torn banknotes, but I just asked for gold, and they had to count it out. You've got to be up-and-up with these bankers, and let them know that you're not afraid of them! Yes, I got the gold."

"And you've got it hidden in an old baking powder tin," said Harold.

"Well," replied Marjorie, "I've got it in a bank of deposit where the officers can't take it down to Wall street and feed it to the wild animals they tell about. I've got it right where I can put my hand on it most any time."

"Under the sink in the kitchen?"

"No, indeed!"

"In a paper bag at the bottom of the flour barrel?"

"Why, the idea!"

"At the bottom of the coal bin?"

"In all that black dust? No, indeed!"

"Then it must be in a mattress somewhere?"

"Why, Harold! The idea of my putting money in such a place!"

"I give it up, then," said Claverton. "Where is it?"

"Why, I'm not going to tell any one, not even you, dear, and then if it is lost there will be no one to blame but myself. It is in a safe place!"

And Marjorie wouldn't tell where the money was, and Claverton grew quite provoked over her obstinacy and never once answered a question civilly all the evening.

But Claverton was soon to know all about Mollie's safe bank. Of course her name was Marjorie, and not Mollie, but Harold had always called her Mollie in the old courting days, and to him she was Mollie still.

One afternoon, when the snow was on the ground Claverton received a message by 'phone from Mollie, asking him to come right home.

"I'm very busy," he replied. "Is it so serious?"

"Oh, Harold!" wailed the voice at the other end of the wire, "the man is here with the piano and I can't find my money! I just know some

one has stolen it. Come right home, dear! I don't see how I can wait until you get here."

Then Claverton wouldn't have been human if he hadn't put a little spice of revenge into his answer.

"Why, dear," he said, "you know you didn't tell me where the money was!"

"You march yourself home, sir!" came back over the wire, and Harold put on his coat and hat and made tracks for home.

He ran up the front steps to find the door locked. Then he went to the kitchen porch and the side door, and found them both locked. He began to think that he had heard a ghostly voice at the 'phone, and imagined that Mollie might be lying dead inside the house!



COLEMAN'S Vanilla-Flavor and Terpeneless-Lemon

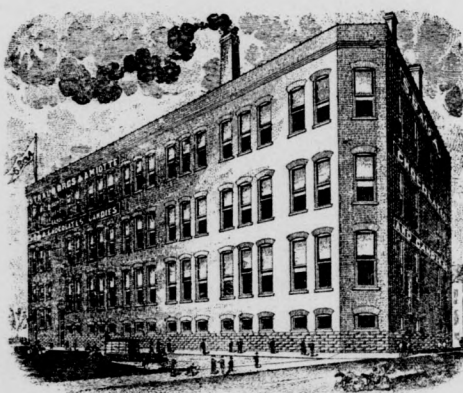
Sold under Guaranty Serial No. 2442

At wholesale by National Grocer Co. Branches at Jackson and Lansing, Mich., South Bend, Ind., A. Babo, Bay City, Mich., and The Baker-Hoekstra Co., Kalamazoo, Mich.

Also by the Sole Manufacturers

FOOTE & JENKS
JACKSON, MICH.

Send for recipe book and special offer



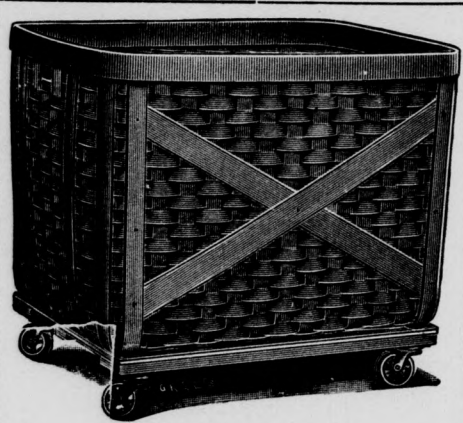
In this factory at Traverse City, Michigan, is where those delicious

Violetta Chocolates

are made. If you wish to increase your candy trade and enjoy its profits give them a trial and they will do the rest. Manufactured by

STRAUB BROS. & AMIOTTE Traverse City, 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.

A HOME INVESTMENT

Where you know all about the business, the management, the officers

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.

Just as he was rushing away to a neighbor's house to ask questions, he heard voices in the garden, back of the wood house, and thought it sounded like Mollie talking, so he hurried around behind the wood house, and found Mollie there with a piano man with a black mustache and a shiny plug hat.

There was snow on the ground, and Marjorie had a shovel and a rake and a hoe and a broom gathered about her, for all the world like a man who goes out doing odd jobs, and was digging away with a case knife at the roots of an apple tree. She had been crying, but she smoothed her face heroically when Harold came up.

"It's the strangest thing," she declared, in a voice which was for the benefit of the piano man, and was not too strong, "but I can't find that tin can I buried under one of these apple trees! You'll have to hire a man to come here and dig every one of them up by the roots!"

Marjorie had been digging industriously. There was no doubt about that. Two rows of apple trees had been dug around, and the pathetic little figure was about to attack a third row. The piano man was actually grinning, for Marjorie was trying to make him think that it was something besides money she had buried at the foot of an apple tree in a tin can.

"Perhaps it was a peach tree," suggested Harold, "or a plum tree, or a pear tree, or some other tree. Suppose we begin at one side of the garden and go through every row clear to the other end? Then we would find it."

Claverton, mind you, never said a word about how much better it would have been to have left the money in the bank! He was too much of a gentleman to add to the sorrows of the little woman, and, besides, there was the piano man!

"Why," said Marjorie, "I do seem to remember something about a pear tree now. You see the name of the tree made me think of two, and so I put it up in two packages and put it into— Sakes alive!"

Marjorie dropped her hoe, with which she had removed the snow from the roots of about half the trees in the orchard, and ran for the house. She appeared on the kitchen porch a moment later, flushed and panting. Two tin cans were in her hands.

"You see," she said, "the two made me think of the second post in the cellar, and so I took the money and buried it there, and if you hadn't made me take it out of the bank I never should have had all this trouble. And I never want to see that piano man again! He laughed at me!"

By this time the husband was holding his sides and the piano man was around the corner of the house with both hands over his mouth.

"I don't care!" said Marjorie, in self-defense, "the newspapers said there was a lack of money and a lack of confidence, and I thought—"

Then Marjorie looked down at her ruined skirt, and torn shoes, and ripped gloves, and hustled into the

house and shut the door. There was nothing in the world she could say which would express her views of the situation! And as for Harold, well—
Alfred B. Tozer.

Fully Explained.

"Sir," he said as he turned a corner and ran against a pedestrian, "I must ask you to excuse me."

"You shouldn't blunder around that way," was the indignant answer.

"I must ask you to excuse me for asking you for ten cents to pay for my lodging. This is a cold night."

"Oh, that's it, eh? Well, sir, why should I give you ten cents?"

"It would be a long explanation."

"I don't care. Let's have it."

"It came about through the late panic, sir."

"Oh! You are going to tell me you lost money in one of the banks, I suppose?"

"No, sir. I had no money in any bank. I got a place in one of the lines, though, and a depositor bought my chance."

"Uh!"

"He gimme \$10 for it. I took the plunks and went over to the Waldorf and ordered a dinner."

"You certainly had plenty of gall."

"Yes, sir. The dinner came to \$0.75. There was champagne, you know. Then I gave the waiter the quarter and came away."

"And now you are broke and want to cents of me?"

"I do, sir."

"Well, by thunder!" exclaimed the other, "if this isn't the biggest specimen of cheek I ever saw!"

"Excuse me, sir, as I remarked before, but there is no cheek about it."

"Then what do you call it?"

"It is simply to make a comparison in the interests of science. I want to feel the difference between \$10 and a dinner at the Waldorf and to cents and no grub in a lodging house."

He got it and had two beers at the nearest saloon.

Dogfish as Food.

Officials of the Fisheries Bureau at Washington expect a preliminary report soon upon the investigation at the laboratory of the Woods Hole fish hatcheries into the question of utilizing dogfish and other sea pests. These investigations have been in charge of Irving Field, of the Western Maryland College, Westminster, Md. They have been in progress for about two years, and it is expected that they will not be completed for an equal length of time.

Unofficial reports that have reached the Bureau indicate that the investigators have solved the problem of what to do with the dogfish, which is regarded as a pest by New England fishermen. The use to which the Bureau would put these marine monsters is to eat them.

It is said that after a number of experiments the investigators have proved that dogfish is just as palatable as any of the food fish the production of which has made New England famous. In fact, it is stated that when dried and salted dogfish can scarcely be told from codfish, even by an expert.

Mr. Grocer—

Do you remember the number of brands of coffee that seemed popular a few years ago?

Can you recall the number of brands that are seeking the public's favor to-day?

Then Think of Bour's "Quality" Coffees

which have been the
Standard for Over Twenty Years

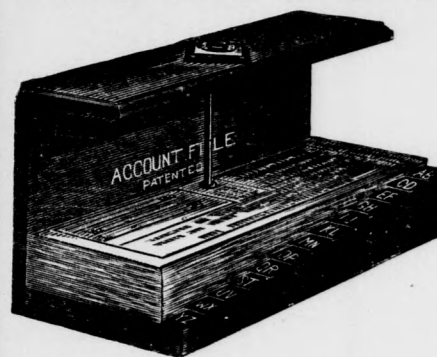
Don't experiment
Sell the Coffees of Proven Qualities

Sold by
Twelve thousand satisfied grocers

The J. M. Bour Co., Toledo, Ohio

Detroit Branch
127 Jefferson Avenue

Simple Account File

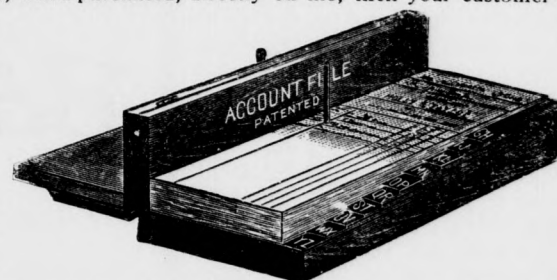


A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping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

Charge goods, when purchased, directly on file, then your customer's

bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not

posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

NATURE STUDIES.

Random Reflections of a Careful Observer.

Ever since the katydids chirped their evening chirp outside the garden gate of Eden, the grasshopper has been coming to the ant annually about November 1, asking for a loan from the larder of the ant hill to tide him over to the next season of grass. The grasshopper was so busy in the boom days of summer hopping the grass that he cut no grass for winter for age. The ant took his fun out in filling up the grain bin in the sweaty days of August, therefore he shall pick his teeth in plenty by the fireside at Christmas, while the grasshopper cools his heels at the woodshed door. This illustrated story of providence and improvidence is repeated annually and continually for the edification of the human race; yet the human grasshopper continues to hop in harvest and to beg in winter. Not long ago a grasshopper of the color of a boiled lobster hung around this office door waiting for the loan of 85 cents to get his watch out of the pawn shop. He wasted time enough coming and waiting to have earned 85 cents three times over; but he never noticed the ill logic of his behavior. Pickled grasshoppers are not logical. The ant shooed this grasshopper away. Not long thereafter came another insect of the same breed with beer on his breath and a tear in his eye negotiating a loan. He had had hard luck since the gay season closed, but he was willing to give a chattel mortgage on next summer at a North Dakota rate of interest and a commission on top of that—anything the ant might ask, just for one good gulp again of the summer gone. Just one gulp, please! Do you have the grasshopper plague in your town?

It would not be wise nor worth the while to spend time and study on the grasshopper question if, like the insect of the summer fields, the two-legged hopper was born so and wasn't built to carry what he cut. But such is not the case. Nearly every human grasshopper was born an ant, or had the making of a pretty good ant in his anatomy. He is a grasshopper because he chooses to be. So soon as he finds himself in possession of himself he begins throwing himself around on the grass—throwing himself away in big fistfuls as though he were going to last at that rate forever. When he is all gone, which is soon, he comes to you to ask you to pick him up, to collect the pieces and paste him together. Or he alights on your person as though he had natural rights there and sits until "the grasshopper becomes a burden," as the old Hebrew sage puts it. Let any employer of unskilled labor today try to get a gang of workers together. He will be in high luck if in ten he finds one ant to nine grasshoppers—one man who willingly gives value received for his wages. Why? Because the other nine have thrown so much of themselves away they have nothing but a few scraps left to give. Nearly all the ants have learned trades and are getting steady

work as skilled workers. There is likewise quite a sprinkling of grasshoppers in the skilled trades.

These grasshoppers, for the scooping up of which our associated charities organizations are formed, are mostly grasshoppers both morally and physically. But there are besides these swarms of human insects who are good enough ants for monetary purposes, but who morally are squandering their harvest and their harvest weather. Our civilization is infested with the plague of them. These are they who assume no responsibility for the maintenance of public morals and the public welfare generally. Who take the inheritance of good bodies and clear minds, given to them by generations of abstinence, patience and high endeavor and rollick in the squandering of their gifts in low, lush living. If these insects live out their summer, what is there for them to feed on in chill November weather? Whose share of moral savings will they beg when theirs is gone? For these there is no next summer to mortgage for a loan this fall. The books of life are balanced December 31 and all life's loans are called on that date.

When we looked out from the breakfast table about a fortnight ago and saw a flurry of snowflakes among the lawn trees, we knew it was time to look up our bird table and spread it for our winter boarders. We swung it a little higher this time because last year a roving cur by a high pole vault took a rakeoff from it and knocked it lopsided. What is the use

of a dog in town anyway? He is a miserable misfit; worse than a walrus in a cow pasture—entirely out of his element. He may be a companion and a good farm hand in the country, but in town he is an exotic weed, a breeder of dirt, disease and disorder, wholly without respect for civic beauty and warranty deed rights. Likewise cats! Whoever attempts to make friends with the birds should first send his cat to the country. The town cat by day is a sneak assassin with a stiletto up his sleeve; and as for his night carousals—may the dogs take the whole tribe of him! For practical results we will exchange a whole carload of cats for one 67 cent rat trap, and still be ahead of the game.

About forty-five minutes by the clock from the time the table was set Mr. Blue Jay slewed down on joyful wing and fell to, without stopping to ask the blessing. Maybe he returns thanks after meals and lets it go at that. Possibly he is not religious at all. His behavior squints that way. He is a faultless dresser, never coming to the table in dishevel, every feather licked into shape and shiny. But he eats alone. Mrs. J. never sits down with him, nor yet do any of our smaller boarders. His conversation is raspy and not particularly edifying. He lacked in his youth the voice culture that our educational system now gives free to all. And yet there are worse people in the world, as we shall shortly show. Our finer, smaller boarders, the downy woodpecker and the white-

Grand Rapids Notions & Crockery Co.
Importers and Jobbers of
DRY GOODS NOTIONS

Laces, Embroideries, Handkerchiefs, Neckties, Hosiery, Gloves, Suspenders, Combs, Threads, Needles, Pins, Buttons, Thimbles, etc. Factory agents for knit goods. Write us for prices.
1 and 3 So. Ionia St.



TRADE WINNERS.

Pop Corn Poppers, Peanut Roasters and Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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

Fur
Coats

Now is the time to sell them.

We have a large assortment.

Send for illustrated price list.

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY



Joy over KAR-A-VAN

"The cup that cheers, but not inebriates."

Bringing health and happiness to the home, satisfaction to the buyer and profit to the retailer.

Every Ounce Guaranteed to Comply with State and National Food Laws

KAR-A-VAN

That Rich Creamy Kind, is packed in six grades under one brand, selling at retail prices ranging from 20 to 40 cents.

The brand is recognized the country over as representing purity, protection, progress.

Imported, Selected, Roasted and Packed by
The Gasser Coffee Company

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

DETROIT BRANCH, 48 Jefferson Ave.

CINCINNATI BRANCH, 11 East 3rd St.

CLEVELAND BRANCH, 425 Woodland Rd., S. E.

breasted nut-hatches, followed the jay the same afternoon, renewing old acquaintance around the mahogany and dallying over the dessert. A week later, joy to tell, came the chickadees, new arrivals in our town. These were two pairs of young married people (the pleasantest people for table boarders one could ever find; better than people of the giggle-girl and swagger-boy age, or yet people of the scratch-and-peck period, where the bedroom spat is fought out at the breakfast table, much to the embarrassment of you and me). The chickadees were welcomed, of course, and given long credit on the landlady's books. Yesterday a pair of red-breasted nut-hatches joined the table colony, having been introduced by the chickadee people, and eating at the same table side by side with them. Our boarding house promises large dividends this winter. We shall soon set an extension table among the vines of the back porch.

About the back door of the boarding house and loafing all about the landscape is ever and continuously the English sparrow—poor cheap trash that could not enter into the spirit of our dining room table any more than the black waiter behind the banquet chair can comprehend the college professor's dissertation on pedagogy. He is of an inferior race. In fact, there be birds of breeding who hold that the English sparrow is not a bird at all, but a cross between a common clod and a felt penwiper. Yesterday, after dinner, flew into the open lawn between our window and the oak tree a shrike. Do you know the shrike? Maybe not. He is no one's regular boarder. He is about the height and build of Mr. Blue Jay, and is known as a knight errant with his knife out. He wears the gray and not the blue—a soft cadet gray that fits him like a glove. From crest to spur he is every inch a militant gentleman! From the loafing group in the shrubbery below the window one of the poor trap sparrows ventured some ribald remark regarding the splendid newcomer. Suddenly the gentleman wheeled and shot out—"Bang! Bang! Bang!" The sparrow was down; the shots, straight as an Indian's arrow, had pierced the back of his head. In a flash the gentleman in gray had been transformed into a veritable Mr. Hyde, so fierce and hateful was his hitting. "Man!" we shouted, "stop the murder! Stop it!" "Murda," quoth he, looking up from his bloody work in polite astonishment. "The scamp insulted me, suh. Killing such rascals is a gentleman's pastime. If I could strike a match on my feathers, I'd burn him at the stake. Don't be alarmed, this is only mah usual custom."

And there on the lawn lay the quivering little wad of ruffled feathers that a moment before was a trifling, chattering sparrow! We had often lightly talked of ridding the land of this troublesome lesser breed of bird, and yet in this spectacular riddance the soul of us revolted at "the deep damnation of his taking off." We could have sworn out a warrant for the fine wretch that did

the deed. But why? This is evolution. Science tells us that law, unerring although blind, bunts away in the dark straight to the crushing down of the lesser breeds for the feeding of the higher ones. Still ye who read the Word know that there is after all a Personal Element above it all. "Are not two sparrows sold for a farthing? And one of them shall not fall on the ground without your Father."—Sharpshooter in Commercial West.

Would You Rather Be Scalded To Death?

It is ten times more likely that you will be burned or scalded to death than that you will be slain by a thunder bolt. So say the statisticians. Yet fear of lightning received the heaviest percentage in a recent census of fears taken in Europe. Men, like animals, are more likely to be struck when standing in groups than when alone, and they are more likely to be struck when under a tree or beside a barbed wire fence than anywhere else. More than half the persons killed by lightning were under trees when struck.

The great depression suffered just before a thunder storm is due to the failure of the nervous system to respond quickly to the rapidly varying electrical potential of the air and the quickly changing conditions of temperature, humidity and pressure. Lightning photographs on the skin, where red figures appear representing ferns and trees in intricate form, often show themselves after a lightning stroke. These forms have given rise to ideas regarding the reproduction of scenes in the neighboring landscape, and they have been recently explained by Prof. Elmer Gates, of Washington. He allowed electric sparks to impinge upon photographic plates, and has reproduced these figures in what he terms electrographs, some of them showing beautiful fern like forms.

By aid of surveying instruments arranged at two stations connected telephonically there were measured a large number of thunder heads, which were compared with other classes of clouds and found to be by far the largest of all vaporous forms floating in the atmosphere. Several were seven miles and more in height, the apexes touching points ten miles above the earth. At least one thousand million volts is said to be required to send lightning from a thunder head a mile high.

Mr. Malaprop Home.

A regular Mr. Malaprop recently came home from his first visit to Europe. He grew enthusiastic about Rome.

"It was fine," he declared, "to go into them churches over there and see the old tombs—cigaraphagusses; they call 'em. And then the Sixteen Chapel is great, and as for the Vaccination, where the Pope lives, well!"

But his stock of compliments gave out when he got to the subject of beggars.

"I always refused them pennies," he said, "because, you see, I didn't want to set a bad prestige."

Mr. Retail Dealer:

Have you ever used a piano for increasing cash business?

Would you be interested in a plan and piano to be given away absolutely free that will increase your cash business anywhere from 20 per cent. to 75 per cent.?

Our plan and this high grade, standard piano unsurpassed for cash-bringing results.



Our way the new way, the only way to increase cash business without expense to merchants.

We have just such a plan and proposition, including piano, for one retail merchant only in a town. Our plan requires no investment or ready cash.

We can serve only one merchant in a town. Send today for particulars and ask for letters from dealers who have tried giving away a piano to their patrons, for cash trade, with very profitable results.

AMERICAN JOBBING ASSOCIATION

Iowa City, Iowa

40 Dearborn St., Chicago, Ill.

Grand Rapids Safe Co.

Fire and
Burglar Proof Safes
Vault Doors

Tradesman Building

WE carry a complete assortment of fire and burglar proof safes in nearly all sizes, and feel confident of our ability to meet the requirements of any business or individual. Intending purchasers are invited to call and inspect the line. If inconvenient to call, full particulars and prices will be sent by mail on receipt of information as to the size and general description desired.



Having the Courage of Our Convictions.

A woman who is a bit of a philosopher told me the other day that she had discovered the true secret of earthly bliss.

"What is it?" I asked. "A way to make money on Wall street or a sure system for playing the races?"

"Neither," she answered, "although both of your suggestions might be a valuable annex, but my discovery is merely that the way to be happy, although alive, is simply to have the courage to live your own life in your own way. When you can do that you have conquered fate. Criticism can not disturb your calm. Gossip slips off of your impervious armor as harmlessly and easily as the proverbial water off of a duck's back. Reproof, even, is a boomerang that recoils on the one who dares assail you and leaves you unhurt.

"You simply ignore the fact that anybody has a right to object to anything you do and say and think, so long as you do not interfere in any way with them. You put a few 'no trespass' signs around your liberties and pleasures, and, presto! the thing is done and you find yourself living in a kind of Utopia, where you are more than queen and your will is law.

"The only trouble and the only reason individual Utopias will never become popular is because at heart we are all cowards before other people's opinions. There is a streak of yellow in us all that struggles to the surface when we think about doing what we want to do, instead of what we think Mrs. Jones or Mrs. Smith or Mrs. Brown would think of our doing, and nine times out of ten it is the Browns and Smiths and Joneses that settle the big questions of life for us, instead of our own consciences and judgments. We could not be any more afraid of our neighbors' windows if there was a Gatling gun behind every lace curtain, instead of a pair of eyes.

"But think of the vistas of happiness my scheme opens up when you have emancipated yourself from the fear of other people's eyes and tongues. Who, for instance, suffer the most by being poor? Not the honestly poor people, where the wife does the cooking and sends a cheerful and contented man out with his lunch pail every morning—there's no pity coming to them. The people to be sorry for are the shabby genteel—those who break their necks trying to keep up with the rich and who starve through a winter to give a pink tea in the spring.

"Do you suppose any of us would do that if we had the courage to live our own lives? Not much. We should simply not waste our breath and strength and nerves trying to keep up appearances which, after all, do not even fool a baby and we should settle down into good, com-

fortable, unpretentious poor ways and be happy.

"Then we should not work ourselves to death over idiotic causes that do not amount to a row of pins. Now, I have not a word to say against the women who go in for the daughters of this and the grandmothers of that. 'Live and let live' is my motto. They enjoy that kind of thing and I am willing they should have their share, and mine, too. There are women who are born to be chairmen of committees and run missionary meetings and rob people at church fairs. Let them, I say, but let's let those of us who don't get anything but the backache and headache and remorse of conscience out of such things brace up and say 'No' when we are importuned to head committees and lead movements that do not move.

"Nowadays a tacit acknowledgment of inferiority seems to be implied by the very fact of a woman not belonging to clubs or being interested in reforms, and it has driven into the ranks thousands of women who do not care one button for the cause they have espoused, for, alas! our sex are not Columbuses who discover new worlds of thought. They are sheep who will follow any leader over the fence, and it is my private belief that you could stampede even a missionary meeting if somebody would move to buy chocolate creams with the collection, instead of sending pajamas to the heathen.

"Think, too, of the way we bore ourselves reading books we loathe and hearing music we don't understand, for the benefit of our neighbors. Not long ago I was at a literary gathering of women—or one supposed to be literary—and a new book, very deep, very abstruse, very profound, was being discussed. I understood from the remarks of the others that they had found it so fascinating they couldn't put it down and that they simply doted on it. At last some one asked me what I thought of it, and I said, 'Well, I tackled a few chapters in the front, and I could not make head nor tail of them. Then I grappled with a middle chapter with no better results, and then threw it away. Life is too short and there are too many good books to amuse and entertain to worry over a conundrum like that,' and, would you believe it, every woman in the room came down off her high horse and told the truth and admitted she didn't know what the book was about and had only read it because she thought it was 'cultured' to have rubbed up against it, even if she took nothing away. For my part I am thrilled with pity at the very spectacle of a woman wrestling with Ibsen and Maeterlinck when I know if she had the courage to lead her own life in her own way she would be reveling in Marie Corelli and Laura Jean Libbey.

"Same way with music—just look at the difference between a grand opera audience and a vaudeville performance. There's an expression on the Wagner audience that says as plainly as print: 'I know this is the proper thing to do, and I am going

to sit it out if it takes my eye teeth.' But the other audience that is getting ragtime music is just one broad grin. You can tell across a whole restaurant whether a man is eating the thing that is good for his stomach or the thing he likes.

"The worst feature of it all is we have not the courage to live our own domestic lives as we want to. Many a girl and man marry to please their little world instead of themselves. I have known a girl to stifle an honest love for a poor young fellow just because her friends expected her to marry rich. I have seen a young man forsake a pretty shop girl, who would have been a real helpmeet to him in life, just because his addle-pated acquaintances turned up their noses at a working girl.

"Nor does it stop here. To any sensible person one of the sad sights is that of a young couple going, as soon as they are married, to live in a hotel or boarding-house. That way extravagance, flirtations, gossip, estrangement, divorce, lie. I can not but believe that, if they had the courage to live their own lives, these young people would start some sort of a home, be it ever so humble. But, because they can not afford a fine establishment and costly furniture and servants, they deliberately jeopardize their happiness in life. If I were a girl and a man proposed boarding to me, I should say, 'Not while there is a three-room cottage to be had, and a gas cooking stove to light as the altar of a real home.' And if I were a man and a girl was not will-

W. J. NELSON Expert Auctioneer

Closing out and reducing stocks of merchandise a specialty. Address
152 Butterworth Ave. Grand Rapids, Mich.

Pure Buckwheat Flour

Car lots or less. Write for prices and sample.

Traverse City Milling Co.
Traverse City, Mich.

Buckwheat Millers

We pay highest market price for grain, carlots or less. Order our old-fashioned stone ground buckwheat flour. It has the flavor of buckwheat.

Send us your orders for Red Jacket Best Spring Patent, Wizard Winter Flour, Graham, Rye Flour, also horse and cow feeds of all kinds.

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



Look For Flint's Star

That's a guarantee—it stands for good coffee. For two reasons it should be on your shelves: 1st—Widely advertised, the public is familiar with its strength and quality.

2nd—The top of coffee excellence, it creates its own demand. Once tasted, it is always used in preference to other blends.

You should become acquainted with Flint's Star Blend, if you don't know it now.

A postal with your name and address will bring you information and literature which will be the means of greatly expanding your coffee trade.

THE J. G. FLINT COMPANY

6-8-10-12 Clybourn St.

110-112 W. Water St.

Milwaukee, Wisconsin

ing to begin life this way with me, if necessary, I wouldn't have her if she was the last rose on the feminine bush.

"Perhaps there is no place where our fear of our neighbors works more harm than in the way we raise our children. Our idea, if only we had the courage to carry it out, is to have them grow up very simply, to be good, honest, intelligent men and women. We would like to keep them children for a long time, to enjoy their sweetness. Who, then, is responsible for the present high pressure system of education that turns out precocious little wrecks with nerve prostration? Strictly our neighbors; and we are unconsciously avenged by the fact that we are no more afraid of them than they are of us.

"We may know our little Mary is as highly strung as a violin, with every nerve tuned always to the snapping point. We may know our little James has more brain than brawn or that our little Tommy is of the slow, plodding, methodical kind, but who nevertheless are generally around when the prizes are distributed, but who need time. When we think of it, we know that Mary should be restrained at school instead of pushed; that James should develop muscle instead of mind; that infinite patience should be shown Tommy, but we don't have the courage of our convictions and, because we are afraid other children will get a grade ahead or know more than ours, we let the helpless little creatures be ground through the mill, to come out often and often mental or physical wrecks.

"Last and most glorious of all," exclaimed the philosopher in petticoats, rising and going over to the mirror and settling her hat, "when we acquire the courage to live our lives our own way we won't be bored by bores. We shall simply refuse to pay duty calls or to go to places we don't want to or to know people who tire us. Now we play whist when we hate it and smirk and smile at receptions and say 'How lovely,' when people are treading on our corns and bawling inanities into our ears. We make martyrs of ourselves in a hundred social ways because we are afraid if we don't show up at the card club or Mrs. Borem's small and hungry people will say we are not in society. When we emancipate ourselves we simply won't care for their opinions. You remember that delicious old story of the doughty old merchant who returned to his native town with a fortune gotten in devious ways. Everyone was most curious to know how he became so rich, but he never gave his secret away. Instead, he built a great house, and over the doorway he had carved, 'They say—they will say—let them be saying.' In that is the whole philosophy of happiness—indifference to the barnyard cackle."

"Oh, I don't know," I answered, "I think there is much virtue in our neighbors' opinions. They are the moral police that keep us straight." "Pooh!" she replied, scornfully, "who enjoys being policed!"

Dorothy Dix.

Ancient Greeks' Theory of Earthquakes.

When Plato was 54 and at the head of the academy at Athens, and Aristotle was a boy of 11, the Homeric city of Helike, on the southern shore of the Gulf of Corinth, was thrown down by an earthquake and overwhelmed by a seismic sea wave. The cause of this disaster perplexed the Athenian sages, and has remained one of the mysteries of the centuries. Now comes Prof. T. J. J. See, of the United States Navy, who shows that it was simply due to the expulsion of lava from beneath the Gulf of Corinth, which thus made the sea bottom unstable, and when it gave way it also carried the shore on which Helike stood; indeed, the city was first devastated by the movement of lava beneath the crust and afterward subsided about 100 feet, so that it was covered by the waves until only the tops of trees remained above water.

Besides the sinking of Helike, other cases of the subsidence of the land have been discovered by Dr. See. There is even now taking place an elevation of the mountains and sinking of the sea bottom in the vicinity of the Aleutian and Kurile Islands in the North Pacific. Prof. See has translated Aristotle's theory of earthquakes, which has never before been made accessible to English readers. The Greeks all held that earthquakes were due to the agitation of vapors within the earth, which tended to escape and diffuse themselves over the earth.

The Doctor's Mistake.

A Cincinnati doctor, who thinks that all the ills of the human race can be traced to the drinking of coffee and tea, entered a restaurant recently and seated himself opposite an Irishman who was busying himself trying to dispose of a steaming cup of coffee.

"How often do you use coffee?" queried the doctor.

"Oi drink it morning, noon and night, sor."

"Don't you experience a slight dizziness of the brain on retiring at night?"

"Indeed I do, sir, very frequently."

"You have a sharp pain through the temple and in and around the eyes?"

"Right you are," replied the Irishman.

"You are possessed with a drowsiness when you awake in the morning, and your head often aches and feels very heavy?"

"Right again," answered the Irishman, still sipping his coffee.

"Well, then," exclaimed the doctor, sitting erect in his chair, "aren't you now convinced that the coffee is the cause?"

"Is that so?" said the Irishman in astonishment. "Faith, Oi always thought it was the whisky!"—What to Eat.

Show me the man who is great and I will whisper to you the name of the man who is lonesome.

A girl doesn't return a fellow's love when she has no use for it.

Have You Compared White House Coffee With Other Coffees?



Comparisons are great EDUCATORS.

Many grocers have not even TRIED "White House" Coffee, and, consequently, have not experienced the savory results SURE to obtain by carrying it in stock and FILLING ORDERS with IT. Some grocers not handling "White House" say, and perchance really THINK, they have already the best coffee obtainable.

They err.

How CAN they know without comparison?

For COMPARISON would clearly demonstrate "White House's" undeniable right to be classed as the LEADER in fine coffees.

Assuming that you appreciate the advantage of every bit of personal knowledge that will serve you in catering to your customers, we assure you that a more intimate acquaintance with our really splendid brand of coffee, by comparison, will place you on a better footing with yourself—by giving you a sort of side-light on coffee possibilities—by proving to you that

WHITE HOUSE COFFEE

really DESERVES your most careful consideration.

DWINELL-WRIGHT CO.

BOSTON AND CHICAGO



There's profit for you in the constant and ever increasing demand for

Karo

CORN SYRUP

It has become the standard syrup for the table, for the kitchen—for all uses. Everyone revels in its goodness and orders again.

You can't afford to miss the benefits of Karo advertising in your neighborhood.

CORN PRODUCTS MFG. CO.,
Davenport, Iowa



Increase Sales by Resorting to Side Lines.

In these days of keen competition the alert trader is constantly cudgeling his brains how best to improve his business, and how to meet competition. How to increase his profit margin in order to meet the ever-increasing working expenses, and the continual narrowing down of the margin between the cost and selling. However careful the trader may be expenses seem to rise by leaps and bounds, often out of all proportion to the increase of the turnover.

There was a time when it was thought that business could only be increased by more trade being done in the staple lines. Hardwaremen were ever conservative and tried hard to keep their business within the confines of hardware, pure and simple, following the traditions of their forefathers who were makers of iron things and mongers of metal, both in its raw manufactured state and made up into articles of utility. When the era of luxuries dawned and householders began to enquire for more ornamental hardware, the makers of iron goods called in to their aid other materials than the commoner metal. They went beyond metallic substances, and utilized wood and many other productions, chiefly for decorative purposes.

The time came when the articles which had formerly been made in wood, iron and tin were constructed out of such materials as paper pulp, and the numerous compounds which at first glance appeared to be quite foreign to hardwaremen, but as the articles made up were merely substitutes for others which had for generations been sold by hardwaremen, the conservative traders accepted them; and little by little their views were broadened, until at the present time the hardware store is more of a hardware store in name than in reality, for a very large proportion of the furnishing goods, at any rate, are composed of other products and materials than iron and steel.

Even brass and copper are superseded by foreign substances, and the works where hardware of almost Puritanical types was constructed are now devoted to the manufacture of novelties, decorative objects and household specialties which have little or no kinship with metallic wares. In this way the hardwareman admitted other goods which bore some slight relationship to the older types of hardware, and so he gradually became a storekeeper, first taking on house-furnishings and culinary utensils, adding one article of china and earthenware and then another, until a glass and china department was evolved, and in course of time became a separate feature of the store.

In some outlying districts the grocers' trade has been poached upon, and many of the goods formerly sold by grocers are now sold by hard-

waremen, who perhaps draw the line at provisions, unless they have quite overstepped the bounds of hardwaremen, and become in very truth storekeepers in the broader sense. Of course all throughout the states there are storekeepers who run vast emporiums, having departments for drapery, grocery and many other branches of trade quite distinct from hardware. We do not intend to touch upon such storekeepers, but refer only to storekeepers who are still hardware storekeepers, and whose different outlying branches are but the outcome and development of the larger-minded hardwaremen, who, while wishing to remain hardwaremen not only in name but in actual fact, recognize the wider field now possible.

To return to the subject first referred to, that of increasing business and consequently adding to the profits, it should be recognized at once that to increase profits by increasing trade in the existing branches is simply a development; that is to say, the outcome of greater business capacity on the part of the employer and his staff, or the added needs of the community by which he is surrounded. But there are innumerable instances where the hardwareman finds himself so fenced in and attacked by competition that he can not hope to increase his business in existing lines. It is almost impossible for him to do so, and the utmost his efforts can produce seems to be to keep up his returns and face added expenses, often necessary in order to do so.

It is at that point that the question of greater opportunities presents itself, and the intelligent and broad-minded hardwareman sets about to see if there is not some legitimate opening outside of his present undertakings. He seeks for side lines, and these are not wanting. The issue seems to be, how best to develop business without in any way touching existing branches, and that can only be done by either adding side lines hitherto unstocked, or securing business from other traders. The problem resolves itself into a keen search for new side lines, for which, until the present moment, there has been no demand, or securing the sale of side lines and opening up departments which will tend to deviate business in those side lines from traders in other branches of business; in short, to rob the grocer and the draper and to cause them to lose some of that business which they have hitherto regarded as their own property.

The question whether such undermining of business is honorable has sometimes been raised, but it is generally met by the statement that the hardwareman of to-day has suffered a continual filching of many of his profitable lines in order that the nests of the draper and the grocer may be feathered. Now, acting on the principle of reciprocity, the hardwareman must attack his enemies in a similar way. Taking the latter proposition first, we may refer to the innumerable goods which it is difficult to define as belonging to any one particular trade. Custom may have

allotted these household necessities, artistic novelties or architectural and builders' specialties to some other trade, but investigation has been made, and it has probably arrived at the fact that there is no reason why such goods may not be handled by the hardwareman with equal facility, perhaps with a better chance of selling, because he may have an established connection among the particular class of people who are buyers of those goods and secure the business.

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.

President, Geo. J. Heinzelman
Secretary and Treasurer, Frank VanDeven

Vice-President, Ulysses S. Silbar

Grand Rapids Paper Co.

Representatives of Manufacturers and
Wholesale Dealers in

PAPER BAGS, CORDAGE AND WOODEN WARE

20 Pearl St. Grand Rapids, Mich.
AGENTS FOR MUNISING FIBRE PAPERS



Fire Arms and Ammunition

Big Game Rifles

Automatic Guns

Double Shotguns, Single Shotguns

Hunters' Clothing, Carryall Bags, Ponchos

Base Ball Goods

FOSTER, STEVENS & CO.

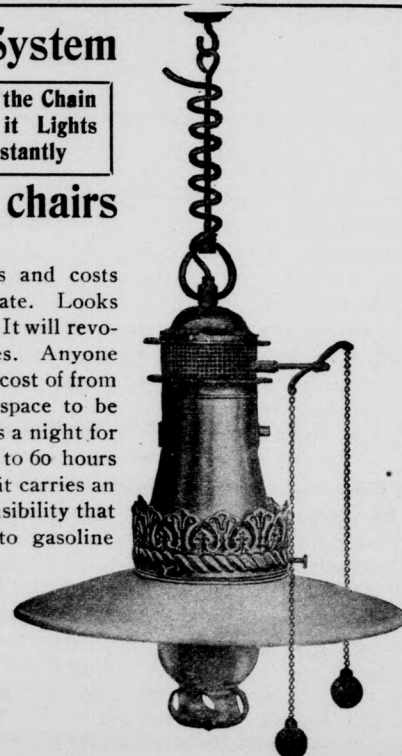
Grand Rapids, Mich.

A Gasoline Lighting System That Requires No Generating No climbing ladders or chairs

Pull the Chain
and it Lights
Instantly

Is as convenient as electricity or gas and costs less than one-twentieth as much to operate. Looks like the latest Nernst electric arc lights. It will revolutionize the lighting of stores and homes. Anyone can install and own a lighting plant at a cost of from \$20.00 up, according to the size of the space to be lighted. **500 Candle Power**, two hours a night for **a Nickel a Week**. Will actually run 40 to 60 hours on **one gallon of gasoline**. Every outfit carries an eleven year guarantee backed by a responsibility that is unquestionable. The only objection to gasoline lighting, viz.:—having to generate the lights before using, entirely overcome. Send for our 48 page catalogue showing many beautiful designs.

Gloria Light Company
5-7 N. CURTIS ST., CHICAGO



Quite recently the writer heard the remark, in reference to a new English hardware trade journal, that "the new paper did not fill the gap, because the gap had only just been discovered by the advent of the new paper which filled that gap so well." So it is with many hardware goods. The consumer welcomes them, but as their loss had not been felt, it was only when the new articles were brought under his notice that he recognized that there was a gap which they filled.

It is beyond the scope of this paper to go into hardware details, neither would it be complimentary to the intelligence of the American storekeeper to point out the many novelties which have been brought out during recent years, and which have been almost daily launched upon the market, and it would certainly be superfluous to mention the various sundry articles which the opposing trader handles, but which could be just as well dealt in over the hardwareman's counter. The individual articles must be carefully selected by the hardwareman if he is bent upon progression. It is the principle we want to enunciate and emphasize—the principle of expansion by the introduction of new side lines and of securing business from acknowledged necessities which could just as well be handled by the hardwareman as by the man who deals in them now. The intelligent hardwareman, who is fully satisfied that more business can be done, perhaps with but little addition to an existing staff and certainly with little or no additional cost as far as management and business premises and capacity are concerned, should at once set about to study and make ready for the new business which he intends to acquire.

Perhaps the first step which may be advisable is to carefully scrutinize the pages of trade journals, not only one issue, but trace back for a few months the progress and development which have been going on in the manufacturing world; to note carefully the new goods which have been brought under review, to communicate with their manufacturers, to obtain terms, and then from the mass of evidence brought under his notice to sift the possibilities of the several claims of the different producers.

If a general development is intended, perhaps a considerable number of these novelties and articles for which the public have not yet acquired a regular taste should be stocked, but if the development is to take place slowly and, we trust, surely, then a sifting out must be made and a few of the lines which appear to be most salable chosen, always bearing in mind the amount of profit which the goods will carry; if practicable, leaning towards those which will induce ready-money sales, for there is something peculiarly attractive to the ready-money business, and, by the way, it may be affirmed that the ultimate advantages of the introduction of ready-money goods are far reaching, because ready-money clients oftentimes include a number of catch customers, a certain proportion of whom will undoubtedly become reg-

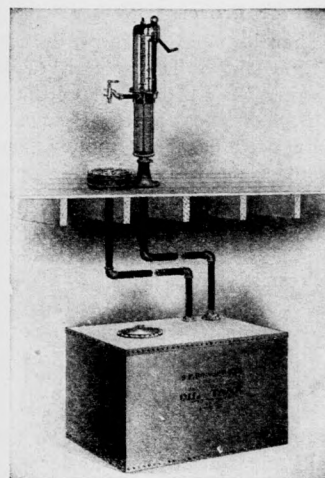
ular clients, and in a short time some of them will doubtless figure on the books of the firm as customers for other goods which they have been in the habit of purchasing elsewhere previously.

The selection of goods already handled by other traders requires still more careful consideration. The principle that the traders and grocers have gone on in the past, of securing only good paying lines from out of the hardwareman's store, should be applied, and the competitors paid back in their own coin. There are goods, the sale of which is almost worthless, and the loss of trade in consequence through the diversion which has taken place in the past has not been inconsiderable—in some instances, perhaps, a loss has been a gain, but a careful scrutiny will reveal many selling lines which a hardwareman should secure; indeed, the peculiarities of retail trading are great when they are well weighed, for the trader of today is but the development of the trader of past ages, and the peculiar circumstances which have at different times in our history affected trade and caused the flow of business to deviate from a straight line have often caused some curious overlapping and mixed up the trades, which in their original state were wonderfully distinct.

There are side lines and business to be secured from other traders which are almost within the inner circle of hardware, and there are goods which barely touch the outer ring. The hardwareman who wishes for gradual development will do the best to keep as near to his own trade as possible, because the introduction of outside elements sometimes has a disturbing influence upon existing business. To crowd out a hardwareman's store with side lines quite foreign to the other business conducted has a detrimental effect, and the arrangement of separate stores, or at any rate of small counters away from the other goods, keeping these side lines as distinct as possible, grouping them where practicable, but still not allowing them to interfere with the general business, is a matter which calls for the ingenuity, tact and talent of the head of the firm.

Although outside the scope of this article, the intelligence of the principal is a matter which can not be too strongly commented upon. The right man in the right place is needed to guide the store and especially to guide it in times of development and expansion. He is also needed among the employees, for the salesmen who handle rough hardware and are accustomed to converse with the navy, the engineer and the operator, are not the men to handle light and delicate goods, and to tackle carriage customers of the fancy goods counter. The necessity for the engagement of a suitable staff is perhaps never so clearly marked as it is when choosing employees to take up new departments, and especially those slightly beyond the scope of existing business.—Fred W. Burgess in Hardware.

Linseed Oil Tanks



Cut 15
Cellar Outfit for Heavy Oils

The Bowser Self-Measuring Oil Tanks will handle Linseed Oil, Turpentine, Varnishes, Shellacs and Dryers just as readily as they do Kerosene and Gasolene.

The Bowser saves oil, saves time, saves labor, and so pays a bigger return than any other part of a store equipment.

The Bowser will handle the heaviest, stickiest oils without gumming—with absolute accuracy of measurement, without leakage, evaporation or waste.

The Bowser will draw and measure five gallons of Linseed Oil in less time than is required for one gallon with any other arrangement.

Send for Catalog M.

S. F. BOWSER & CO., INC.

Fort Wayne, Indiana

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

Obey the Law

By laying in a supply of gummed labels for your sales of

Gasoline, Naphtha or Benzine

in conformity with Act No. 178, Public Acts of 1907, which went into effect Nov.

1. We are prepared to supply these labels on the following basis:

1,000—75 cents
5,000—50 cents per 1,000
10,000—40 cents per 1,000
20,000—35 cents per 1,000

Tradesman Company
Grand Rapids

PURELY BUSINESS.

Nerve of Retail Grocer Carried Him Through.

Written for the Tradesman.

The traveling man smiled as he extended his hand to Hollowell, for Hollowell had written a note to his house asking him to make an extra call that month. This must mean business, thought the salesman. It did!

Hollowell escorted the salesman to the back office and set out a box of cigars—not rolls of paper and nicotine; really, truly cigars.

Remington, the salesman, smoked and chatted and told all the new stories he knew, just to get the retailer in good humor, and then drew out his book.

"What are you out of?" he asked. There was a bill against Hollowell in the salesman's big black pocket-book, but he thought best not to flash that until he had booked the order. His firm had instructed him to watch Hollowell closely, for he was new at the grocery business, with a small amount of capital to invest, but Remington wanted another order before he brought out that bill, which was longer than one of the platforms the old Greenback party used to adopt by a rising vote.

"Well," replied Hollowell, "I'm out of about everything."

"I noticed that the shelves looked bare," said Remington. "You must be catching on in great shape."

"I'm doing the business of this end of the city," replied the grocer. "I've got the other fellows scratching their heads."

"You are not cutting prices?"

"Not on your life! Anybody can give away goods! It takes a man of business to sell them and get the coin down on the nail."

"You insist on cash, eh?"

Remington was thinking of that bill, and of how he would carry a roll as big as a section of stovepipe back to the waiting cashier in Grand Rapids.

"Yes, cash is the thing here," replied Hollowell. "I haven't got a hundred dollars on my books, and I've sold my stock."

"Your two stocks," corrected Remington, for the grocer had been a good customer.

"Yes, my two stocks, and in a month I'll have a third stock sold. Oh, I've got a peach of a trade here. And, by the way, I've also got a lulu of a store. Observe the fixtures, and the modern conveniences, and the manner in which the place is kept up. There isn't a spot of dirt as large as a pinhead in the whole place. The basement is just as clean as the store part. I'm getting a good trade from women who like to have their provisions kept in a clean place."

Perhaps Hollowell was also thinking of that bill, which he imagined was somewhere in Remington's clothes!

"You've got the slickest place on my route," admitted the salesman. "You must spend quite a lot of money keeping it in shape."

"Oh, yes, it costs money, but what's the use? I may as well have the

profit on a big business as on a small one. It is a good investment."

"You bet it is!" replied Remington, who was wondering if Hollowell had the money in his safe to pay the bill with, or whether he would give him a check on the bank.

"Well, let's get this order down," said the grocer.

Then he went on and ordered about a thousand dollars' worth of goods. Remington was pleased with the liberality of the order. He was now quite certain of his money, and the credit man who had been knocking Hollowell would have to admit that he wasn't the whole works when it came to sizing up customers.

Presently the order was booked, and then Remington began making suggestions about additional stock. Hollowell accepted the suggestions in good part and ordered.

"And now," said the salesman, lighting another cigar, "I've got to make my get-away in order to catch the afternoon train. I've brought your bill with me."

"That's nice," said Hollowell. "I've been wondering just how much I owed you fellows. Must be quite a lot."

"It is a whale," said Remington, producing the bill. "You have been selling a lot of goods. Hope you'll keep right on."

Hollowell took the bill into his hands and examined it.

"I don't see anything wrong with it," he said, handing it back.

"Shall I receipt it?" asked the salesman.

"Not just yet."

"How much can you pay on it?"

"Nothing, to-day."

Remington sat down and pushed his hat far to the back of his head.

"What's the matter?" he asked, surprise and disappointment showing in his face. "Why can't you settle?"

"Because I haven't got the money." "But, look here," said the salesman, "this is purely business with me. You've had the goods. Now pay for them."

"Yes, I've had the goods."

"And you have sold them?"

"I surely have."

"Then you must have the money."

"But I haven't got the money."

Remington smiled a ghastly smile. He was beginning to think that Hollowell was in for a joke at his expense.

"Where is the money?" he asked.

"Why, I've spent it."

"Spent it!"

It was so still in the little office that the salesman could hear the low voice of a lady customer at the front end of the store.

"Yes, I've spent it—in the interest of the business," continued Hollowell. "I haven't thrown it away, or anything of that kind. I've invested it in places where it will make money for me and money for your house."

"But you must pay your bills, old man," said Remington. "I can't go back to that sour faced credit man with any fairy tale like this. You must make a good payment down, right now."

Hollowell took out the cash drawer of the safe and looked through

the contents. The heart of the salesman bounded in his bosom!

"I have \$15 cash on hand," said the grocer, and Remington fell back in his chair.

"Then this order doesn't go," he said. "I've been wasting a lot of time with you, old man. The credit man won't stand for this. What have you done with the receipts of the business for the past two months? Come, now, be honest with me. I want to see you make a go here."

"I'll tell you," said Hollowell, lighting another cigar: "I've invested them. I have this county plastered with advertising. I have the rural mails full of private letters and circulars. I have the newspapers stuffed with half page advertisements. I have laid out for a clean up with the new order that will pay all my bills, yours included. Besides all this, I have the best and most attractive place of business in the city. It takes money to do all this, and as fast as it came in I've put it out again. In a month I'll be ready to settle with you in full."

"I can't send this order in to the house unless I get some money," said the salesman. "It would be of no use, and would simply get me into trouble. If you can't make a good payment you get no more goods from our house. Sorry, but that is the end of the matter, old man."



"I might borrow of friends," said the grocer, "but it would be unfair to ask them to take the risk of my business without a shy at the profits. No, sir! You fellows are the ones

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

Alabastine
The Sanitary Wall Coating

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

Alabastine Co.
Grand Rapids, Mich.,
New York City

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 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.

Everything Is Up
Excepting

Mother's Oats

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

Why?

Because of our Profit Sharing Plan
which applies to

MOTHER'S Oats Twos
Oats, Family Size
Cornmeal

Encourage economy by pushing these brands
and make MORE PROFIT

The Great Western Cereal Co.
Chicago

who are making the money on these deals, and it is only fair that you take the risks. You'll have to go out of here without a cent."

"Then this order does not come back," said Remington, "and we'll have to begin proceedings to collect."

"Then the business goes to smash," said Hollowell, cheerfully, "and with it goes all chance of your ever getting a cent from me. There you have the situation in good, hard English. You stand to lose a couple of thousand. My shelves are about empty, and you can't clean up 10 per cent. of your claim. I'll tell you what I'll do: You double that order I've just given, and I'll let you put a cashier in here to handle the money. I tell you that I've got the ropes laid for a huge business during the next month."

Remington leaned back in his chair and laughed.

"I'd like to see the face of the credit man when I make that proposition to him," he said. "Come, old man, if you are so sure of your trade, go to some bank and get the money."

"No," said Hollowell, "I can't do that. If you send in that order I can get through all right, and you can get your money. If you don't, it is a smash. Which is it?"

"But how do we know that your investments are good ones?" asked the salesman. "You may have made a lot of fool advertising contracts and overdone the thing."

"You'll have to stand for my judgment there."

"But this means that you expect to do business on our capital. Even if your judgment is good, it is a cheeky proposition."

"It is the best I have in the box, old man. Double the order and send on your cashier, only be careful and keep it quiet."

Remington went out without reaching a decision, but that evening, just before closing time, he came back and sat down in the office, where Hollowell was posting his books.

"I wish I had your nerve—and your luck!" he said. "The house tells me to go ahead and take your orders and stay here as cashier. They don't like it, but you've got 'em on the hip! I'll see that no other fellow plays your game!"

Hollowell laughed happily and shook hands with Remington.

"You'll see!" he said.

Now, Hollowell was a good business man, and his investments were good ones, and he made good, but Remington still declares that he put up a job on the house.

"It is a new way of getting capital," he said, "and no one will ever work me in that way again. The nerve of the man—the cold-blooded nerve!"

But Hollowell, who is now a wholesaler himself, laughs and warns his salesmen against giving too much credit to a man who deliberately places a firm in a position to lose a lot of money. Alfred B. Tozer.

Character is soon narrowed when you try to be liberal in regard to questions of absolute right and justice.

To Control Development of Species.

The dream of Bacon, who saw in the New Atlantis gardens a land devoted to the modification and improvement of animals and plants at man's will, is being realized at the Carnegie institution on Long Island, where the discovery of the laws of organic evolution is the primary object of the investigations. When the laws are mastered we shall know how to control the process and how to improve the human race. A carnation can be made not only crimson but white, yellow and blue; it can be made as large as a chrysanthemum or dwarfed.

So the bantam fowl may be of red color, or black, or white, with a ruff or without, with a long tail or no tail at all. The egg yield of the hen can be increased from 150 to 200 a year. The strength of the horse may be increased, indeed, by using the principles of evolution already known. Great practical advances have been made. If characteristics are for the most part inherited and entire, and can be combined in various ways like atoms in chemistry, it should be possible to obtain any desired result. By experimenting with cattle it is hoped to determine whether the quality of Holstein milk, already noted for its volume, can be improved by breeding with the Jersey.

Dr. Alexander Graham Bell has presented the station with some Nova Scotia ewes and rams. With these it is purposed to experiment on increasing the number of milk glands in sheep. A race of four toed guinea pigs has been produced. Studies of inheritance of the color patterns of asparagus beetles are also being made. These spots vary from light spots on dark ground to dark spots on light ground. The possibility is being shown of changing these patterns at will by altering the temperature of the cages in which the beetles are bred.

If Monkeys Had Lunch Counters.

Some of the four footed folks have five hands; that is to say, they use their tail for a hand. The opossums both in America and Australia have developed grasping power in their tail and also the monkeys and the tree ant eaters and tree porcupines of America. In all these the extremity of the tail has a portion of its lower or upper surface naked and marked by transverse ridges and grooves. These, when applied to a bough by curling the tail tip round it, give great grasping power. The fact that either the upper or the lower surface of the tip may be naked implies independent origin of the grasping power in different groups.

The Australian rat kangaroos have gone farther than climbing with their tails and employ them for carrying grass and other herbage for building their nests. The trunk of the elephant when contrasted with the tail of the rat kangaroo affords an example of fertility of resource in animal development. In this case the specialization has proceeded further than the rat kangaroo, so that the trunk is capable of serving many purposes of a hand. One of the most remarkable

points connected with this organ is that it has been developed in the group of animals which have abandoned the use of their fore legs as hands and become specialized for locomotion along the ground.

The elephant's trunk is a development of the nose and upper lip and is therefore in a sense a confession of failure and consequently a sort of makeshift.

In the elephant group the abolition of hands would not work, so some other contrivance had to be arranged.

The bride promises to obey, but she generally has her fingers crossed.

Perseverance has won lots of things that were not worth the effort.



Get our prices and try our work when you need

Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

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

We Sell the Celebrated Penn Yann Buckwheat Flour

Made at Penn Yann, New York

—and—

Pure Gold Buckwheat Flour

Made at Plainwell, Michigan

Gold Leaf Vermont Syrup

New Goods Just In

JUDSON GROCER CO.

Wholesale Distributors for Western Michigan

LIGHT YOUR STORE

Your Home, Factory or Business Place of Any Kind Better than Your Neighbors and Save 50 to 75% by Using Our

BRILLIANT or Bohner Inverted Gasoline Gas Lamps

that are always ready for use and can be handled by anyone, or our

Climax Lighting Systems

Millions of these lamps are in use all over the world. If you want the best home or reading lamp, or the brightest store in your town, for the least money, send us your order at once or write for our M. T. Catalog.



BRILLIANT GAS LAMP CO. 42 State St. CHICAGO, ILL.
EXCLUSIVE MANUFACTURERS OF THESE GOODS

EVEN EXCHANGE.

Trade a Bad Idea For a Good One.

Prof. James, the sage of Harvard, says that the secret of will is to think. The early psychologists thought we could not act at all until we had "twitched the coattails of our wills." But they realize nowadays that, after all, most of our acting is done without willing. All the petty routine of dressing and undressing, giving good day and good-by, and the sundry and divers other everyday manners and customs practically go of themselves.

Lying abed, for example, of a morning, we may notice the clock and see we shall be late for breakfast if we do not hasten, and up we get, without any special exertion or determination, and bathe and dress and go downstairs without any interrupting of the stream of thought that beguiled our fancy while in bed. The idea that it was time to get up, not an act of the will, set us going.

But if the room is cold a second idea to this effect may accompany the breakfast time idea and pulls the other way. The breakfast idea impels to action. The cold idea prevents action. It is a stoppage. The two together may keep us in a deadlock for several hours of hesitation or deliberation. Suddenly we may forget about the cold and find ourselves out of bed before we know it, the simplest way of willing. Or, we may rise despite the cold because our sense of duty regarding breakfast may overpower the sense of discomfort from the cold. That is the other and the more difficult way of willing.

Acts of the will always are the results of compounding the ideas that impel us to act with the ideas that check our action, our inhibitions. The maniac acts under an excess of impulse. His impulses work so rapidly and so extravagantly that the inhibitions have no chance to show themselves. The man says and does whatever "pops into his head." In some melancholics the checks are excessive and go to extremes. They are paralyzed with fear and helplessness.

Most people tend either to impulse or inhibition. Southern races are proverbially impulsive and precipitate, whereas the English races, especially the newer branches in New England, get all entangled with inhibitions and can not act save as they press through a thicket of conscientious scruples. The higher types of minds always have checks. They look at both sides of a question and act because the pro's outweigh the con's.

Their conversation is at the opposite pole from the brilliancies of the French empire. In the days of the old French wits and beaux and belles anything would do that kept the conversation lively — slanders and falsehoods and private and public scandals. Every polite parlor was a school for scandal. But moderners tolerate only the truthful and benevolent and in that way bottle up all sorts of ideas that otherwise would have been expressed.

Pure and simple impulse is the easiest and lowest type of action because it is mere blind force discharging through our muscles like a streak of lightning or electricity. It takes no skill to rule autocratically like an Oriental despot or a Napoleon, for one has free swing to one's own way. There are no checks to impulse. The sovereign fiat goes forth and all the peoples bow down.

The far harder and greater part is to rule like a Lincoln or a Gladstone, to reign with a parliament. When Cavour was importuned to declare martial law he rejoined: "Any one can govern that way. I will be constitutional." In a constitutional or popular type of government the conditions are complex and elaborate. There are always reasons for and reasons against and nice opportunities for the exercise of discrimination.

The finely developed mind is stockaded with ideas that prevent many varieties of action, yet action is not paralyzed. We are not brought to a standstill by a deadlock between the impelling ideas and the inhibiting. Rather they are balanced on delicately adjusted scales which tip either way, according to the weightier reason.

Sometimes, nevertheless, it is hard to decide how to act. Or having decided it is sometimes difficult to act. We flinch from doing some things which we have conceived to be the only right things to do. If we can keep the right idea to the fore we are performing a moral act.

We are making the exertion of our attention which holds us to the right idea. But for this attention the right idea would vanish softly and suddenly. And this is truly our moral salvation; to hold our attention to the right idea, however unsavory, and,

lastly, to get the habit of acting under the right idea.

A toper has resolved to reform and is offered the sparkling glass. So long as he has the notion that if he declines he wastes good brandy or is boorish and uncompanionable, or is not properly celebrating a public fete day, or is missing a chance to sample some choice brand of liquor he is on the way to destruction. But if he lays hold of the thought that to accept means "being a drunkard, being a drunkard, being a drunkard," or that it means having a drunkard's stomach, kidneys, nerves and social miseries, and if he tenaciously rivets his mind on this then he is saved. His idea of the charm of drinking is checked, repressed by the idea that drinking is not charming.

Another way to check bad action, and a better way than to repress ideas, is to substitute a better idea for the worse. The man weans himself from his inebriety less by the idea of the evil effects of the alcohol than by the contemplation of the good and delightful effects of sobriety, the blessings of a sound and sane system, young and elastic with pure, sweet blood, stimulated to vigorous and efficient activities by morning sun and crystal dew and tonic air. Spinoza called a man a slave who

'Fun for all—All the Year.'

Wabash Wagons and Handcars

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

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

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

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

Manufactured by

Wabash Manufacturing Company
Wabash, Indiana

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

GRAND RAPIDS PAPER BOX CO.

MANUFACTURER

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

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

Estimates and Samples Cheerfully Furnished.

Prompt Service.

Reasonable Prices.

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

GRAND RAPIDS, MICH.

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

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

habitually acts under the power of a bad notion, a "crump with his grunting resistance to his native devils." The only free man is the man who acts under the inspiration of the good. He does good not because lies are wicked but because he loves truth and uprightness and is enthusiastic over honor and beauty.

The psychologists talk of the explosive power of the higher emotions. The higher emotions quell the lower. Fear quenches the appetite. Mother love arrests fear. A large idea is enough to change the whole scale of values in our motives. Temptations are no longer temptations. The impossibly great and good become the possible. The difficult becomes the easy.

A tactful teacher makes these substitutions purposely and all unknown to the child. If the child is attracted by the hurdy-gurdy outside the teacher devises a greater attraction within the schoolroom so as to win his attention from the unprofitable street sounds to the voice of instruction. Horsemen do the same thing with balky horses. They divert the animal's attention to something pleasant until the trouble is forgotten.

The individual, knowing what manner of ideas he would have control his character and career, can emulate the teacher's and the horseman's examples. He can make his own substitutions, fill his mind with the good he would become, and thus strengthen his will for the good.

"We grow like what we contemplate; let us therefore contemplate the true, the beautiful and the good." Thus said Longfellow.

Ada May Krecker.

The Kind Gentleman Who Kicks the Dog.

Written for the Tradesman.

"It doesn't always take so much as a straw to show which way the wind blows," said Marcia Francisco, who lives in a bigger city than I do and keeps both eyes open to their fullest extent.

"Sometimes," she continued, pensively, "it takes no more than the tiniest sliver of a splinter from a straw to tell just precisely what a man's every day life is. You can size him up very accurately by the way in which he treats dogs, children and women, especially those to whom he is master; whether it be animals or humans, the rule holds infallible. One well versed in the reading of character needs but tiny evidences to be able to lay bare a man's inner attitude towards the weaker.

"He himself may be so accustomed to these discrepancies in his make-up that they pass unregarded by him. Also his people and other intimate associates may, from long familiarity with his faults, have come to look upon them as ineradicable, if not excusable.

"Let a man kick a dog and how quickly it is noticed by strangers. At once is he set down, in the minds of humane spectators, as much more of a brute than the poor thing he mistreats. At once does he sink in the estimation of right thinking and kind-acting people.

"If a man is cross to a little child—ugly because he is placed in a position of authority over him—his bulldozing spirit acquires him no friends. He is measured by his meanness and placed in their mental category just where he belongs.

"I have no use," concluded Marcia Francisco, "for the man who is all smiles for the outside world but lays them all aside the moment he crosses his own threshold.

"I have the displeasure to know well one such miscreant.

"The public looks upon him as a paragon of all the domestic virtues.

"A good provider?"

"Oh, certainly yes, a good provider always.

"But that falls a long way short of being everything.

"When he enters his own domicile the iron gauntlet makes itself felt on all sides. The dog gets up from enjoyment of the fire's cheerful warmth and slinks off into a distant cold corner, wisely preferring its discomfort to a kick in the ribs if he doesn't move.

"The children stand in awe of the Mogul, and do his bidding with no cheerful love in their obedience, hoping for—but not expecting—a pleasant word tossed in their direction.

"And the wife—ah! the downtrodden creature. She it is who bears the brunt of the man's miserable disposition.

"He may be rich.

"Does she know it?"

"Well, not by any reciprocity of pleasant personal perquisites. He purposely keeps her ignorant of his monetary matters, so that he may not be obliged to dole out anything but the barest of bagatelles. If she asks for some money to buy a pair of shoes he tells her he is 'short,' 'has to meet a note at the bank' or something else equally plausible sounding.

"One man I knew who answered this description moved his wife and other household chattels East, where the wife died of a so-called 'incurable' disease—although some named it rightly a 'broken heart.' The husband came back here with flying colors and a new wife not long after, but I guess he has something coming to him when he, too, shall 'sleep the sleep that knows no waking.'" B.

The Eternal Lottery.

Governor Vardaman, of Mississippi, tells an amusing instance of the negro's attitude toward matrimony.

A darky clergyman in the State named had married two negroes; and after the ceremony the groom asked, "How much yo' charge fo' dis?"

"I usually leave that to the groom," was the reply. "Sometimes I am paid five dollars, sometimes ten, sometimes less."

"Five dollahs is a lot o' money, pahson," said the groom. "Ah'll give yo' two dollahs, an' den ef ah finds ah ain't got cheated, ah'll give yo' mo' in a monf."

In the stipulated time the groom returned. "Pahson," said he, "dis here arrangement's a kind o' spec-lashun, an' ah reckon youse got de wust of it. Ah figgers dat youall owes me a dollah an' seventy-five cents."

Wolverine Show Case & Fixtures Co.

Manufacturers of

Bank, Office, Store and Special Fixtures

We are prepared to make prompt shipments on any goods in our line.

Write for catalogue.

47 First Ave.

Grand Rapids, Mich.

El Portana 5c Cigar

Now Made in Five Sizes

Each size is numbered and every box is marked with its respective number. When ordering by mail, order by number.

G. J. Johnson Cigar Co., Maker

Grand Rapids, Mich.

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.

MUST WORK TOGETHER.

Individualism Makes Trouble and the Egotist Must Go.

Little hotels often feature their clerks; small tailors proudly put forth their cutters. But a big business is built by many earnest men working together for a common end and aim. It is planned by one man, but is carried forward by many.

A steamship is manned by a crew and no one particular sailor is necessary. You can replace any man in the engine room of the Furst Bismarck, and she will cross the ocean in less than six days.

In an enterprise that amounts to anything all transactions should be in the name of the firm, because the firm is more than any person connected with it. Clerks or salesmen who have private letter heads and ask customers to send letters to them personally are on the wrong track.

To lose your identity in the business is one of the penalties of working for a great institution. Don't protest—it is no new thing—all big concerns are confronted by the same situation—get in line! It is a necessity.

If you want to do business individually and in your own name stay in the country or do business for yourself. Peanut stands are individualistic; when the peanut man goes the stand also croaks. Successful corporations are something else.

Of course the excuse is that you send me the order direct, I, knowing you and your needs, can take much better care of your wants than that despised and intangible thing "the house." Besides, sending it through the Circumlocution Office takes time.

There is something more to say. First, long experience has shown that "the saving of time" is exceedingly problematic. For while in some instances a rush order can be gotten off the same night by sending it to an individual, yet when your individual has gone fishing, is at the ball game, or is sick, or else given up his job and gone to the opposition house, there are great and vexatious delays, dire confusions and a great strain on vocabularies.

This thing of a salesman carrying his trade with him and considering the customers of the house his personal property is the thought of only 2x4 men. A house must have a certain fixed policy—a reputation for square dealing—otherwise it could not exist at all. It could not even give steady work and good pay to the men who think it would be only a hole in the ground without them.

In the main, the policy of the house is right. Don't acquire the habit of butting in with your stub-end of a will in opposition to the general policy of the house, stand by it, take pride in it, respect it, uphold it and regard its interests as yours. The men who do this become the only ones who are really necessary. They are the top-notchers, the hundred-pointers. The worst about the other plan is that it ruins the man who undertakes it. For a little while to do a business of your own in the shadow of the big one is beautiful—presents

come, personal letters, invitations, favors, is Mr. Johnson in? By and by Mr. Johnson gets chesty; he resents it when other salesmen wait on his customers or look after his mail. He begins to plot for personal gain, and the first thing you know he is a plain grafter, at loggerheads with his colleagues, with the interest of the house secondary to his own.

You must grow toward the house, and with it, not away from it. Any policy which lays an employee open to temptation, or tends to turn his head, causing him to lose sight of his own best interest, seizing at a small betterment, and losing the advantage of a life's business is bad. The open cash drawer, valuable goods lying around not recorded or inventoried, free and easy responsibility, good enough plans, and let-'er go policies, all tend to ruin men just as surely as do cigarettes, booze, pasteboard and the races.

The man who thinks he "owns his trade," and threatens to walk out and take other employees and customers with him, is elated to have his dream come true. The manager gives in—the individualist then is sure he is right—the enlarged ego grows, and some day, the house simply takes his word for it, and out he goes. The down-and-outer heads off his mail at the postoffice and for some weeks embarrasses customers, delays trade and more or less confuses system, but a month or two smooths things out, and he is forgotten absolutely. The steamship plows right along.

Our egotist gets a new job, only to do it all over again if he can. This kind of man seldom learns. When he gets a job he soon begins to correspond with rival firms for a better one, with intent to take his "good will" along.

The blame should go back to the first firm where he was employed, that allowed him a private letter head, and let him get filled with the fallacy that he was doing business on his own account, thus losing sight of the great truth that we win through co-operation and not through segregation or separation. The firm's interests are yours; if you think otherwise you are already on the slide. The only man who should be given full swing and unlimited power is the one who can neither resign nor run away when the crash comes, but who has to stick and face the deficit and shoulder the disgrace of failure. All who feel free to hike whenever the weather gets thick would do well to get in line with the policy of the house.

The weak point in Marxian Socialism is that it plans to divide benefits, but does not say who shall take care of deficits. It relieves everybody of the responsibility of failure and defeat. And just remember this, unless somebody assumes the responsibility of defeat there will be no benefits to distribute. Also this, that the man who is big enough to be a somebody is also willing to be a nobody.

Elbert Hubbard.

The accident of energy has made more millionaires than the accident of birth.

Little Willie.

"Pa!"

"Yes, my boy."

"Who was Jonah?"

"Jonah was the man who was swallowed by a whale."

"What is a whale?"

"A big fish, my boy. Now run along and don't bother me."

"Pa, is a whale bigger than a cat fish?"

"Yes, much bigger. Don't bother me."

"Is a whale bigger than a pike?"

"I told you not to bother me any more with your fool questions. Of course a whale is bigger than a pike."

"Say, pa, how big was Jonah?"

"I don't know, and I wish you wouldn't ask so many questions. I want to read. Jonah was as big as a man."

"What man?"

"I don't know. Any man."

"As big as Uncle Will?"

"Oh, run along, now, and don't trouble me any more. I don't know."

"Just one more question, Pa. How big was the fisherman who used Jonah for bait?"

Here Willie was unceremoniously yanked off to bed.

Respect your husband's first love. It pleases him, and she is probably nothing but a myth after all.

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.

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

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

Successful Progressive
Strong

OLD
NATIONAL
BANK

No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets
\$7,000,000.00

Commercial and Savings
Departments

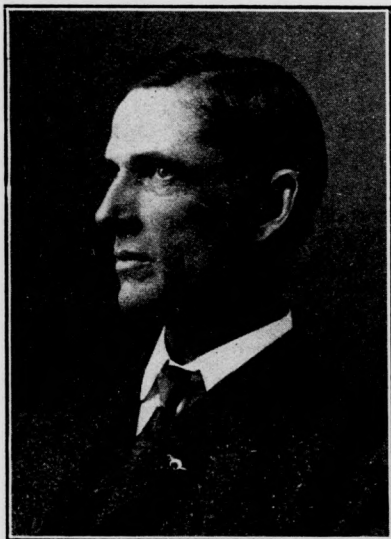
THE REGULAR DEALER.

Wherein He Differs From the Irregular Dealer.

The definition given by Webster for regular is ordinary, normal.

The regular dealer, then, is the ordinary, the normal dealer; one who does business in the ordinary way, according to customary rules and usages. We do not think his regularity depends so much on the amount of capital he has as the way in which he conducts his business. Much depends on experience and good business judgment.

In order to be a regular dealer in any line, the person should turn at least the greater part of his attention to that particular line. The blacksmith working at his forge and depending on that for a livelihood puts in a wagon or, perhaps, a sample carriage or two, and by not giving this



the attention it should have on account of inexperience or close attention to other work he does not meet with a ready sale. He finds a cash customer who is willing to give him a slight advance on the wholesale price; he sells, in order, perhaps, to meet the invoices which are about to fall due. He has cut the price and ruined the trade on this particular line of wagons in the section where this transaction becomes known. The blacksmith drops the line, as there is no profit in it for him, and the regular dealer does not care to take it up. This may be a regular blacksmith, but a very irregular dealer.

The farmer who contracts for a line of machinery for the sole purpose of getting what he needs for his own use at wholesale prices and, perhaps, with a view to selling a few to his neighbors by making a lower price than they could get of a dealer may be a regular farmer but a very irregular dealer.

The country merchant running a general store or a hardware dealer who does no outside work, but waits for the implement dealer in a neighboring town to create a demand for an article by systematic advertising and a thorough canvass, who puts in a sample and calls the attention of the prospective customer to the fact that "You can buy this cultivator for a dollar less than you can get it for over in B—," we think the most

irregular and, we might say, the most contemptible of dealers with whom we have had experience.

Any of the foregoing may be well-to-do financially; in fact, they may be cash customers and the manufacturer or jobber may dislike very much to drop them from his books, but it is only a question of time when the regular dealer must be protected or drop the line.

On the other hand, we have known of those who started in the implement trade whose only capital was a good stock of hustle and business sense who have been regular dealers from the start and to-day are able to make a respectable showing among the leading dealers of the State.

We take it, then, that it is not the amount of capital a man has, or the amount of business he does, that makes him a regular dealer in implements, but the doing of that business in a regular, normal and ordinary way, giving it as much of his attention at least as any other line he is interested in; selling at regular prices and not trying to get business by learning the price his neighbor is selling at and then cutting under.

We realize that it is very hard to draw the line between what might be termed the regular and the irregular dealer and that it would be quite easy for a traveling salesman—who is overanxious to make a good showing with his house—to make a mistake, but we feel that the manufacturer or jobber should look well to the business methods of any dealer before making a contract or even quoting prices, and if he finds he has made a mistake cancel that contract at the earliest possible moment.

We trust that the time is not far distant when all manufacturers and jobbers will consider it to their interest to protect the regular dealer who does business in such a way that he will be able to continue to do business.

Geo. E. Hain.

Comforting.

An amusing story is told at the expense of a prominent Baltimore lawyer, who, like most young attorneys, got his first case by a signment from the bench. His client had been indicted for murder, and his conviction was a foregone conclusion, as his guilt was unquestionable.

The result of the trial was a sentence to be hanged; but the man made an appeal to the Governor for a pardon, and was anxiously awaiting a reply thereto when his lawyer visited him in his cell.

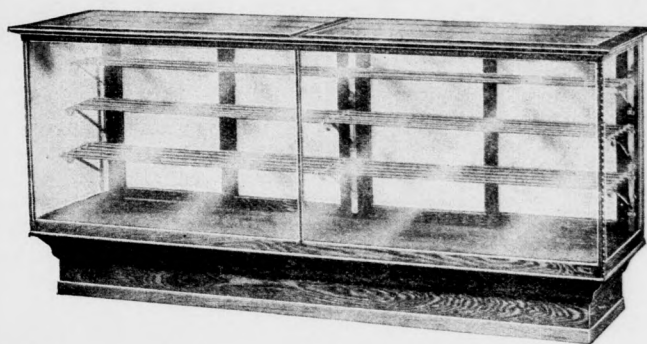
"I got good news for you—very good news!" the young lawyer said, grasping the man's hand.

"Did the Governor—is it a pardon?" the man exclaimed, joyously.

"Well—no. The fact is the Governor refuses to interfere. But an uncle of yours has died and left you \$200, and you will have the satisfaction of knowing that your lawyer got paid, you know," was the comforting explanation.

The man who sticks to the truth seldom talks about himself.

The income of the heart depends on its outgo.



The Case With A Conscience and Dependable Fixtures

Here's a word to the man who wants store equipment *now*.

We can make *spot deliveries* on any goods ordered.

Reasons:—*That new factory.*

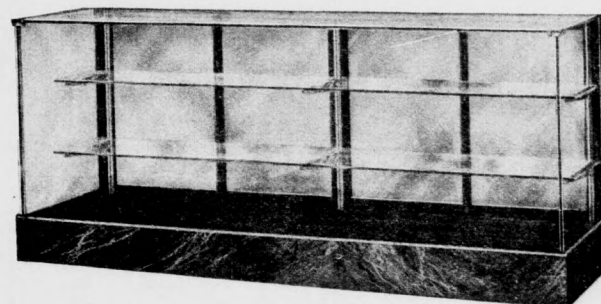
Same old *bottom prices*, guaranteed *quality* and *honest dealing*.

What say?

Grand Rapids Fixtures Co.

918 Jefferson Ave.

Grand Rapids, Mich.



Holland Rusk

is here to stay. It has benefited many a grocer because it sells readily the year around and every buyer "tells another." Thus the grocer is advertised. The sales show a steady increase. Ask your jobber or write us.

HOLLAND RUSK CO., Holland, Mich.

Every package of Holland Rusk bears a Dutch Windmill as trade-mark and is guaranteed under the National Pure Food Laws.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 7—Purchases of coffee by interior dealers still remain confined to small lots individually, although the total amount is very considerable. There is a better tone to the spot market, as well as to the speculative trade, and dealers profess a good deal of confidence in the future. In store and afloat there are 3,818,049 bags, against 4,042,406 bags at the same time a year ago. At the close Rio No. 7 is worth 6½c. Mild grades have been in better request. Stocks here are light and, of course, this helps to appreciate values. Good Cucuta is worth 10c.

Teas are very firmly maintained. Especially is this true of the lower grades. Enquiries from out of town have been much more numerous and while individual orders have been rather small, there is certainly much more encouragement and the whole situation is in favor of the seller.

Sugar refineries will soon close down, as they always do at this season, for the purpose of making needed repairs, cleaning up and getting in good shape for the resumption of trade later on. In view of a promised advance in refined sugar of 5 points there was a little more activity for a short time, but now business is slow and nothing else can be looked for for some time to come.

Rice is unchanged. The volume of business is simply of an everyday character. Until after the turn of the year the situation will be without other aspect than now prevails. Prime to choice domestic, 5½@6½c.

Spices have met with pretty good enquiry this week and orders have come from widely-separated sections. Supplies seem to be sufficient to meet all requirements, but are not burdensome. Prices are practically without change.

Receipts of molasses have been light and the market is well cleaned up. Holiday requirements have caused some activity and quotations are well sustained. The output of syrups has been light and stocks are cleaned up well.

It is said that sellers of canned goods are making concessions, if necessary, to effect sales on many goods. Tomatoes, however, are not in the list and the article remains strong at 80c f. o. b. for standards, and sales at that have been of liberal proportions. Peas, too, have been in good demand, although there is some divergence as to the value between buyers and sellers. Standards are quoted at 90c@\$1 and up. The supply is not overabundant and an advance will occasion no surprise. A prominent Maryland packer of tomatoes told your correspondent that the larger warehouses of Baltimore were practically cleaned up; that the demand from the West had been extraordinary and the outlook good for

advancing quotations. Corn is being worked off at prices which show some decline, some well-known goods of Maryland (Maine style) selling at less than 70c. Real Maine is worth \$1.07½ and there is not much of it.

Butter that will stand any test and earn the name of "gilt-edge" is, of course, in demand and the supply is quickly absorbed. Such stock is quoted at 29c. Extras are 28½c. Lower grades are in good supply, but as nobody wants such goods the quotations are "wobbly." Storage goods have met with rather better demand and work out at 26½@27½c. Factory is quiet and selling at 18@20c. Process, 22½@23½c.

Cheese has shown a little more activity and stocks are showing the effect. There is not likely, however, to be any dearth. Full cream New York State is worth 15½c.

Western eggs of the better grades are selling well and the range is from 28@33c, although the latter is possibly rather extreme. The under-grades have been quiet and quotations show a wide variation. Refrigerator stock is working out at 17@19½c—latter for fancy early-packed.

Financial Research.

"No," said the grocer firmly, "I can not trust you for a ham."

"I don't want your old ham," responded the man addressed. "My purpose was to ascertain if the conduct of the President really had disturbed credit. I fear it has."

Where He Slept.

The doting parents of a Connecticut boy who had gone to New York under the patronage of a prosperous hardware merchant were naturally most desirous to know just how the lad was "getting on."

When, after a fortnight, the father wrote to his boy's employer, saying that his son was "no hand at writing letters," he stated that he was anxious to know the boy's progress. "And," he added, "I wish you'd let me know where he sleeps nights."

In a short while reply came from the hardware man, who, among other things, imparted this information:

"Your son sleeps in the store in the daytime. I do not know where he sleeps nights."

Bees Race Pigeons.

It is not generally known that bees are swifter in flight than pigeons—that is, for short distances. Years ago a pigeon fancier of Hamme, Westphalia, laid a wager that a dozen bees liberated three miles from their hives would reach home in less time than a dozen pigeons. The competitors were given wing at Rybern, a village nearly a league from Hamme, and the first bee reached the hive a quarter of a minute in advance of the first pigeon. Three other bees reached the goal before the second pigeon. The bees were also slightly handicapped, having been rolled in flour before starting for the purpose of identification.

You can not win men from glittering sin by a bloomy salvation.



Dairy Feeds

are wanted by dairy-men and stockfeeders because of their milk producing value. We make these a specialty:

Cotton Seed Meal
O. P. Linseed Meal
Gluten Feed
Dried Brewers' Grains
Malt Sprouts Molasses Feed
Dried Beet Pulp

(See quotations on page 44 of this paper)

Straight car loads; mixed cars with flour and feed, or local shipments. Samples if you want them.

Don't forget
We Are Quick Shippers

Established 1883

WYKES & CO.

FEED MILLERS

Wealthy Ave. and Ionia St.
GRAND RAPIDS, MICH

HEADQUARTERS IN GRAND RAPIDS FRUITS AND VEGETABLES

STRAWBERRIES
RASPBERRIES
BLACKBERRIES
BLUEBERRIES
CHERRIES
EARLY APPLES
LATE APPLES
GRAPES
PEACHES
WATERMELONS
CANTALOUPE
GEMS, ETC.
ALL KINDS OF FRUITS

REFERENCES
All Commercial Agencies
Commercial Savings Bank

CODES
Revised Economy
U. S. Code Armsby
Revised Citrus
Bakers Potato

Yuille-Miller Co.

Commission Merchants

ALL PRODUCTS OF FARM AND ORCHARD

30 and 32 Ottawa St.

GRAND RAPIDS, MICHIGAN

TOMATOES
CABBAGE
BEETS, PEAS
BEANS, CARROTS
PIEPLANT
CUCUMBERS
CAULIFLOWER
TURNIPS
POTATOES
LETTUCE
CELERY
PEPPERS
EGG PLANT
SPINACH

LONG DISTANCE PHONES
Bell 2167
Citizens 5166

Holly, Holly Wreaths, Evergreen Wreathing, Mistletoe, Etc.
For Xmas Decorations

OUR BUSINESS IS FINE

Reason must be we supply our customers with the best of goods at the lowest possible price. If you are one of the few that don't buy of us you better get in touch. We know you will be a repeater. We can take care of all. Most anything in the fruit and produce line can be found in our stock.

REMEMBER

we are in the market always for cars apples, onions, squash, pumpkins, potatoes, cabbage and other fruit and produce. Wire, phone or write us for prices if you wish to buy or sell. Write us for Grand Rapids weekly market report.

SEND US YOUR XMAS ORDER

O
R
A
N
G
E
S

B
A
N
A
N
A
S

Lost Accounts Prevented by Salesman Collecting.

Whether or not the salesman is the right man to make collections depends upon many things. The nature of the commodity which the salesman represents, the average size of his customers' accounts, the extent of his territory and his personal standing with the trade are all more or less influential in deciding whether or not it is wise for him to attempt to collect accounts as well as to sell goods.

Our firm has a carefully organized collection department, and our salesmen are not, as a rule, expected to concern themselves with collections.

My personal experience, however, has been that oftentimes a salesman can collect an account from one of his own customers better than anyone else could collect it.

Occasionally, in any line of business, a perfectly reliable customer will allow his account to become overdue, and will even ignore the bills rendered, for no other reason than that he entertains some grievance against the house which the house itself does not conceive of. In such a case if a collector is sent it is very possible that there will be trouble. Even if the collector succeeds in arranging a settlement it may be expected to follow that the customer with the grievance will transfer his account to some other firm.

His account would perhaps have been saved, his obligation settled and his friendly patronage continued if the salesman with whom he had dealt in the first place had been delegated to make the collection. The salesman's knowledge of his customer would enable him to handle the matter more tactfully than any collector in such case; also the fact that the salesman had previously succeeded in arousing the confidence and good feeling of the customer (as he must have done to gain the order) counts for much. The customer would respond more readily to his advances and would feel that he was dealing with an acquaintance who was interested in him.

I remember the case of a Bohemian dealer to whom I had sold a considerable bill of goods. There was no question about his ability to pay, but the fact remained that long after the account was overdue it remained unpaid.

The Bohemian was politely invited, by letter, to pay, but he paid no attention. Invitations became more pressing, but he still ignored them. A collector was sent to call upon him and discovered that neither the dealer himself nor any one in his establishment could speak English; all the urgent letters from the house stating this dealer's position and enlarging on his delinquency had remained unread. The only thing they contained that was intelligible to the dealer were the figures indicating the amount of his bill, and this he considered was an unjust one. Being indignant at what he thought was an overcharge, he had simply let the matter drop until the collector called, at which time he managed to

convey his sense of injury and his determination to have no more to do with it.

As it was my customer, I undertook the business of collecting the account. I called with an interpreter and found that his attitude towards me was very different from that towards the collector. It appears that I had made a favorable impression on him when I sold the bill in the first place.

Explanations followed and it was easy to clear up a misunderstanding which the Bohemian had entertained with regard to the terms of the sale. So soon as he saw his mistake he was eager to put himself in the right; the account was promptly settled and he has placed further orders with the firm.

Instances of this kind are not uncommon, and they show how important it is for the salesman to take, occasionally, the role of collector for his firm.

When he can, in the manner described in the foregoing, save his house from losing a good customer, he performs as important a service as he does in securing the trade of new patrons. It is as much a salesman's business to prevent the forfeiture of old accounts as to secure new ones. So far from feeling resentment at having to act as collector he should feel an interest in this part of his work and take pains to do it well.

A. J. Morrissey.

Not Much Difference.

A stranger, says a contemporary, addressed the farmer's boy across the fence:

"Young man, your corn looks kind o' yellow." "Yes, that's the kind we planted." "Don't look as if you would get more than half a crop." "We don't expect to. The landlord gets the other half." Then, after a short time, the man said, "Boy, there isn't much difference between you and a fool." "Nope," replied the boy, "only the fence."

The venomous tongue can not cover its guilt by calling it candor.

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

We Are Buying

Apples, Peaches, Pears, Plums, Grapes, Onions, Potatoes, Cabbage. CAR LOTS OR LESS.

We Are Selling

Everything in the Fruit and Produce line. Straight car lots, mixed car lots or little lots by express or freight.

OUR MARKET LETTER FREE

We want to do business with you. You ought to do business with us. COME ON.

The Vinkemulder Company
Grand Rapids, Mich.

Gallon Apples

In car lots or less. Write, phone or wire.

C. D. CRITTENDEN CO.

41-43 S. Market St. Both Phones 1300. Grand Rapids, Mich.

It is not what we say but what we do for you that counts, so send us your next shipment as we have the outlets for all grades.

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York

We handle dairy butter, ladles and packing stock.

ESTABLISHED 1876

WE BUY BEANS

All varieties. Mail us large sample with quantity to offer.

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

BEANS We are in the market for all kinds. When any to offer either for prompt or future shipment, write us.

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

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

Highest Price Paid for Eggs

We buy them case count, f. o. b. your station.

Today we are paying 24c.

We also want your Butter, Cheese and Poultry.

Money right back

Bradford-Burns Co.

7 N. Ionia Street

Grand Rapids, Michigan

If your eggs are fresh and you are offered less than 25 cents for them write or phone me for my offer.

All grades of dairy butter wanted.

F. E. STROUP Successor to Stroup & Carmer Grand Rapids, Mich.

Potato Bags

new and second hand. Shipments made same day order is received. I sell bags for every known purpose.

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

FOURTH AND LAST.

Glasgow's Exaugural Address To the Implement Dealers.*

In presenting this my fourth and last annual message as your President I desire to congratulate you upon the steady growth both in members and influence which the Association has enjoyed, and for which your President takes no credit other than that which is due every officer and member who have given their loyal support and who have labored earnestly to secure those benefits which faith in our fellow men through a clarified vision reveals to us is possible.

We have reached another milestone in our history and when we adjourn it will be to enter upon the fifth year of Association work for the benefit of our members. During all these years there has been no time when we could look backward with more satisfaction and pride or into the future with greater confidence and enthusiasm than now.

The last ten years have been marked by the greatest prosperity this country has ever experienced. The East, the West, the North and the South have all alike shared in this glorious favor, and mechanic, farmer, dealer and manufacturer have each according to his honest and persistent effort been able to secure a goodly portion of this blessing. We should not, however, overlook the fact that, while the future is most promising and encouraging and the utterances of the pessimistic seer are at a discount, we owe it to ourselves, also to those we represent, to profit to the fullest extent by present conditions and thus place ourselves and them in a position to meet any emergency the future may present, for while I am an optimist I can not feel that these conditions can always obtain and no man meets and enters the storm with greater confidence than he who, having his sails well reefed and his craft under command, is ready and able to outride the gale and can look back upon it as having taught a lesson of great value.

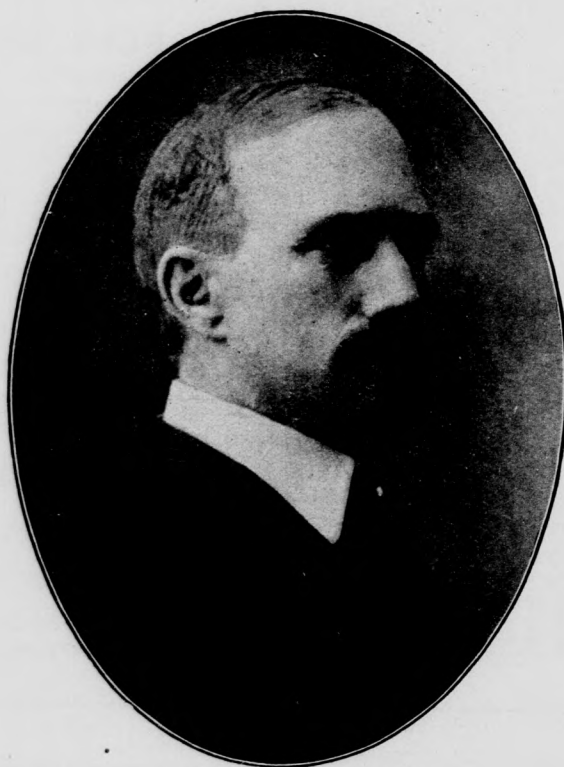
The loss in membership in the Association each year has been more than made up by new members, and thus our growth has not been spasmodic and temporary but gradual, healthy and permanent. True, some have joined expecting a gigantic revolution in methods, or to receive a handsome and substantial return during the first year from the seed sown. This number was composed largely of those who I believe had a misconception of association work and, failing to receive according to their expectations, dropped out. I have no criticism to offer, for in the main I believe they were honest and sincere but had a wrong impression of the mission of such an organization.

I am glad if those who have withdrawn have enjoyed some of the blessings which have come to the dealer as the result of our united effort.

*Annual address of President C. L. Glasgow to the Michigan Agricultural Implement and Vehicle Dealers' Association.

I admit freely the work of the Association has not been revolutionary and I doubt if the members planned or expected it would be. We must not forget that in our work of reform we have been dealing with our friends, those with whom in the past we have sustained the closest business relations and with whom our lot may be cast for many years to come, and while there is not wanting excuse for asking that many of the existing conditions which we believe are unjust should be changed for our benefit there are few conditions warranting an arbitrary demand upon our part and which if made would only evidence our unfitness to exercise the power granted us through organization. The best and most valuable results are those obtained from the presentation of our case in such a spirit and based on

ers through their several organizations are earnestly considering the same great questions as are we, and no surer evidence of a kindly feeling for dealers is needed than the courteous treatment accorded their representatives when they were asked to the meeting of the Executive Committee of the National Manufacturers' Association that met in Chicago last month, which had been called to discuss the resolutions passed at the annual meeting at Old Point Comfort, relative to the change in terms governing the sale of implements and vehicles for the season of 1908. It was unanimously agreed that the advance in labor and raw material made such changes necessary, yet the great consideration given the dealers by reason of the arguments of their representatives caused them to refuse to do more than suggest reasonable



Hon. C. L. Glasgow

such reason as shall appeal to and merit the earnest consideration and respect of those with whom we contend, and thus are we not only being benefited ourselves through the education which such Association and conferences afford opportunity for, but we are gradually becoming an influential factor in shaping the policy and determining the course of those manufacturers and jobbers with whom we deal, and I assume it is much to be preferred that such changes as are made shall be by common consent and upon a friendly basis, and all who have taken a fair and impartial view of the past and present conditions of trade must admit such changes have been many and valuable. All who have kept posted on the great changes in commercial life are fully conversant with the fact that jobbers and manufactur-

changes, but not even those until the dealers in their annual meetings had been advised of the nature of the proposed changes and had time and opportunity to discuss them. A full report of this meeting appeared in all the trade journals and the consideration given the dealers was freely commented upon.

Gentlemen, no relation existed ten years ago that would warrant such action being anticipated or expected. When you study carefully the full text of the resolution and understand what it means you will admit there is much of merit in it. Yet its adoption at the present time would have been very embarrassing to many retail dealers throughout the country. The need of close relations between ourselves also to co-operate with every organized force in our line of work was never greater than now.

New forces are interesting themselves in the parcels post movement and there is greater reason to fear its passage at the next session of Congress than ever before. The proposed change in prices and terms on implements and vehicles is the most important question that has come before us for consideration in many years, and I ask that you enter most fully at the proper time into the discussion of these subjects. Official returns inform us that the agricultural interests of our country are in a prosperous condition and the outlook is most promising. These conditions suggest continued if not increased competition, and it is necessary that we surround ourselves with every influence that may protect our business against the inroads made by unjust and irregular competition whereby our fair and reasonable profits are destroyed. Our relations with most manufacturers were never closer or more pleasant, and in recognition of the valuable services they have rendered us and our Association we are in honor bound to remember them when we buy our goods and make our contracts. Common fairness demands that we stay by those who stay by us, and when we fail or neglect to do this we fall short of living up to the high ideal we set up for others and I personally believe fail to do what we ought. I am pleased to commend the work of the officers of the Association, who have never refused to do what was asked of them, and especially is this true of our Secretary, whose untiring efforts have been largely responsible for the good condition we find ourselves in today. The members have also been most kind and ready to do anything and everything asked of them, and a continuance of this "everybody lift" service will make it possible for us to make still greater advancement in the future. I have no desire to invade the field of my successors' activities and say what should be done in the future. You no doubt will select one who has been as thoroughly conversant with the Association's past and as deeply interested in its future as myself, and I will therefore not embarrass him with any suggestions. During the last four years I have received many personal letters complaining of existing conditions and evidencing the exercise of a spirit not entirely commendable on the part of some members. Again I have received complaint because adjustments of claims have not been made as speedily as the members thought they ought to be or their claims have not been settled, or, if settled, not as they thought they should have been. In reply I desire to call your attention to the fact that we have a Complaint Committee. I do this because I do not believe as many as ought avail themselves of this source of assistance. I call the attention of those whose claims have not been settled to the fact that often the settlement necessitates considerable correspondence and consumes much time. Again, the claims you turn over are like bad accounts, you have been unable to get them adjusted yourself and sometimes, no doubt, it

will be impossible for the Committee to. I also ask that you determine definitely if they are such as the Committee should handle. Do not expect the Committee to act as a collection agency, nor go to them with matters that should go to your local attorney. Look the claim over carefully and be sure you are right, and even then be broad enough where there is any difference to be willing to do your part towards an adjustment, remembering if the Committee get one-half of the difficulties presented adjusted they are getting just that much more than you were able to, and if they fail you are no worse off for their having tried, for the trial cost you nothing. Please do not think I am in a fault finding mood, for I am not, but rather endeavoring to place matters before you as they are. The Complaint Committee act without compensation, yet they are willing to serve you to the best of their ability.

I desire at this time also to state a few facts kindly yet plainly, and they are such as have come under my observation in the four years I have served as your President. It is rightfully assumed that an organization of intelligent men banded together for mutual benefit should have as a basis warranting their concerted action such an objective purpose as embodies some principle which commends itself to the best judgment of men of noble purpose and fixed integrity; with this thought animating the members of such an organization one would have the right to assume that they would not set up a standard for others that they would refuse to be measured by themselves, or would not proclaim a doctrine or business principle at variance with their own practice. Yet we find the greatest hindrance to advancement in association work, and which makes it hardest to achieve that measure of success which adherence to right business principles should guarantee, is the fact that our own members preach one business principle and practice another. They acknowledge the virtue of honesty, sincerity and square dealing, yet evidence lack of confidence in the same when they come to make the application. To make my point plain, they take an unfair advantage of their brother dealer in their own locality, they connive with a dishonest customer in order to do their competitor. They criticize harshly the jobber or manufacturer who makes direct sales in their territory, or will complain bitterly of a neighboring dealer who may get over the territorial line, but will offer every inducement through their own canvasser to customers residing in the territory of another dealer to come to their place of business and get a "low price." Then, on the theory that a dollar so made is a dollar not otherwise gained, they proceed through naming a price which is neither fair nor remunerative to establish the selling price for the neighboring dealer for the season. They will most vigorously denounce in our meetings a manufacturer for unbusinesslike practices and later try to induce some other manu-

facturer to do even worse for them. They will violently upbraid and ask other dealers to turn down manufacturers who are not square in their deals with members of the Association and afterwards be induced to patronize the same people on the quiet if they can get them to make the same dishonorable concession to themselves.

Gentlemen, we insist that the manufacturers all be saints, yet reserve to ourselves the right to be the rank-est of sinners. My friends, I am speaking plainly, not that I believe we are worse than other men or less honorable, but because I realize, as you also must, that such double dealing will undermine the work of the best association ever organized. The manufacturer loses confidence in us and if we confess the truth we who do these things can have little genuine respect for ourselves. We must adhere to that measure of simple honesty and integrity that inspires others with confidence or the whole structure must fall.

The need of association work and influence is so evident, its possibilities for good so apparent and the results so pronounced that the field of its operation should be greatly enlarged, its usefulness most judiciously yet widely heralded and the best results possible secured. This can not be accomplished until you and I are willing to impale upon the spear of righteous judgment our personal jealousies and innate selfishness, and set up a standard of business principles bearing the unmistakable imprint of a broad mind and an honest heart, and do and live by the rule in business that we preach.

Sausage a La George Ade.

George Ade, in a recent address to the graduating class of a Taunton cooking school, amused his fair hearers not a little by the recital of some burlesque recipes. The following were among them:

"Home-made Sausage—Take five pounds of end steak at 2 cents a pound, and pound it with a sledge until it looks like red currant jelly. Pass it through the clothes wringer four times, and then let the little ones play with it until it is quite tender. Cook in oven until it is brown, and, if you are expecting your husband's mother, burn the bottom.

"Onion Salad—When the man isn't looking, take a strong, healthy onion and kill it. Drive out the smell with a hammer. Serve.

"Cream Cheese—Get a quart of milk and skin it. Take a tub and drop in two flies. Let the milk stand in the tub until it is tired, and then dig a hole in the yard, and lay the cheese in the hole, and build a wall around it so it can't escape. Then, in three months' time, when the cheese is gray, wrinkled and infirm, grab it by the back of the neck and eat it quick.

"Bean Soup—One bean, 4 quarts of water. Add two quantities salt, and sit up with bean until it dissolves. Heat and serve. If you take in boarders, add more water."

The thoughtful always are thankful.

Hardware Price Current

AMMUNITION.

Caps.
G. D., full count, per m..... 40
Hicks' Waterproof, per m..... 50
Musket, per m..... 75
Ely's Waterproof, per m..... 60

Cartridges.
No. 22 short, per m..... 2 50
No. 22 long, per m..... 3 00
No. 32 short, per m..... 5 00
No. 32 long, per m..... 5 50

Primers.
No. 2 U. M. C., boxes 250, per m..... 1 60
No. 2 Winchester, boxes 250, per m..... 1 60

Gun Wads.
Black Edge, Nos. 11 & 12 U. M. C.... 60
Black Edge, Nos. 9 & 10, per m.... 70
Black Edge, No. 7, per m..... 80

Loaded Shells.
New Rival—For Shotguns.
No. Powder Shot Shot Gauge Per
120 4 1 1/2 10 100
129 4 1 1/2 9 10 2 90
128 4 1 1/2 8 10 2 90
126 4 1 1/2 6 10 2 90
135 4 1/2 1 1/2 5 10 2 95
154 4 1/2 1 1/2 4 10 3 00
200 3 1 10 12 2 50
208 3 1 8 12 2 50
236 3 1/2 1 1/2 6 12 2 65
265 3 1/2 1 1/2 5 12 2 70
264 3 1/2 1 1/2 4 12 2 70

Discount, one-third and five per cent.

Paper Shells—Not Loaded.
No. 10, pasteboard boxes 100, per 100 72
No. 12, pasteboard boxes 100, per 100 64

Gunpowder.
Kegs, 25 lbs., per keg..... 4 75
1/2 Kegs, 12 1/2 lbs., per 1/2 keg..... 2 75
1/4 Kegs, 6 1/4 lbs., per 1/4 keg..... 1 50

Shot.
In sacks containing 25 lbs.
Drop, all sizes smaller than B..... 2 10

AUGERS AND BITS
Snell's..... 60
Jennings' genuine..... 25
Jennings' imitation..... 50

AXES
First Quality, S. B. Bronze..... 6 00
First Quality, D. B. Bronze..... 9 00
First Quality, S. B. Steel..... 7 00
First Quality, D. B. Steel..... 10 50

BARROWS
Railroad..... 16 00
Garden..... 33 00

BOLTS
Stove..... 80
Carriage, new list..... 70
Plow..... 50

BUCKETS
Well, plain..... 4 50

BUTTS, CAST
Cast Loose, Pin, figured..... 65
Wrought, narrow..... 75

CHAIN
1/4 in. 5-16 in. 3/8 in. 1/2 in.
Common..... 7 1/2 c. 6 1/2 c. 5 1/2 c. 5 3-10 c.
BB..... 8 1/2 c. 7 1/2 c. 7 c. 6 1/2 c.
BBB..... 9 c. 8 c. 7 1/2 c. 7 c.

CROWBARS
Cast Steel, per pound..... 5

CHISELS
Socket Firmer..... 70
Socket Framing..... 70
Socket Corner..... 70
Socket Slicks..... 70

ELBOWS
Com. 4 piece, 6 in., per doz..... net 65
Corrugated, per doz..... 1 00
Adjustable..... dis. 40 & 10

EXPANSIVE BITS
Clark's small, \$18; large, \$26..... 40
Ives' 1, \$18; 2, \$24; 3, \$30..... 25

FILES—NEW LIST
New American..... 70 & 10
Nicholson's..... 70
Heller's Horse Rasps..... 70

GALVANIZED IRON
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28
List 12 13 14 15 15 17
Discount, 70.

GAUGES
Stanley Rule and Level Co.'s..... 60 & 10

GLASS
Single Strength, by box..... dis. 90
Double Strength, by box..... dis. 90
By the light..... dis. 90

HAMMERS
Maydole & Co.'s new list..... dis. 33 1/2
Yerkes & Plumb's..... dis. 40 & 10
Mason's Solid Cast Steel..... 30 c list 70

HINGES
Gate, Clark's 1, 2, 3..... dis. 60 & 10
Pots..... 50
Kettles..... 50
Spiders..... 50

HOLLOW WARE
Common..... dis. 50

HORSE NAILS
Au Sable..... dis. 40 & 10

HOUSE FURNISHING GOODS
Stamped Tinware, new list..... 70
Japanese Tinware..... 50 & 10

IRON
Bar Iron..... 2 25 rate
Light Band..... 3 00 rate

KNOBBS—NEW LIST
Door, mineral, Jap. trimmings..... 75
Door, Porcelain, Jap. trimmings..... 85

LEVELS
Stanley Rule and Level Co.'s..... dis. 50

METALS—ZINC
600 pound casks..... 9 1/2
Per pound..... 10

MISCELLANEOUS
Bird Cages..... 40
Pumps, Cistern..... 75
Screws, New list..... 87 1/2
Casters, Bed and Plate..... 50 & 10 & 10
Dampers, American..... 50

MOLASSES GATES
Stebbins' Pattern..... 60 & 10
Enterprise, self-measuring..... 30

PANS
Fry, Acme..... 50
Common, polished..... 70 & 10

PATENT PLANISHED IRON
"A" Wood's pat. plan'd, No. 24-27..... 10 80
"B" Wood's pat. plan'd, No. 25-27..... 9 80
Broken packages 1/2 c per lb. extra.

PLANES
Ohio Tool Co.'s fancy..... 40
Sciota Bench..... 50
Sandusky Tool Co.'s fancy..... 40
Bench, first quality..... 45

NAILS
Advance over base, on both Steel & Wire
Steel nails, base..... 3 00
Wire nails, base..... 2 40
20 to 60 advance..... Base
10 to 15 advance..... 5
8 advance..... 10
6 advance..... 20
4 advance..... 30
3 advance..... 45
2 advance..... 70
Fine 3 advance..... 50
Casing 10 advance..... 15
Casing 8 advance..... 25
Casing 6 advance..... 35
Finish 10 advance..... 25
Finish 8 advance..... 35
Finish 6 advance..... 45
Barrell 1/2 advance..... 35

RIVETS
Iron and tinned..... 50
Copper Rivets and Burs..... 30

ROOFING PLATES
14x20 IC, Charcoal, Dean..... 7 50
14x20 IX, Charcoal, Dean..... 9 00
20x28 IC, Charcoal, Dean..... 15 00
14x20, IC, Charcoal, Allaway Grade..... 7 50
14x20, IX, Charcoal, Allaway Grade..... 9 00
20x28, IC, Charcoal, Allaway Grade..... 15 00
20x28, IX, Charcoal, Allaway Grade..... 18 00

ROPES
Sisal, 1/2 inch and larger..... 09

SAND PAPER
List acct. 19, '86..... dis. 50

SASH WEIGHTS
Solid Eyes, per ton..... 32 00

SHEET IRON
Nos. 10 to 14..... 3 60
Nos. 15 to 17..... 3 71
Nos. 18 to 21..... 3 91
Nos. 22 to 24..... 3 00
Nos. 25 to 26..... 4 00
No. 27..... 4 10
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.

SHOVELS AND SPADES
First Grade, per doz..... 6 50
Second Grade, per doz..... 5 75

SOLDER
1/4 @ 1/2..... 26
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.

SQUARES
Steel and Iron..... 70%

TIN—MELYN GRADE
10x14 IC, Charcoal..... 10 50
14x20 IC, Charcoal..... 10 50
10x14 IX, Charcoal..... 12 00
Each additional X on this grade..... 1 25

TIN—ALLAWAY GRADE
10x14 IC, Charcoal..... 9 00
14x20 IC, Charcoal..... 9 00
10x14 IX, Charcoal..... 10 50
14x20 IX, Charcoal..... 10 50
Each additional X on this grade..... 1 50

BOILER SIZE TIN PLATE
14x56 IX, for Nos. 8 & 9 boilers, per lb. 13

TRAPS
Steel, Game..... 75
Oneida Community, Newhouse's..... 40 & 10
Oneida Com'y, Hawley & Norton's..... 65
Mouse, choker, per doz. holes..... 12 1/2
Mouse, delusion, per doz..... 1 25

WIRE
Bright Market..... 60
Annealed Market..... 60
Coppered Market..... 50 & 10
Tinned Market..... 50 & 10
Coppered Spring Steel..... 40
Barbed Fence, Galvanized..... 2 85
Barbed Fence, Painted..... 2 55

WIRE GOODS
Bright..... 80-10
Screw Eyes..... 80-10
Hooks..... 80-10
Gate Hooks and Eyes..... 80-10

WRENCHES
Baxter's Adjustable, Nickeled..... 80
Coe's Genuine..... 40
Coe's Patent Agricultural, Wrought..... 70-10

NATURE'S METHOD.

Purifying and Sterilizing Water By Ozone.

One million gallons of muddy, sluggish, foul-smelling water from the Schuylkill River in Philadelphia the daily transformed into a liquid as pure, sparkling and delicious as the water of a mountain spring. This is done at a filtering plant on the banks of the Lower Schuylkill River, where the water is nothing but diluted sewerage—one of the most inauspicious points for a filtering plant in that city. The water is purified and sterilized by ozone. The plant has been built for demonstrating purposes, and for more than a year the system of sterilizing water discovered by A. Vosmaer, a Dutch chemist, has been tried and according to many eminent scientists has been found perfectly satisfactory.

As a member of a party of investigators invited to inspect the plant I made a careful investigation of the system by which this marvelous change in the water is accomplished. The investigating party consisted of members of the Advisory Board, of Mayor Weaver, of Philadelphia, departmental heads and many noted scientists. The spectacle we witnessed was interesting. It was surprising. And it was convincing.

On the banks of the Lower Schuylkill, where the test plant is situated, the water is repulsively filthy and unclean. According to the tests of Dr. D. Rivas, Assistant Bacteriologist of the city of Philadelphia, it contains two million five hundred thousand bacteria to twenty drops of water. This liquid, brown, and clouded with mud and sewerage, before the eyes of the party was pumped into the filtering plant, to pass out a steady stream of pure white, clear, sparkling water.

"Taste it," said W. W. Gibbs, the President of the United Water Improvement Company, which owns the plant.

"It is perfectly pure," said Dr. Henry Leffman, a distinguished chemist who has made repeated tests of the sterilized water. The water was as palatable as spring water. To all appearances it was as clear as crystal.

Dr. Solomon Solis Cohen, one of Philadelphia's leading physicians and bacteriologists, expressed his surprise. "If the water by test is found to be free from bacteria," he said, "there is no doubt this is the most advanced method of clarifying and purifying water. The water to the taste at least is good. It is clear. It is evidently free from filth. It is good to drink. Ozone," he continued, "is Nature's method of destroying foul matter. If Nature's method is adopted to purify water and ozone is manufactured in a greater quantity than Nature produces, there is no reason why it should not be used to sterilize large quantities of water."

Taking the official test of Dr. Rivas, the water being ozonated contains but five to fifty-five bacteria to twenty drops, or an average of twenty-five. These, he says, are harmless

varieties, having no effect whatever on the human organism. The plant which the company offered to erect for the city of Philadelphia will be capable of purifying seventy-five million gallons a day. There is no limit, it is claimed, to the quantity of water which can be sterilized by plants using the Vosmaer method.

"There is no doubt," said Doctor Leffman, "that seventy-five million gallons can be purified as thoroughly as a few gallons. I have made a number of tests of the water at the plant and find that after ozonation the water is practically sterile. The bacilli have been burnt up by the ozone, and the water is perfectly pure. There is no doubt of the efficiency of the system. One of the advantages of this process is that it does not affect the taste of the water. It does not introduce foreign minerals into it as the copper sulphate and alum processes do. The process of sterilization by heat is apt to make the water taste bad, and all mineral processes are objectionable. With this system the only process is by active ozone."

The slow sand filtration process according to Doctor Leffman is unsatisfactory, and in a few years will be superseded by the new method. The new process has been strongly commended by Doctors Jackson and Hale, city bacteriologists of New York City. Vosmaer, a noted Dutch chemist and engineer, perfected his system, after years of experimenting, two years ago. The plant on the



The "Ideal" Girl in Uniform Overalls

All the Improvements
Write for Samples

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

Handkerchiefs



Past experience has proven this item to be a ready seller for holiday trade, and we are of the opinion that a good display always increases the sale of same. Look over our line while it is complete and secure some of the choice numbers.

We Also Carry

an assortment of Dolls, Harmonicas, Perfumery and 10 cent Story Books. Ask our salesman or send order by mail.

Grand Rapids Dry Goods Co. Exclusively Wholesale
Grand Rapids, Mich.

Burnham, Stoepel & Co.

Wholesale Dry Goods

Detroit

WE take pleasure in informing the Dry Goods trade of Western Michigan that we have leased Rooms 207, 208, 209 and 210 Ashton Building (formerly Pythian Temple), where we will carry a complete sample line of Staple and Fancy Dry Goods, Carpets and Men's and Women's Furnishing Goods. We have placed this department in charge of Mr. Edward Formsma, who will be at the command of the trade at all times. Visiting merchants are cordially invited to call and inspect our line and make our Rooms their headquarters while in the city. Telephone, 1474.

Schuylkill River was erected about a year ago under his supervision.

The air from which the ozone is condensed is dried in a tank by means of freezing, and thus is relieved of all moisture. This air passes through tubes into the ozonator by means of an air pump and is converted into ozone by a silent electric discharge. The plant is the embodiment of simplicity. It is entirely mechanical and automatic. An electric switch is turned and the operation needs no further attendance. The electric current at the test plant is taken from the city's wires to operate a motor generator. This produces a current of one hundred cycles, which is raised by transformers and condensers to a ten thousand voltage. The ozonator is an apparatus consisting of a number of copper tubes, about three inches in diameter, and sixteen feet in length. Through these tubes run nickel combs from which the electric discharge is made. By the operation of reaction coils and condensers voltaic arcs and sparks are prevented, and the current passes as a thin ray of blue light from each of the millions of metallic discharge points across a short air gap to nickel receivers. The "silent discharge" appears in the form of blue phosphorescence in the tubes. The aid drawn from the drying tank through the tubes is converted into ozone by this discharge.

The ozonated air is then forced into a standpipe. It enters the pipe at the bottom, while the water is poured into it at the top. The water is first relieved of the suspended matter in a sand filter, and collected in a basin. From this it is forced into the sterilizing tower. The ozone sizzles through the water, burning up the germs. The water passes out at the bottom of the tower, and the counter-current produced insures thorough mixing.

"The contained bacteria are instantly destroyed by the ozone," said one of the scientists who tested the water. "The reason of this is extremely simple. Chemical analysis of the bodies of bacteria shows they are made up of 84 per cent. of water and about 16 per cent. of solids. Of these solids more than half are made up of carbon. The strong affinity of oxygen for carbon is well known. Ozone being a concentrated form of oxygen has an even greater affinity for carbon; and the moment a bacillus comes in contact with a bubble of ozonized air the carbon of its body combines with the oxygen and the bacillus is consumed as completely as if it had touched a flame. Nothing remains of the bodies of the bacteria but carbonic acid gas, which partially rises to the surface of the water and passes off into the air, and is partially taken up by the water. So, too, with much of the soluble organic matter contained in the water, the invisible products of animal and vegetable decay. These are largely oxidized and similarly rise as gas through the water. In this way discolored water is made bright and sparkling and the putrescence resulting from decaying organic matter is removed without removing its causes. On the

other hand, nothing of a deleterious nature is added to the water."

A number of plants are successfully operating in Holland. The Philadelphia plant is the only one in the United States. In Europe the process has been commended by such scientists as Doctors Ohlmüller, Prall and Schudler, of Germany; Ermenghem and Gerard, of Belgium; Roux, Marmier and Calmette, of France, and Vant Hoff, Lebreton and Gorter, of Holland.

"Until recently the process of slow sand filtration was the best known," says Doctor Rivas, of Philadelphia, in his report, "and hygienists had to be contented with a purification that was only partial; now ozonation comes in either to replace sand filtration or to perfect it. It should be said, however, that a comparison with slow sand filtration is misleading, because ozone has the advantage of acting in a selective way, leaving nothing but the harmless species of bacteria in the water treated."

In his report to the Isthmian Panama Commission Dr. Clifford Richardson, in recommending the use of the Vosmaer system for the purification of water to be supplied the laborers on the canal, said: "It appears that there is no question but that the purification of water by means of ozone is by far the most thorough of that attainable by any process that has been proposed."

The cost of sterilizing water by the new process is said to be considerably lower than by sand filtration alone. Instead of guaranteeing to produce only sixty million gallons of water daily at the proposed plant at Queen Lane, Philadelphia, as was required, the company owning the rights promised to produce seventy-five million gallons. This will be at a rate of \$3.50 a million gallons instead of \$4, which was the maximum price set by Major Cassius Gillette, chief of the Filtration Bureau.

Not only can manufactured ozone be used to sterilize water, but it can—and probably will—be used for many other purposes. Introduced into large buildings it is claimed it will purify the air. It is probable in years to come all theaters, clubs and other places where large crowds congregate will have a supply of ozone furnished by which the air will be regenerated. Introduced into smoky rooms the smell disappears. It can be used effectively, it is claimed, in curing the early stages of consumption, and for many practical purposes in manufacturing industries.—T. Everett Harry in World of To-Day.

Good will to man is the best kind of gratitude to God.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State, and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

ATLAS MASON JARS

Made from superior quality of glass, by 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.

HATS

At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Div. St., Grand Rapids.

The best work shoes bear the
Mayer Trade Mark

20 Second Hand Automobiles

For sale at bargain prices. Now is the right time to buy. Send for our latest second hand list.

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

THE MAKERS of Crown Pianos don't know how to make more than one grade of Pianos. They never tried making any but the highest grade possible.

Geo. P. Bent, Manufacturer
Chicago

Sleepy Hollow Blankets

We have in stock for immediate delivery all numbers in the famous Sleepy Hollow Blankets.

Each pair is separately papered.

Borders are either pink or blue.

Woven and finished like

Look like the finest

Wear like the best

Wool Blankets

Goods in stock as follows:

Marken grey	- - -	\$1.50 per pair
Leyden white	- - -	1.50 per pair
Tilburg grey	- - -	1.75 per pair
Voorne white	- - -	1.75 per pair
Netherland grey	- - -	2.00 per pair
Tholen white	- - -	2.00 per pair

Terms, 2% 10 days, usual dating.

To facilitate the sale of these goods we will send with orders a beautiful Sleepy Hollow poster. This is of artistic design and represents a scene from Washington Irving's classic story:

"The Legend of Sleepy Hollow"

We are sole selling agents for these goods and control the American copyrights to the poster and the tickets.

EDSON, MOORE & CO., Detroit, Mich.

Express Orders

promptly filled on

HOLIDAY GOODS

of all kinds within a few hours after receiving the order.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Winning a Man's Confidence.

Assume that you are a salesman representing a reputable house worthy of confidence; that you have an intimate knowledge of the goods you are exploiting; that you have mastered the art of conciliating the clerk who stands guard in the outer office with instructions from within to ward off visitors; that you have acquired facility in bringing out the actually vital selling points of your wares; that you have learned the control which makes it possible in the face of failure to leave your customer as you greeted him—with a pleasant word and a cordial farewell; that you have schooled yourself to put your pride in your pocket and to keep tenaciously and everlastingly at it and to come up smiling after each rebuff.

But you may have mastered all of the above principles of selling and yet have neglected cultivating the more advanced and gold-coining ability of inspiring unimpeachable confidence in yourself. Unlike other things in which missteps and clumsy reasoning may be repaired, confidence is woven of a delicate web which admits of not the faintest flaw. "Jump!" he cried; and before another could well understand the order, out of the window of the hay-mow into her father's arms flew little Janet. There have been many jumps into confidence, but was there ever such a flight as that? And even then it was not the distance which seemed most surprising; it was the absolute promptness so perfectly fearless. He said "Jump!" and she jumped—not because she calculated the height or had done it before, but because he told her to, and because her confidence was absolute. Just so can an expert salesman inspire confidence on the part of his customers; the sort of confidence that is granted, not for this reason or that, but because his personal steadiness and readiness breed steadiness and readiness in the customer.

Confidence must be mutual; it should be both given and inspired. Show the same confidence in your customer that you hope to inspire in yourself. Give him credit for being honest in whatever stand he takes, even to saying no. If he says no, believe that he is sincere, although mistaken. That much is due him if you expect him to believe that you mean what you say about the merits of your line. If you credit him with being sincere in his objections it will put you on your mettle to prove the error of his position, and you will argue omre to the purpose and bring stronger proofs than you otherwise could do. You must infect him with your own sincerity and honesty.

Often the first sight of a salesman, the first sound of his voice, will influence a prospect unconsciously to favor whatever line is to be presented to his attention, or at least put

him in a mood to listen. Such a salesman is worth a fortune to his house. If not the keenest, the most brilliant, or the most experienced, he has this to his advantage—that he radiates a magnetic confidence which makes trade come halfway to meet him.

The salesman who keeps his thumb on the pulse of the personality of a prospective purchaser, who takes an interest in his hopes and his hobbies, is the salesman to whom will flow naturally and unreservedly sincere confidence.

Good Salesmen Not Good Collectors.

A good salesman is rarely a good collector, and a good collector is not often a good salesman.

The two branches of the business are radically opposed to each other, the qualities of a good collector and the skill, diplomacy, science and tact of a good salesman being seldom united.

Collectors are usually cold-blooded, calculating and conservative. The first principle of their work is to make a man feel that they have come to get something out of him. A salesman must be (on the surface at least) quite the opposite. He must be enthusiastic, cordial, ingratiating, and his shrewdness must be effectively disguised. The first principle of his work is to make customers feel that they are getting something out of him.

The salesman who is burdened with the collection of accounts is likely to prove an inefficient collector (thus causing confusion and expense to his firm), or else to develop expertness as a collector at the expense of his selling ability. Decide whether you need a good salesman or collector.

It is plainly better economy to keep the two departments of the business separate, even if this plan entails the hiring of extra men.

I do not believe that a good salesman (especially one working on a salary and commission basis) will be careless in the matter of credits on account of having no responsibility in the matter of collections.

Any man who has won his spurs as a salesman is careful not to sell a customer whom he knows to be slow, or one whose stock indicates that he is not a prosperous and competent business man. A salesman may be scrupulously conscientious in this regard without exercising that degree of conservatism which is necessary in the collector.

A salesman should not be obviously conservative, for he can not very well be so and at the same time combat the conservativeness of the man he wants to sell.

Tart Retort.

"But you must admit," said Reggy Sapp, as he toyed with his oriole hatband, "that I have a great deal of self-possession."

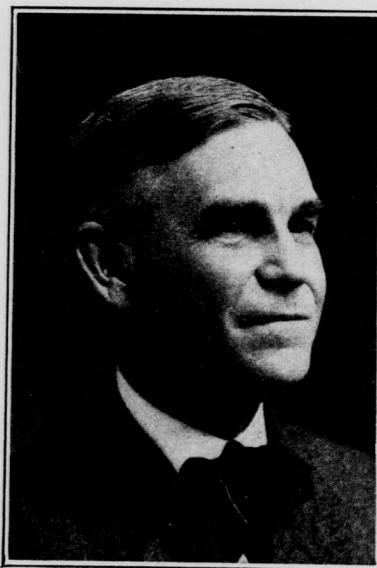
"How fortunate," replied Miss Tabasco, with a frigid twinkle in her eye. "I am sure no one else would care to possess you."

You never can reach a dignity by leaping over a duty.

CHURCH INFLUENCE.

Its Potency Depends on Recognizing Life As It Is.

Grand Rapids, Dec. 10.—An editorial in the Tradesman of December 4, entitled "Great Fight Half Won," awakened a sympathetic cord in my heart. I have never been an earnest advocate of what is known as political prohibition. It has always seemed to me that when we desired to promote a great moral principle the last place to exert our energies is in partisan politics. But the movement which is so strongly in evidence over a wide area of our country, having for its object the reduction of the influence of the saloon, indicates that the people are getting ready for an epoch which shall be characterized by a determination to reduce to its lowest terms a traffic which is the breeding place for most of the fac-



Chas. W. Garfield.

Advertising Is Business Insurance.

Advertising is business insurance and it's better than fire insurance in one respect: At 12 o'clock noon one year from date your fire insurance policy expires and protection with that policy ceases right then and there. Not so with advertising. The protection is continuous and it multiplies. It gathers in strength and the dollar spent two years from today is worth to you twice the dollar spent to-day if you keep up your advertising in the meantime. Each year as your advertising continues the same amount of money buys you more protection. Although it is impossible to figure the cumulative effect of advertising, it is a well established fact that the longer you advertise the more effective your advertising will be.—Results.

Whatever lifts up the heart enlarges the life.

The selfish feast shows the famished heart.

Suggestions

The cold weather suggests hot dinners. Hot dinners suggest

Hotel Livingston

cooking. Hotel Livingston cooking suggests the "home table." Are you open to suggestions?

tors which make for moral degradation in our country.

The paragraph in your editorial which appeals the most strongly to me is that which touches upon the obligation of the church in connection with this moral uprising. For years it has seemed to me that in order to make the life of our Savior mean something as an influence through the Christianity which He founded, we must stop putting the emphasis upon articles of faith which pull people apart and centralize our exertions upon statements which pull people together. We must care more for what religion means in making our everyday life sweeter, nobler and better than for the interpretation which we give to the enunciations of men who claim to expound the theological dogmas of the Founder of Christianity.

If religion is the mind of God in the heart of man, it recognizes the fact that the soul and body, as we find them in this world, are so intimately connected that the betterment of the one must involve the betterment of the other. Religion must regard the five senses, as they have been classified, as avenues through which the soul of man can be reached, and that church which in its functions strives to utilize in every reasonable way these important physical attributes in building character is

Gripsack Brigade.

To-morrow is a poor time to catch to-day's opportunities.

The biggest salesman is he who does the lowliest thing well.

Temporary reverses are good for the spirit and strengthening to the mind.

If you are a knocker you are worse than a hundred poor salesmen put together.

When you retire for the night look into your own methods and study your own weaknesses.

Don't be a knocker. The meanest man on earth is the one who will wound a man's character with his tongue.

A dog will run a rabbit only when he feels like doing it. A salesman who has works of faith will do his duty whether he likes it or not.

There are people who believe that criticism and fault-finding are indicative of wisdom. To be disparaged is the penalty that brilliance must ever pay to dullness.

Did you ever wake up in the morning, shut your eyes, lie still and say: "Well, suppose every salesman in the house were just like me, what sort of a house would we have?"

The world is full of human lobsters, men stranded on the rocks of business who, instead of putting forth their own energies, are waiting for some grand billows of good fortune to set them afloat.

Men who sell things are divided into two classes—those who regard their work with rebellious eyes that do not understand, and those who view their work with a mind that rises above conditions and makes the best of them.

Detroit Council, No. 9, United Commercial Travelers, held one of its famous social sessions last Saturday night. The programme included dancing for the younger set, cards for those who did not wish to dance and the Virginia reel for "Windy" Williams. No. 9 will celebrate its nineteenth anniversary December 21.

Be unwilling to take a man's reluctant consent. Secure his custom by expert salesmanship rather than by sheer force of superior will. The man who reluctantly consents to your selling him because you have exhausted his capacity to resist will probably change his mind and countermand the order. He will at least be sure to fortify himself against your methods in the future. That will make a renewal doubly difficult.

Think as much of the advantage your customer will receive from doing business with you as you do of your own profits, and think as much of the rights of your firm as you do of your own prerogatives. It is better to make a fair sized sale and to know that it was scientifically accomplished than it is to bag a little bigger order without knowing whether to credit your success to mere luck or to pliability on your customer's part. Such a sale helps you little in the future.

Grand Rapids Invaded by Muskegon.

Grand Rapids, Dec. 10—The meeting of Grand Rapids Council No. 131, U. C. T., held last Saturday evening, was a hummer and the boys were on

their good behavior for the reason that they were entertaining twenty-five members of Muskegon Council, who came over on a special interurban car, intent on having a good time, socially, and, incidentally, to get a few pointers on the manner of conducting the work. John S. Nelson, representing the G. F. Harvey Co., of Saratoga Springs, N. Y., was a candidate for initiation, which gave the local members a chance to show Muskegon Council how it should be conducted, and the boys acquitted themselves nobly. After the business of the evening was concluded an informal banquet was tendered the visiting brethren, with Wilbur S. Burns acting as toastmaster. Music, speeches and sleight of hand work by James A. Goldstein, a clever member of the local Council, entertained the visitors, together with an original song composed and sung by Walter F. Ryder, of Grand Rapids Council, descriptive of some of the members of Muskegon Council, which was well received and was the hit of the evening. Speeches were made by Mat. H. Steiner, E. A. Welton, I. F. Hopkins and W. W. Richards, of Muskegon, and they all seemed to be in a very happy frame of mind. The meeting closed with singing Auld Lang Syne and, after a hearty handshake all round, the Muskegon boys were escorted to their car, bearing the best wishes of the local bunch for their success in the future.

O. F. Jackson, Sec'y.

Ingratitude.

It was midnight, and a drizzle was falling steadily. A man shuffled along Oxford street, Manchester, England, hugging the walls for shelter. Presently he spoke to a passer-by:

"Could you give me a copper, sir, toward my night's lodgings?"

"How much have you already?"

"Twopence, sir; and if I had another twopence—"

"You can get a comfortable bed in a warm room at the Salvation Army shelter in Shepstone street for twopence."

"Salvation Army?" this with a decided sniff. "Thank you, sir, I haven't come to that yet!"

It was an experience which recalls General Booth's story of the drunken woman who was carried into a Salvation Army shelter. When she recovered consciousness and was told where she was, she exclaimed in horror-stricken tones:

"Salvation Army! Goodness gracious, I must get out of this, or I shall lose my reputation!"

A Different Meaning.

"What is your name, my poor man?" asked the benevolent housewife, as she brought out a saucer of stewed prunes.

"Sandy Pikes, F. F. V.," replied the tattered wayfarer, doffing his brimless hat.

"Gracious, and does the F. F. V. stand for 'first family of Virginia?'"

"No, mum, it stands for 'fast freight veteran.'"

A woman's tears are usually more effective than her words.

PROPERTY RIGHTS.

How They Are Disregarded in a Millinery Store.

Written for the Tradesman.

Until you have sat for thirty minutes, as I did the other day, and watched the antics of the women and girls with a milliner's precious hats, you will not realize half the havoc they are able to create in a very short space of time.

If I hadn't seen with my own eyes what so-called ladies did to the property of some one else—if a second party had told me by word of mouth—I wouldn't have credited the statement.

I was waiting for my cousin to return and then we were going to her home together. She had walked farther down the street and it would be about half an hour before she returned, as she had a number of errands to attend to.

The damage done to the pretty milliner's pretty chapeaux was not all done by one person, as I have intimated. And that's the sad—the bad—part of it: that there are many people so lawless—so reckless with the "property rights" of others—that they give absolutely no heed as to how they handle their goods.

In trooped four or five little chits; they were about 15 or 16 years of age, might have been a trifle older; at any rate, they were not too young to have been taught to be careful of their own hats, and doubly so of those of others.

It was just at the time in the afternoon when a store is at its fullest—long about 4 o'clock or thereabouts. These young things were evidently fresh from school. They were a giggle lot, which was nothing more than was to be expected. The giggles were harmless—hurt no one—but what they did to the hats was no giggle!

The clerks were all so busy that they could handle not another incomer. Several were showing customers the cheapest hats they had. These were on a long table covered with grey felt. There were a whole lot of 'em, and whoever placed them there wasn't at all particular about how they were lying. If a customer handled this bunch heedlessly she couldn't be blamed so much as if she accorded costly headgear the same sort of treatment that they so evidently received, and the bevy of school-girl youth and beauty proceeded to make of themselves (living) moving pictures of how a girl can ruin a hat and not half try and not half care.

The hats on the long table the girls flipped up like an auto flips up autumn leaves when it stands chugging away in front of a house for the latter's occupants to appear and the "shover" is saying things inside of himself. And when a machine flips up the leaves you've noticed how it tosses them aside with a fling? Well, that's those five fine(?) young girls—the auto's the girls and the hats on the long grey-felt-covered table're the leaves, only with this difference: you can observe that the leaves out of doors are intact, while the girls

dropped these hats several times in any old place and when they got through with them an onlooker could have noticed aigrettes broken, bows askew, crowns jammed in, etc., etc., etc.

But these girls, careless as they were, were not half so reprehensible as some of the grown-ups who were there.

I saw two of them minutely examining hats. One of the ladies started to pass an expensive one to the other, which latter did not grab it quite as quickly as she should have done and down it went kerplunk between them. When they saw it going they both made a dive for it, but, alas, too late! It fell on the hardwood floor. The result: a magnificent buckle gone to the everlasting bow-wows and two guilty and wiser women smuggling the hat back on to the counter. I'd like to see the expression of that milliner's face when she discovers the damage. The women looked at me sharply, to see if I had been witness to their depredation, but I seemed perfectly innocent of any knowledge thereof and they breathed easier, evidently.

One would think that this would end their predatoriness, but they were not through.

Flitting from one fine hat to another, in their heedlessness they broke three or four expensive feathers, pulled a rose yankily and badly soiled the white silk brim of a third. One hat was left on the floor for a while, narrowly escaping being trod on. Finally it was seen by the derelicts, picked up hastily and replaced on the counter from which it had been regardlessly pushed off.

One of the first things a child should be taught is that unmindfulness of the property rights of other people is a most serious lack in their character. B.

Imprisonment for debt was long ago abolished in this and many other states, but in Illinois it is still possible to have a debtor locked up for an indefinite time. Sherman Cass, a school teacher, has been in jail at Champaign for two months, and it is possible he may be kept there for life. The parents of a child whom Cass had chastised secured judgment against him for \$1,800. Cass refused to pay—perhaps he could not pay if he wished—and was sent to the debtor's cell. Under the law he can be kept imprisoned as long as the plaintiffs pay his board regularly each week. So far they have done so. Should they omit payment on the proper day one time the prisoner would be freed. Should they desire to go away for a month and pay for the board in advance for that time, that also would set the prisoner free, for the law provides that the board be paid regularly each week. The case makes it plain, however, that a person with a grudge against another may, by securing judgment, keep him in jail just as long as revenge continues to be worth the price of the plain fare furnished prisoners in the county jails.



Michigan Board of Pharmacy.
 President—Henry H. Helm, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.
 Next examination session—Grand Rapids, Nov. 19, 20 and 21.

Michigan State Pharmaceutical Association.

President—J. E. Bogart, Detroit.
 First Vice-President—D. B. Perry, Bay City.

Second Vice-President—J. E. Way Jackson.

Third Vice-President—W. R. Hall, Manistee.

Secretary—E. E. Calkins, Ann Arbor.

Treasurer—H. G. Spring, Unionville.

Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

Stocking Up for Christmas.

The holiday season will soon be here with its never-failing impetus to trade in all its branches, both among standard lines and those particularly appropriate to the occasion, and it is a time when the druggist has many opportunities of increasing his sales, if only he is enterprising enough to stock up articles and side lines that experience has shown are quick sellers and profitable to handle. Let him not be afraid to include goods of a better quality and higher price than are generally called for at other seasons, because Christmas time has a wonderful effect on opening purse-strings, and questions as to price do not restrain the purchaser as much as usual then.

We assume, with good reason, that the majority of our readers have already planned for, if not ordered, their stocks for the Christmas trade. If they have not done so they should not delay any longer, because selections will not be so wide later on, and they may miss many articles that would have sold readily and at a good profit. Many will, no doubt, be seeking for novelties in side lines, a good idea of some of which can be gleaned by studying our advertising pages carefully.

Trademarks and Proprietary Medicines.

A recent decision of the United States Circuit Court in Rhode Island interestingly presents the United States law on the claims of proprietary medicines and the rights given by trademarks. In this case the Moxie Nerve Food Co., while suing for an injunction against what it claimed to be an infringement of its trademark rights, took the position, as stated by the court, that it could make certain representations the truth of which it did not propose to prove, and that it was entitled to the protection of a court of equity in so doing. The court, on the other hand, laid down the rule that the proof should be required from that person within whose knowledge the fact rests, and "that there should be no such technical application of rules concerning presumptions or the burden of proof as to relieve a complainant from the obvious duty of satisfying the court that his goods

are what they purport to be and what he represents them to be." The courts of the United States seem now to be fairly well committed to the principle that proprietary preparations must use only the truth in their advertisements if they are to have the protection of the law under their trademarks. This is what ought to have been expected—the federal government does not intend to give protection to frauds, not even against other frauds. The impression seems to have been otherwise, hence this suit.

Emotion Makes Stomach Ache.

The solar plexus is the emotional brain, says Prof. Francois Guyot. An emotion that attacks us is felt there first. Thus, if we feel anxiety, it may give us, if severe, a positive stomach ache. It may even be productive of nausea. Grief such as comes from bereavement may produce like symptoms. Spasms of hate or terror would have like effect.

While the brain does the thinking, Prof. Guyot opines that it does not feel. The cerebrum, the major part of the brain, is the intellectual but not the emotional center. The brain represents the intelligence. The spinal cord and the cerebellum, the latter the little brain not yet well understood and attached to the brain proper, govern equilibrium and the muscles of the body. But the emotions are located in the sympathetic nervous system ramifying through the body. Their chief center is the great plexus of nerves which lies against the backbone and embraces the stomach.

This does not think, but it feels. What it does not feel is not felt at all, apart from pure intellectual cognition, and its purely passive and subjective sensations may often be regarded as warning of danger or possible mischief well worthy of serious and thoughtful consideration.

Respite for Makers of Medicinal Preparations.

The Internal Revenue Department has decided to postpone the publication of the list of preparations containing an undue proportion of alcohol, so as to enable manufacturers first to alter formulas or withdraw the goods from the market.

It should be understood that in making up the new list the Internal Revenue experts have given no consideration to the therapeutic efficiency of the preparations analyzed nor have the manufacturers' claims in this regard received any attention. The only question before the Bureau is whether the articles under examination contain so much alcohol as to bring them within the category of beverages rather than medicines. The adoption of pharmacopoeial standards as to content of alcohol has resulted in fine distinctions in certain cases, but it is pointed out that the line must be drawn somewhere, and no higher authority than the Pharmacopoeia is available for this purpose.

The places where we have helped others are our milestones on the way to Heaven.

The Drug Market.

Opium—Is not quite as firm, but is unchanged in price.

Morphine—Is steady.

Codeine—Has declined 20c per ounce.

Quinine—Is unchanged.

Citric Acid—Shows a fractional decline.

Cocoa Butter—Is weak and has declined.

Ether—Has again declined 2c per pound.

Glycerine—Is very firm and higher prices are looked for.

Balsam Copaiba—Is firm but unchanged.

Soap Bark—Is very firm and tending higher.

Oil Peppermint—Is weak and tending lower.

Gum Camphor—Is very firm on account of higher price for crude and has advanced 2c per pound.

You can not advertise your own straightness by uncovering another man's crookedness.



YOUNG MEN WANTED—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

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

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

Booklet free on application

Xmas and New Years Post Cards

Order Freely, the Demand Will Be Big

Mail orders, enclosing draft or money order will be shipped prepaid.

No. 4.—Beautiful Embossed Xmas Post Cards, 26 new designs, per 100, \$1.50.

No. 5.—Fine Embossed New Years Post Cards, 25 new designs, per 100, \$1.50.

Special price in lots of 500 and 1,000.

Large Assortment Gold Embossed and Tinselled Xmas Post Cards (5c value), per 100, \$2.50 to \$3.00.

Fine Assortment Novelty and Satin Xmas and New Years Post Cards in many designs, retail at 5c to 15c, at \$2.50, \$3.00, \$4.00 and \$7.50 per 100.

FRED BRUNDAGE

32 and 34 Western Ave.

Muskegon, Mich.

Dorothy Vernon Perfume

Druggists can make money by taking advantage of our big advertising campaign and handling

this Xmas package of Dorothy Vernon Perfume. We advertise this two ounce bottle Dorothy Vernon in handsome embossed box to retail at \$1.00 and are creating a universal demand for it.



Write for our proposition and price list.

The Jennings Co., Perfumers

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum	Alumina	Ammonia	Aniline	Bacca	Balsamum	Cortex	Extractum	Ferru	Flora	Folia	Gummi	Herba	Magnesia	Oleum	Syrups
Aceticum 60@ 8	Aqua, 18 deg. 4@ 6	Aqua, 20 deg. 6@ 8	Black 2 00@2 25	Cubebae 28@ 33	Copaiba 70@ 80	Abies, Canadian. 18	Glycyrrhiza Gla. 24@ 30	Carbonate Precip. 15	Arnica 20@ 25	Barosma 40@ 45	Acacia, 1st pkd. 45	Absinthium 45@ 60	Calcined, Pat. 55@ 60	Absinthium 4 90@5 00	Acacia 50
Benzolcum, Ger. 70@ 75	Terabin, Canada 65@ 70	Carbonas 13@ 15	Brown 80@1 00	Juniperus 8@ 10	Peru 75@2 85	Cassiae 20	Glycyrrhiza, po. 28@ 30	Citrate and Quina 2 00	Anthemis 50@ 60	Cassia Acutifol. 15@ 20	Acacia, 2nd pkd. 45	Eupatorium oz pk 25	Carbonate, Pat. 18@ 20	Amygdalae Dulc. 75@ 85	Aurant Cortex 2 75@2 85
Boracic 17	Tolutan 40@ 45	Chloridum 12@ 14	Red 45@ 50	Xanthoxylum 30@ 35	Terabin, Canada 65@ 70	Cinchona Flava. 18	Haematox 11@ 12	Citrate Soluble. 55	Matricaria 30@ 35	Cassia, Acutifol. 25@ 30	Acacia, 3rd pkd. 45	Lobelia .oz pk 28	Carbonate, K-M. 18@ 20	Amygdalae, Ama 8 00@8 25	Bergamii 4 50@ 75
Carbolicum 26@ 29			Yellow 2 50@3 00			Buonymus atro. 60	Haematox, 1s. 13@ 14	Ferrocyanidum S 40		Salvia officinalis. 18@ 20	Aloe Barb 22@ 25	Majorium .oz pk 23			Cadiputi 85@ 90
Citricum 62@ 65						Myrica Cerifera. 20	Haematox, 1/2s 14@ 15	Solut. Chloride 15		Uva Ursi 8@ 10	Aloe, Cape 25	Mentra Pip. oz pk 25			Caryophilli 1 15@1 25
Hydrochlor 3@ 5						Prunus Virgin. 15	Haematox, 1/4s 16@ 17	Sulphate, com'l 2			Aloe, Socotri 25	Rue .oz pk 39			Cedar 50@ 90
Nitrocum 8@ 10						Quillaja, gr'd 12		Sulphate, com'l, by 70			Ammoniac 55@ 60	Tanacetum .V. 22			Chenopadii 3 75@4 00
Oxalicum 14@ 15						Sassafras, po 25		bbl. per cwt. 7			Asafoetida 35@ 40	Thymus V. oz pk 25			Cinnamoni 2 00@2 10
Phosphorium, dil. 44@ 47						Ulmus 20		Sulphate, pure 7			Benzoinum 50@ 55				Citronella 65@ 70
Salicylicum 1 1/2@ 1 1/2											Catechu, 1s 13				Conium Mac 80@ 90
Sulphuricum 75@ 85											Catechu, 1/2s 14				
Tannicum 75@ 85											Catechu, 1/4s 16				
Tartaricum 38@ 40											Comphorae 92@1 05				
											Euphorbium 40				
											Galbanum 41 00				
											Gamboge .po. 1 25@1 35				
											Gaulacum .po 35				
											Kino .po 45c 45				
											Mastic 75				
											Myrrh .po 50 45				
											Opium 25@6 35				
											Shellac 45@ 65				
											Shellac, bleached 60@ 65				
											Tragacanth 70@1 00				

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

Ammonia	1
Axle Grease	1
Baked Beans	1
Bath Brick	1
Bluing	1
Brooms	1
Brushes	1
Butter Color	1
Candles	1
Canned Goods	1
Carbon Oils	1
Catsup	1
Cereals	1
Cheese	1
Chewing Gum	1
Chicory	1
Chocolate	1
Clothes Lines	1
Cocoa	1
Cocoanut	1
Cocoa Shells	1
Coffee	1
Confections	1
Crackers	1
Cream Tartar	1
Dried Fruits	4
Farinaceous Goods	5
Fish and Oysters	10
Flavoring Extracts	5
Fresh Meats	5
Gelatine	5
Grain Bags	5
Grains and Flour	5
Herbs	6
Hides and Pelts	10
Jelly	6
Lard	6
Leaves	6
Matches	6
Meat Extracts	6
Mince Meat	6
Molasses	6
Mustard	6
Nuts	11
Olives	6
Pipes	6
Pickles	6
Playing Cards	6
Potash	6
Provisions	6
Rice	7
Salad Dressing	7
Saleratus	7
Salt Soda	7
Salt	7
Salt Fish	7
Seeds	7
Shoe Blacking	7
Snuff	7
Soap	7
Soda	7
Soups	7
Spices	7
Starch	7
Syrups	7
Tea	8
Tobacco	9
Twine	9
Vinegar	9
Wick	9
Woodenware	9
Wrapping Paper	10
Yeast Cake	10

1	2
ARCTIC AMMONIA	Oysters
12 oz. ovals 2 doz. box...75	Cove, 1lb.@1 10
AXLE GREASE	Cove, 2lb.@1 85
Frazer's	Cove, 1lb. Oval...@1 25
1lb. wood boxes, 4 dz. 3 00	Plums1 45@2 50
1lb. tin boxes, 3 doz. 2 35	Peas
3 1/2 lb. tin boxes, 2 dz. 4 25	Marrowfat1 00@1 35
10lb. pails, per doz.6 00	Early June1 00@1 60
15lb. pails, per doz.7 20	Early June Sifted 1 25@1 80
25lb. pails, per doz.12 00	Peaches
BAKED BEANS	Pie2 25@2 75
1lb. can, per doz.90	Yellow2 25@2 75
2lb. can, per doz.1 40	Pineapple@2 50
3lb. can, per doz.1 80	Sliced@2 40
BATH BRICK	Pumpkin
American75	Fair85
English85	Good90
BLUING	Fancy1 00
Arctic	Gallon2 75
6 oz. ovals 3 doz. box \$ 40	Raspberries
16 oz. round 2 doz. box 75	Standard @
Sawyer's Pepper Box	Russian Caviar
Per Gross.	1/4 lb. cans3 75
No. 3, 3 doz. wood bxs 4 00	1/2 lb. cans7 00
No. 5, 3 doz. wood bxs 7 00	1lb. cans12 00
BROOMS	Salmon
No. 1 Carpet, 4 sew.2 75	Col'a River, talls 1 95@2 0
No. 2 Carpet, 4 sew.2 40	Col'a River, flats 2 25@2 7
No. 3 Carpet, 3 sew.2 25	Red Alaska1 35@1 45
No. 4 Carpet, 3 sew.2 10	Pink Alaska1 00@1 10
Parlor Gem2 40	Sardines
Common Whisk90	Domestic, 1/4s3 1/4 @ 4
Fancy Whisk1 25	Domestic, 1/2s@ 5
Warehouse3 00	Domestic, Must'd 6 1/2 @ 9
BRUSHES	California, 1/4s11 @ 14
Scrub	California, 1/2s17 @ 24
Solid Back 8 in.75	French, 1/4s7 @ 14
Solid Back, 11 in.95	French, 1/2s18 @ 28
Pointed Ends85	Shrimps
Stove	Standard1 20@1 40
No. 390	Succotash
No. 21 25	Fair85
No. 11 75	Good1 00
Shoe	Fancy1 25@1 40
No. 81 00	Strawberries
No. 71 30	Standard1 60
No. 41 70	Fancy@2 50
No. 31 90	Tomatoes
BUTTER COLOR	Fair@1 05
W. R. & Co.'s, 25c size 2 00	Good@1 10
W. R. & Co.'s, 50c size 4 00	Fancy@1 40
CANDLES	Gallons@3 60
Paraffine, 6s10	CARBON OILS
Paraffine, 12s10	Barrels
Wicking20	Perfection@101
CANNED GOODS	Water White@10
Apples	D. S. Gasoline@17
3lb. Standards1 35	Gas Machine@24
Gallon3 75	Deodor'd Nap'a.@14
Blackberries	Cylinder29 @34 1/2
2lb.1 25@1 75	Engine16 @22
Standards gallons .. 6 50	Black, winter8 1/4 @10
Beans	CEREALS
Baked80@1 30	Breakfast Foods
Red Kidney85@95	Bordeaux Flakes, 36 1lb. 2 50
String70@1 15	Cream of Wheat 36 2lb. 4 50
Wax75@1 25	Egg-O-See, 36 pkgs.2 85
Blueberries	Excell'o Flakes, 36 lb. 4 50
Standard1 25	Excell'o, large pkgs.4 50
Gallon7 00	Force, 36 2 lb.4 50
Brook Trout	Grape Nuts, 2 doz.2 70
2lb. cans, spiced.1 90	Malta Ceres, 24 1lb.2 40
Clams	Malta Vita, 36 1lb.2 85
Little Neck, 1lb. 1 00@1 25	Mapl-Flake, 36 1lb.4 05
Little Neck, 2lb.@1 50	Pillsbury's Vitos, 3 doz 4 25
Clam Bouillon	Ralston, 36 2lb.4 50
Burnham's 1/2 pt.1 90	Sunlight Flakes, 36 1lb. 2 85
Burnham's pts.3 60	Sunlight Flakes, 20 lbs 4 00
Burnham's qts.7 20	Vigor, 36 pkgs.2 75
Cherries	Voigt Cream Flakes.4 50
Red Standards@1 40	Zest, 20 2lb.4 10
White@1 40	Zest, 36 small pkgs.2 75
Corn	Crescent Flakes
Fair80@85	One case2 50
Good1 00@1 10	Five cases2 40
Fancy1 45	One case free with ten cases.
French Peas	One-half case free with 5 1/2 cases.
Sur Extra Fine22	One-fourth case free with 2 3/4 cases.
Extra Fine19	Freight allowed.
Fine15	Rolled Oats
Moyen11	Rolled Avenna bbl.7 50
Gooseberries	Steel Cut, 100 lb. sks. 3 90
Standard1 75	Monarch, bbl.7 25
Hominy	Monarch, 90 lb. sacks 3 50
Standard85	Quaker, 18-21 60
Lobster	Quaker, 20-54 85
1 1/2 lb.2 25	Cracked Wheat
1 lb.4 25	Bulk3 1/4
Picnic Tails2 75	24 2 lb. packages2 50
Mackerel	CATSUP
Mustard, 1lb.1 80	Columbia, 25 pts.4 15
Mustard, 2lb.2 80	Snider's pints2 25
Soused, 1 1/2 lb.1 80	Snider's 1/2 pints1 35
Soused, 2lb.2 75	CHEESE
Tomato, 1lb.1 50	Acme@15
Tomato, 2lb.2 80	Climax@16 1/2
Mushrooms	Elite@16
Hotels@ 24	
Buttons@ 28	

3	4	5
Emblem@16	Cracknels16	Raisins
Jem@17	Coffee Cake, pl. or feed 10	London Layers, 3 cr
Ideal@16	Cocoanut Taffy12	London Layers, 4 cr
Jersey16 @16 1/2	Cocoanut Bar10	Cluster, 5 crown3 25
Riverside@16 1/2	Cocoanut Drops12	Loose Muscatels, 2 cr
Springdale@15 1/2	Cocoanut Honey Cake 12	Loose Muscatels, 3 cr. 8 1/2
Warner's@15 1/2	Cocoanut Hon. Fingers 12	Loose Muscatels, 4 cr. 9
Brick@18	Cocoanut Macaroons18	L. M. Seeded 1 lb 9 3/4 @11
Leiden@15	Dandelion10	Sultanas, bulk
Limburger@18	Dixie Cookie9	Sultanas, package ..
Pineapple40 @60	Frosted Cream8	FARINACEOUS GOODS
Sap Sago@22	Frosted Honey Cake 12	Beans
Swiss, domestic@16	Fluted Cocoanut10	Dried Lima7
Swiss, imported@20	Fruit Tarts12	Med. Hd. Pk'd2 45
CHEWING GUM	Ginger Gems8	Brown Holland1
American Flag Spruce 55	Graham Crackers8	Farina
Beeman's Pepsin55	Ginger Nuts10	24 1lb. packages1 75
Adams Pepsin55	Ginger Snaps, N. B. C. 7	Bulk, per 100 lbs.3 00
Best Pepsin45	Hippodrome10	Hominy
Best Pepsin, 5 boxes. 2 00	Honey Cake, N. B. C. 12	Flake, 50lb. sack1 00
Black Jack55	Honey Fingers, As. Ice 12	Pearl, 200lb. sack4 00
Largest Gum Made .. 55	Honey Jumbles8	Pearl, 100lb. sack2 00
Sen Sen55	Household Cookies8	Maceroni and Vermicelli
Sen Sen Breath Perf 1 00	Household Cookies Iced 8	Domestic, 10lb. box.60
Long Tom55	Iced Honey Crumpets 10	Imported, 25lb. box.2 50
Yucatan55	Imperial8	Pearl Barley
Bulk	Iced Honey Flake12 1/2	Common4 40
Red1	Iced Honey Jumbles 12	Chester4 50
Eagle8	Island Picnic11	Empire5 00
Frank's7	Jersey Lunch8	Peas
Schener's6	Kream Klips20	Green, Wisconsin, bu. 2 15
Walter Baker & Co.'s	Lem Yem11	Green, Scotch, bu.2 25
German Sweet26	Lemon Gems10	Split, lb.04
Premium38	Lemon Biscuit, Square 8	Sago
Caracas31	Lemon Wafer16	East India6 1/4
Walter M. Lowney Co.	Lemon Cookie8	German, sacks7
Premium, 1/4s36	Mary Ann8	German, broken pkg.7
Premium, 1/2s36	Marshmallow Walnuts 16	Tapioca
Baker's35	Mariner11	Flake, 110 lb. sacks .. 7
Cleveland41	Molasses Cakes8	Pearl, 130 lb. sacks6 1/4
Colonial, 1/4s35	Mohican11	Pearl, 24 lb. pkgs.7 1/4
Colonial, 1/2s42	Mixed Picnic11 1/2	FLAVORING EXTRACTS
Epps42	Nabob Jumble14	Foot & Jenks
Huyler45	Newton12	Coleman brand Van. Lem.
Lowney, 1/4s40	Nic Nacs8	2 oz.1 20 75
Lowney, 1/2s39	Oatmeal Crackers8	4 oz.2 00 1 75
Lowney, 1s38	Orange Gems8	8 oz.4 00 3 00
Lowney, 1s40	Oval Sugar Cakes8	Jaxon brand Van. Lem.
Van Houten, 1/4s12	Penny Cakes, Assorted 8	2 oz.2 00 1 25
Van Houten, 1/2s20	Pretzels, Hand Md.8	4 oz.4 00 2 40
Van Houten, 1s40	Pretzettes, Hand Md. 8	8 oz.8 00 4 50
Webb35	Pretzettes, Mac. Md. 7 1/2	Jennings D. C. Brand
Wilbur, 1/4s39	Raisin Cookies8	Terpeness Ext. Lemon
Wilbur, 1/2s40	Revere, Assorted14	No. 2 Panel1 20
	Rube8	No. 4 Panel1 50
	Scotch Style Cookies 10	No. 6 Panel2 00
	Snow Creams16	Taper Panel2 00
	Sugar Fingers12	1 oz. Full Meas.85
	Sugar Gems08	2 oz. Full Meas.1 60
	Sultana Fruit Biscuit 16	4 oz. Full Meas.3 00
	Spiced Gingers9	No. 2 Assorted Flavors 1 00
	Spiced Gingers Iced10	GRAIN BAGS
	Sugar Cakes8	Amoskeag, 100 in bale 1 00
	Sugar Squares, large or small8	Amoskeag, less than bl 19 1/2
	Superba8	GRAIN AND FLOUR
	Sponge Lady Fingers 25	Wheat
	Sugar Crimp8	New No. 1 White95
	Vanilla Wafers16	New No. 2 Red95
	Waverly8	Winter Wheat Flour
	Zanzibar9	Local Brands
	In-er Seal Goods	Patents5 60
	Per doz.	Second Patents5 40
	Albert Biscuit1 00	Straight5 10
	Animals1 00	Second Straight4 75
	Butter Thin Biscuit.1 00	Clear4 10
	Butter Wafers1 00	Subject to usual cash dis-
	Cheese Sandwich1 00	count.
	Cocoanut Dainties1 00	Flour in barrels, 25c per
	Faust Oyster1 00	barrel additional.
	Fig Newton1 00	Warden Grocer Co.'s Brand
	Five O'clock Tea1 00	Quaker, paper5 00
	Frotana1 00	Quaker, cloth5 20
	Ginger Snaps, N. B. C. 1 00	Wykes & Co.
	Graham Crackers1 00	Eclipse4 80
	Lemon Snap50	Kansas Hard Wheat Flour
	Oatmeal Crackers1 00	Judson Grocer Co.
	Oysterettes50	Fanchon, 1/2s cloth5 70
	Old Time Sugar Cook. 1 00	Grand Rapids Grain & Mill-
	Pretzettes, Hd Md.1 00	ing Co. Brands.
	Royal Toast1 00	Wizard, assorted4 70
	Saltine1 00	Graham4 50
	Saratoga Flakes1 50	Buckwheat5 50
	Social Tea Biscuit.1 00	Rye4 90
	Soda, N. B. C.1 00	Spring Wheat Flour
	Soda, Select1 00	Roy Baker's Brand
	Sultana Fruit Biscuit 1 50	Golden Horn, family. 5 75
	Unedea Biscuit50	Golden Horn, baker's 5 65
	Unedea Jinjer Wayfer 1 00	Wisconsin Rye5 00
	Unedea Milk Biscuit.50	Judson Grocer Co.'s Brand
	Vanilla Wafers1 00	Ceresota, 1/4s6 20
	Water Thin1 00	Ceresota, 1/2s6 10
	Zu Zu Ginger Snaps 50	Ceresota, 1/2s6 00
	Zwieback1 00	Lemon & Wheeler's Brand
	Holland Rusk	Wingold, 1/4s6 10
	36 packages2 90	Wingold, 1/2s6 00
	40 packages3 20	Wingold, 1/2s5 90
	60 packages4 75	Pillsbury's Brand
	CREAM TARTAR	Best, 1/4s cloth6 40
	Barrels or drums29	Best, 1/2s cloth6 30
	Boxes30	Best, 1/2s cloth6 20
	Square cans32	Best, 1/2s paper6 20
	Fancy caddies35	Best, 1/2s paper6 20
	DRIED FRUITS	Best, wood6 40
	Apples	Warden Grocer Co.'s Brand
	Sundried@11	Laurel, 1/4s cloth6 00
	Evaporated@11	Laurel, 1/2s cloth5 90
	Apricots	Laurel, 1/4s & 1/2s paper 5 80
	California22@24	Laurel, 1/2s5 70
	California Prunes	Wykes & Co.
	100-125 25lb. boxes.	Sleepy Eye 1/4s cloth6 00
	90-100 25lb. boxes. @ 6	Sleepy Eye, 1/2s cloth5 90
	80-90 25lb. boxes. @ 6 1/2	Sleepy Eye, 1/2s cloth5 80
	70-80 25lb. boxes. @ 7	Sleepy Eye, 1/2s paper5 80
	60-70 25lb. boxes. @ 7 1/2	Sleepy Eye, 1/4s paper5 80
	50-60 25lb. boxes. @ 8	
	40-50 25lb. boxes. @ 8 1/2	
	30-40 25lb. boxes. @ 10	
	1/2c less in 50lb. cases.	
	Citron	
	Corsican@22	
	Curants	
	Imp'd 1 lb. pkg.@ 9	
	Imported bulk.@ 8 1/2	
	Peel	
	Lemon American15	
	Orange American14	
	CRACKERS	
	National Biscuit Company	
	Brand	
	Butter	
	Seymour, Round6	
	N. B. C. Square6	
	Soda	
	N. B. C. Soda6	
	Select Soda8	
	Saratoga Flakes13	
	Zephyrette13	
	Oyster	
	N. B. C. Round6	
	Gem06	
	Faust, Shell7 1/2	
	Sweet Goods	
	Boxes and cans	
	Animals10	
	Atlantic, Assorted10	
	Brittle11	
	Cartwheels8	
	Currant Fruit Biscuit 10	

6	7	8	9	10	11
Meal Bolted 3 40 Golden Granulated 3 50 St. Car Feed screened 26 50 No. 1 Corn and Oats 26 50 Corn, cracked 25 50 Corn Meal, coarse 25 50 Winter Wheat Bran 26 00 Cow Feed 25 50 Middlings 26 50 Gluten Feed 28 00 Dairy Feeds Wykes & Co. O P Linseed Meal 31 60 Cottonseed Meal 29 50 Gluten Feed 28 00 Malt Sprouts 24 00 Brewers Grains 28 00 Molasses Feed 26 00 Hammond Dairy Feed 25 00 Oats Michigan, carlots 52 Less than carlots 54 Corn Carlots 68 Less than carlots 70 Hay No. 1 timothy car lots 15 00 No. 1 timothy ton lots 16 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail 30 30 lb. pails, per pail 38 LICORICE Pure 30 Calabria 25 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 50 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 25 Good 22 HALF BARRELS 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 65 Bulk, 2 gal. kegs 1 60 Bulk, 5 gal. kegs 1 55 Manzanilla, 3 oz. 90 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 50 Cob 90 PICKLES Medium Barrels, 1,200 count 9 25 Half bbls., 600 count 5 25 Small Half bbls., 1,200 count 6 6 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special 1 75 No. 58 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist 2 25 POTASH 48 cans in case 4 00 Babbitt's 4 00 PROVISIONS Barreled Pork Mess Clear Back 17 50 Short Cut 17 00 Short Cut Clear 16 75 Bean 14 50 Brisket, Clear 18 00 Fig 20 00 Clear Family 15 00 Dry Salt Meats S P Bellies 9 1/2 Bellies 9 Extra Shorts 9 Smoked Meats Hams, 12 lb. average 10 1/2 Hams, 14 lb. average 10 1/2 Hams, 16 lb. average 10 1/2 Hams, 18 lb. average 10 1/2 Skinned Hams 11 Ham, dried beef sets 15 California Hams 8 1/2 Picnic Boiled Hams 13 1/2 Boiled Ham 17 1/2 Berlin Ham, pressed 10 Mince Ham 10 Bacon 12 1/2 @ 14 Lard Compound 7 7/8 Pure in tierces 10 80 lb. tubs advance 1/4 60 lb. tubs advance 1/4 50 lb. tins advance 1/4 20 lb. pails advance 1/4 10 lb. pails advance 1/4 5 lb. pails advance 1/4 8 lb. pails advance 1	Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 25 1/2 bbls., 40 lbs. 2 25 3/4 bbls. 3 25 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef, rounds, set 16 Beef middles, set 40 Sheep, per bundle 70 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 40 Corned beef, 1 lb. 1 35 Roast beef, 2 lb. 2 40 Roast beef, 1 lb. 1 30 Potted ham, 1/4 s 45 Deviled ham, 1/4 s 45 Deviled ham, 1/2 s 45 Potted tongue, 1/4 s 45 Potted tongue, 1/2 s 45 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 4 @ SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box 3 15 Arm and Hammer 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 1/4 s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100lb. cs. 1 00 Lump, bbls. 80 Lump, 145lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 13 Chunks 13 Holland Herring White Hoop, bbls. 11 00 White Hoop, 1/2 bbls. 6 00 White Hoop, keg 65 @ White Hoop mchs. 85 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 75 Scaled 12 Trout No. 1, 100lbs. 7 50 No. 1, 40lbs. 3 25 No. 1, 10lbs. 90 No. 1, 8lbs. 75 Mackerel Mess, 100lbs. 15 00 Mess, 40lbs. 6 20 Mess, 10lbs. 1 65 Mess, 8lbs. 1 35 No. 1, 100lbs. 14 00 No. 1, 40lbs. 5 60 No. 1, 10lbs. 1 65 No. 1, 8lbs. 1 36 Whitefish No. 1, No. 2 Fam 100lb. 9 75 4 50 50lb. 5 25 2 40 10lb. 1 12 60 8lb. 92 50 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large, 3 dz 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85	SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Lome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 100 bars 4 25 Marseilles, 100 cakes 6 00 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapallo, gross lots 9 00 Sapallo, half gro lots 4 50 Sapallo, single boxes. 2 25 Sapallo, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 12 Cassia, Batavia, bund. 16 Cassia, Saigon, broken. 44 Yum, Yum, 1lb. pails 40 Yum, Yum, 1lb. pails 40 Cream 25 Corn Cake, 2 1/2 oz. 38 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 26 Cotton, 4 ply 26 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 10 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Barrel, 15 gal., each 2 70	Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 30 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 49 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kylo 41 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 38 J. T. 34 Piper Heidsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 42 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails 40 Cream 25 Corn Cake, 2 1/2 oz. 38 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 26 Cotton, 4 ply 26 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 10 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 Barrel, 15 gal., each 2 70	Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 70 Egg Crates and Fillers. Humpty Dumpty, 12 Coz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 85 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, au red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable No. 3 7 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/4 Flare Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 15 Trout 12 Halibut 12 Ciscos or Herring 8 Bluefish 15 Live Lobster 32 Boiled Lobster 34 Cod 12 Haddock 8 Pickrel 12 1/2 Pike 9 Perch, dressed 8 Smoked, White 12 1/2 Red Snapper 11 1/2 Chinook Salmon 15 Mackerel 22 Finnish Haddie 12 HIDES AND PELTS Hides Green No. 1 5 Green No. 2 4 Cured No. 1 6 Cured No. 2 5 Calfskin, green, No. 1 9 Calfskin, green, No. 2 7 1/2 Calfskin, cured, No. 1 10 Calfskin, cured No. 2 8 1/2 Pelts Old Wood @ 20 Lambs 50 @ 80 Shearlings 40 @ 80 Tallow No. 1 @ 4 No. 2 @ 3 Wool Unwashed, med. @ 18 Unwashed, fine @ 14	CONFECTIONS Stick Candy Pails Standard 8 1/2 Standard H H 8 1/2 Standard Twist 9 Cases Jumbo, 32 lb. 8 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case. 8 1/2 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 8 1/2 Cut Loaf 9 Leader 8 1/2 Kindergarten 11 Bon Ton Cream 11 1/2 French Cream 9 1/2 Star 11 Hand Made Cream 17 Premio Cream mixed 14 O F Horehound Drop 11 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 13 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate 14 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 17 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 11 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Fancy-In 5lb. Boxes Old Fashioned Molass- es Kisses, 10lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore- hound drops 60 Peppermint Drops 60 Chocolate Drops 75 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Asstmt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 200s 1 35 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 18 Almonds, Avica 18 Almonds, California sft. shell 14 @ 15 Brazil 14 @ 15 Filberts 13 Cal. No. 1 15 Walnuts, soft shelled 18 @ 19 Walnuts, Chilli 15 Table nuts, fancy 13 @ 16 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio new 16 Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 8 @ 9 Pecan Halves 65 Walnut Halves 85 Filbert Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns @ 6 1/2 Fancy, H. P. Suns, Roasted 7 1/2 @ 8 Choice, H. P. Jumbo Roasted

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon...55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 85
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

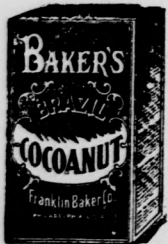
G J Johnson Cigar Co.'s bd.



Any quantity...31
El Portana...33
Evening Press...32
Exemplar...32
Worden Grocer Co. brand
Ben Har...35
Perfection...35
Perfection Extras...35
Londres...35
Londres Grand...35
Standard...35
Puritanos...35
Panatellas, Fins...35
Panatellas, Book...35
Jockey Club...35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
35 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass...5 @ 8 1/2
Hindquarters...7 1/2 @ 10
Loins...8 @ 14
Rounds...5 1/2 @ 7
Chucks...5 @ 6 1/2
Plates...5 @ 5
Livers...5 @ 5

Pork

Loins...@ 11 1/2
Dressed...@ 6 1/2
Boston Butts...@ 10 1/2
Shoulders...@ 9
Leaf Lard...@ 9 1/2
Trimnings...@ 8 1/2

Mutton

Carcass...@ 9 1/2
Lambs...@ 10 1/2
Spring Lambs...@ 10 1/2
Veal
Carcass...6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra...1 00
72ft. 3 thread, extra...1 40
90ft. 3 thread, extra...1 70
60ft. 6 thread, extra...1 29
72ft. 6 thread, extra...

Jute

60ft. ...75
72ft. ...90
90ft. ...1 05
120ft. ...1 50

Cotton Victor

50ft. ...1 10
60ft. ...1 35
70ft. ...1 60

Cotton Windsor

50ft. ...1 30
60ft. ...1 44
70ft. ...1 80
80ft. ...2 00

Cotton Braided

40ft. ...95
50ft. ...1 85
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 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 6
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. 1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 20
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size...6 50
50 cakes, large size...3 25
100 cakes, small size...3 85
50 cakes, small size...1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

FINE CALENDAR



NOTHING can ever
be so popular with
your customers for
the reason that nothing
else is so useful. No
housekeeper ever has
too many. They are a
constant reminder of the
generosity and thought-
fulness of the giver.

We manufacture every-
thing in the calendar line
at prices consistent with
first-class quality and
workmanship. Tell us
what kind you want and
we will send you sam-
ples and prices.

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

To Exchange—The finest 160 acre improved farm in Michigan, 15 acres beach and maple timber, clay loam soil. Fine buildings and within 5 miles of this town. Will exchange for merchandise, hardware preferred. Price \$100 per acre. Evans & Holt, Fremont, Mich. 357

For Sale or Exchange—Stock of dry goods and ladies' furnishings. Invoice about \$4,000. One of Michigan's best towns, population about 3,000. Farming and manufacturing. Address No. 362, care Michigan Tradesman. 362

For Sale—General store in German locality; about \$35,000 business per year; established over 30 years; can sell lots of job lots; will give you possession any time after January 1st. Address John Zenz, Ft. Recovery, Ohio. 361

New general hardware stock, invoicing \$1,500. Will sell stock and building cheap or stock and rent building. Located in best stock and grain market town in Southern Michigan. Population 400. Reason, sickness. Address 360, care Tradesman. 360

Business Opportunity—A practical man to interest himself financially and actively in factory making ladies' muslin underwear, located in city of 15,000 within 100 miles of Chicago, been established four years, to take place of retiring member on account of ill health. Good opportunity for right man. Address No. 359, care Michigan Tradesman. 359

For Sale—New clean stock hardware, invoicing about \$1,400. Also store building. Good location. Reason for selling, poor health. Address No. 356, care Michigan Tradesman. 356

For Sale—One No. 54½ National Cash Register, only used four weeks. Cost \$300. Guaranteed perfect. If taken at once, price \$225. Address Clyde H. Harris, Galien, Mich. 355

For Sale—Clean stock of groceries, inventorying about \$1,300. Established trade. Must sell on account of ill health. G. A. Smedley, St. Johns, Mich. 353

Wanted—To buy stock of hardware in some good hustling Michigan town. Address E. C., care Michigan Tradesman. 352

To Exchange—Wholesale hardware store in Northern Michigan, invoicing \$40,000, for farms or good income property free and clear in Grand Rapids or Detroit, Mich. Address Michigan Store & Office Fixture Co., 519 No. Ottawa St., Grand Rapids, Mich. 351

For Sale or Trade—15 H. P. Ohio gasoline engine, good as new. A bargain taken soon. J. C. Springer, White Cloud, Mich. 349

National Cash Register, detail adder, keyed from 1c to \$20. Good condition, bright nickel case, F. O. B. here for \$50 cash. L. B. 66, Berrien Springs, Mich. 348

For Sale—Bazaar stock in manufacturing city of 6,000. Inventories about \$2,500, including Christmas stock coming. Can reduce. Easy terms. Address No. 343, care Tradesman. 343

For Sale—I wish to sell my shoe stock. Will invoice about \$2,100. Address P. W. Holland, Ovid, Mich. 341

No difference where you live, if you are plaintiff or defendant in a lawsuit or need the advice of a lawyer, we can render you valuable assistance. For particulars address P. O. Box 128, Niagara Falls, N. Y. 340

Wanted—Partner for an established manufacturing business. Water-power plant. Good opening. Address Lock Box 33, Constantine, Mich. 336

For Sale—Clean up-to-date stock of general merchandise, invoicing about \$1,500, stock and fixtures. I have reduced stock from \$3,000 in 15 days special sale. Good town and good surrounding country in fruit belt of Western Michigan. Best location in town. Rent cheap. A bargain. Reason for selling, other business. I. J. Jewell, Grand Junction, Mich. 335

Farm lands within and around Duluth, Minn., for sale at wholesale prices. L. A. Larsen Co., 215 Providence Bldg., Duluth, Minn. 333

Will sell or exchange, for good real estate, good grocery stock doing good business in factory town. Address 331, care Tradesman. 331

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

\$10 invested in formula for concrete work. Government test. Will make you \$5 per day. Address M. Jacobs, Marshall, Mich. 327

For Sale—Stock of shoes, dry goods and groceries located in Central Michigan town of 350 population. Living rooms above store. Rent, \$12 per month. Lease runs until May 1, 1908, and can be renewed. Last inventory, \$2,590. Sales during 1905, \$8,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

Will pay 10 per cent. on \$1,800 for one year, good security. Address Lock Box 121, Kenosha, Wis. 322

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—An old-established grocery and meat market, doing good business in good location. Will sell reasonable if taken at once. P. O. Box 981, Benton Harbor, Mich. 120

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

Special Attention—Drug stores and positions anywhere desired in United States or Canada. F. V. Kniest, Omaha, Neb. 951

SITUATIONS WANTED.

Wanted—At once, position by assistant registered pharmacist of three years' experience, who is desirous of good drug store experience and steady employment. Address No. 358, care Michigan Tradesman. 358

Want Ads. continued on next page.

COUPON BOOKS

SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS

ACCURACY
ASSURE PROFIT
CONTENTMENT

We make four grades of book
in the different denominations.

CIRCULARS ON INQUIRY
SAMPLES

TRADESMAN COMPANY,
GRAND RAPIDS, 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.

If you want to sell your business.

If you want to buy a business.

If you want a partner.

If you want a situation.

If you want a good clerk.

If you want a tenant for your empty
store-room.

If you want to trade your stock for
real estate.

If you want at any time to reach mer-
chants, clerks, traveling sales-
men, brokers, traders—business
men generally—

**Try a
Michigan
Tradesman
Business
Want Ad.**

PARCELS POST.

Seven Reasons Why It Would Injure the Merchant.*

I was somewhat surprised to learn that the sub-committee which had this matter of parcels post in charge was in favor of it and proposed to report on my resolution in the negative.

I think this is a mistake. This Board, consisting largely of retail merchants, can not afford to go on record as favoring this measure, which in every respect is detrimental to the commonwealth of our nation.

I am opposed to this parcels post, for the following reasons:

1. Because the few large catalogue houses want it. They are at present asking for a 6c rate, with an additional 2c to all parts of the United States. Anything that they want in the way of legislation to facilitate the distribution of their wares by the aid of the Government is a menace to the success of the retail dealer and would have a tendency to the centralization of commercial wealth and power.

2. Because the million small merchants and their many million clerks do not want it. When we refer to the retailer, we come in close contact with the homes of our land. The retailer is depended on for immediate supplies. He helps pay the taxes of your town. He takes an active part in the public affairs of your town and is interested in its growth and improvement. He allows you credit, carrying your account for months. This must be considered when you deal with this question. Therefore, anything that can be done in a legislative way to relieve his burden and strengthen his business is not only a boon to him, but a public benefit.

Our country has enjoyed a period of prosperity experienced by no other nation in the world, and during this period we have had legislation galore to help the incorporated octopus which is sapping the financial blood from the veins of every hardworking American, and the millionaires and multi-millionaires are accumulating so rapidly that it becomes necessary for the Government to take the money of the common people to supply their financial needs. It is, therefore, high time that legislation should be directed to the interests of the smaller industries. Under the present postal provision, it is hard enough for the small dealer to compete with large ones, and if this plan of Postmaster Meyer becomes a law, it will so aid the stronger mercantile houses as to give them a monopoly. It will drive three-quarters of the small retail merchants out of business, depopulate to a great extent our villages, and the future financial and social conditions of our middle class would suffer. The parcels post will have this effect especially in small villages where the trade depends chiefly upon the farmers' purchases.

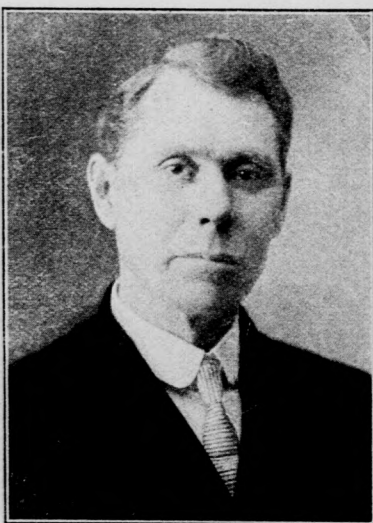
3. Because, in killing the country merchant, it would be an injury to the farmer by depriving him of a home market, thus compelling him to make long and tedious hauls at a great loss of time and labor.

*Address by Charles M. Alden before Grand Rapids Board of Trade.

4. It is un-American. When Mr. Meyer cites the fact that it costs 64c to send a package of 4 pounds to any part of the United States, and provinces, when you can send the same package to foreign countries for only 48c, he does not seem to grasp the commercial and industrial conditions which make our country what it is. The people of the United States are paying more for things at home, including wages, and can afford and are willing to pay the 64c, if we can only sustain these conditions.

Furthermore, foreign and domestic postal service can not be put in the same class, as the one is regulated wholly by treaties with foreign nations, while the other is based on conditions existing in our own land.

We all know the existing conditions in foreign countries—how this very kind of legislation has practical-



ly wiped out the small retail country store; how the people are obliged to send to the large cities for many requirements.

5. Because it will be a loss to the Postoffice Department. Its advantages are only perceptible in parcels of one or two pounds, at short distances, and up to three to five pounds at long distances. Beyond this, it would be cheaper to send by express or freight, thus leaving the Government the rough end of the bargain, namely: Sending a parcel of 1 pound from New York to California or Alaska for 12c, at a considerable cost to the Postoffice Department.

6. It is class legislation. This system would be used to its full capacity, at enormous expense to the Department, by the larger mercantile houses, principally the catalogue houses, who, with their patrons, would constitute only about one-tenth of our population, thus compelling the nine-tenths to bear the expense with them, with no value received.

Again, the rates are out of proportion to the distances traveled. For example, the average distance a 11 pound package travels by rural route is 12½ miles, at a postal charge of 25c, which is equal to 2c per mile, for the country merchant or his customer to pay.

The average distance for same by railroad is about 400 miles, at a postal charge of only \$1.32, which is equal to only 1/3c per mile for the octopus

or catalogue house, and their customers pay it.

7. It is unbecoming on the part of our Government. In the adjustment of passenger rates from 3c to 2c per mile, we never considered for a moment the idea of the Government entering into competition with the railroads to bring it about.

Why is it, then, necessary to do so in adjusting rates on express packages? Our Government should control, but not enter into competition with any business, whether manufacturing merchandise or carrying merchandise.

Will Hold Banquet and Curtail Peddlers.

South Haven, Dec. 10—The Business Men's Association will hold a banquet early next February. At the monthly meeting of the Association, last evening, the members decided to hold the banquet, but left the selection of committees and the settlement of various details until the meeting of next month. The banquet may be limited to the members or thrown open to all the "boosters" for the city's welfare, something after the order of the recent banquet of the Commercial Club at Kalamazoo.

At the meeting last evening the members also discussed the means of protection open to them from the inroads made by itinerant peddlers and hawkers, especially during the summer months. Secretary Phelps was instructed to look up the State laws on the subject, and present a plan of action at the next meeting. Similar action is being taken by associations in other cities of the State, and a vigorous campaign will probably be launched next spring to secure conformity on the part of such dealers with the State license laws.

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

Buffalo, Dec. 11—Creamery, fresh, 25@29c; dairy, fresh, 20@25c; poor to common, 18@20c; rolls, 20@24c.

Eggs—Strictly fresh, candled, 30c; choice, 28c; cold storage, candled, 19c.

Live Poultry—Springs, 10@12c; fowls, 9@11½c; ducks, 11@12½c; geese, 11@12c.

Dressed Poultry—Springs, 10@14c; fowls, 10@12½c; old cox, 9@10c; ducks, 12@13½c; geese, 11@12c; turkeys, 16@18c.

Beans—Marrow, hand-picked, \$2.25 @2.35; medium, hand-picked, \$2.25; peas, hand-picked, \$2.25@2.30; red kidney, hand-picked, \$2.25@2.30; white kidney, hand-picked, \$2.25@2.50.

Potatoes—White, 55@60c per bu.; mixed, 50c. Rea & Witzig.

The International Harvester Company has been convicted in Kansas Supreme Court at Topeka of being a trust and of entering into an unlawful combination to control the price of harvesting machinery. The jury rendered a verdict of guilty on 42 counts. The maximum penalty that may be imposed is \$1,000 on each count. Attorneys for the company made a motion for a new trial, and the court has it in consideration. These are troublous times for the big trusts.

Dr. Johnson's Prayer.

When the great English lexicographer, Dr. Samuel Johnson, was 75 years old, he wrote the following prayer:

1784, Jan. 1, P. M. 11.

O Lord God, Heavenly Father, by whose mercy I am now beginning another year, grant, I beseech Thee, that the time which Thou shalt yet allow me may be spent in Thy fear and to Thy glory. Give me such ease of body as may enable me to be useful, and remove from me all such scruples and perplexities as encumber and obstruct my mind, and help me so to pass, by the direction of Thy Holy Spirit, through the remaining part of life that I may be finally received to everlasting joy through Jesus Christ, our Lord. Amen.

The original manuscript of this prayer in Dr. Johnson's own handwriting—which shows traces of his advanced age—was recently sold at auction for \$80 and has come into the possession of Charles Scribner's Sons.

The amount of lawlessness in Kentucky may not in the aggregate be greater than that of other states, but is certainly more sensational and more spectacular. The wires bring the news of how 500 night riders, masked and armed, marched into Hopkinsville and destroyed \$200,000 worth of property. The ruffians fired their weapons right and left, riddling the windows of all the banks, burning several buildings, beating some citizens against whom they had a special grudge and frightening the whole population. It was all on account of some misunderstanding over tobacco business. There are more feuds and fights of this sort in Kentucky than in any other state in the Union and less effort is made to prevent them. It is no wonder the way the Powers case is managed attracts the unfavorable comment of the whole people. It would be possible nowhere else. Lawlessness is without warrant anywhere and everywhere, but one of the essentials for enforcing law is the support of the people, and that it is which seems to be wholly lacking in Kentucky.

Jackson—The Cement Machinery Co., originally known all over the world as one of the largest and oldest concrete machinery concerns in the business, has changed ownership, Mr. Cowham having transferred the business in entirety to Sid L. Wiltse and J. C. Lautenslager, both of this city. These young men have been in Mr. Cowham's employ for several years.

It doesn't take much dough to buy a paste diamond.

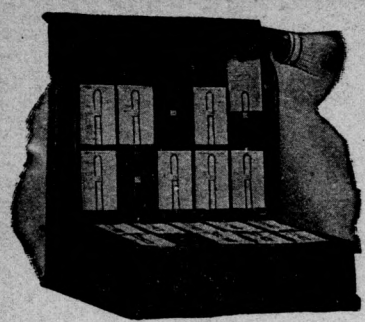
BUSINESS CHANCES.

Wanted—Traveling salesman; side line; commission basis; staple article for drug, paint, oil, hardware and manufacturing combined. Handsome premiums. Sample outfit free. Commissions average, good man, from \$5 to \$20 per day. Address The Alcatraz Co., Richmond, Va. 366

For Sale—Clean up-to-date grocery stock and drug sundries. Sales \$25,000 a year. Present invoice \$4,800. Located in fine brick block, county seat, two railroads, factory and surrounded by the best grain and stock land in Southern Michigan. For particulars address Box 83, Cassopolis, Mich. 365

Pharmacist wants situation at once. Competent. Write Pharmacist, care Michigan Tradesman. 364

Exchange—Good 81 acres, Indiana good improvements, fine farm for general farming, poultry and gardening 1½ miles from Kewanee, 75 miles from Chicago. Price \$75 acre. Will take Indiana country stock of merchandise or city equity up to \$5,000. J. H. Spindler, Lowell, Ind. 363



"Nearly The Same"

When a salesman offers you a substitute for the
McCaskey
And he says the substitute is

"Nearly The Same"

We may ASSUME that the salesman THINKS he is truthful.
BUT the McCASKEY Register System must be pretty
GOOD if other manufacturers try to imitate it.
BUT suppose that the manufacturers IMITATE in APPEARANCE
ONLY without furnishing the Quality of the McCaskey Register.
The McCaskey has an established VALUE.
This VALUE has been established by MERIT.
If you want a Register of established VALUE
Buy the McCASKEY.
To be absolutely certain that you are ordering a
McCASKEY see that the name McCASKEY is on the front
leaf of the Register.
Our 64-page catalog is FREE.

THE McCASKEY REGISTER CO.
27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex Duplicate and Triplicate Pads;
also End Carbon, Side Carbon and Folded Pads.
Agencies in all Principal Cities



The purity of the Lowney products will
never be questioned by Pure Food Officials.
There are no preservatives, substitutes, adul-
terants 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.

A Balloon Race

has recently been held in which all
records for distance have been eclipsed.
By careful and systematic handling they
were kept near enough to the ground to
accomplish the purpose of the test.
They were under perfect control at all
times, except for direction.

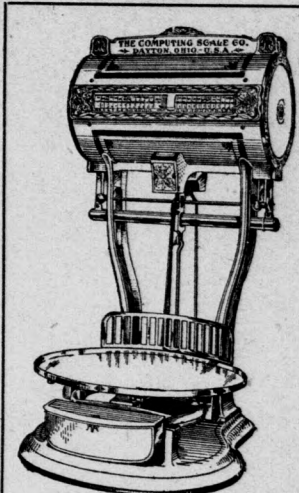
Think of the perfection of the bag
which retained the gas sufficient to carry
the weight.

A SMALL LEAK would have made
these results impossible; the gas would
escape and the balloon come down.

THE SUCCESS of your business de-
pends upon the degree of protection
secured in handling your goods. A
small loss on each weighing will surely
and steadily decrease your profits. You
must avoid it.

MONEYWEIGHT SCALES are proven to be the only scales which
will handle your goods without loss. The immense number of successful
merchants using them is proof of our claim.

A short demonstration of our scale will convince you that it will
save you money. Will you let us prove it?



The new low platform No.
140 Dayton Scale



Moneyweight Scale Co.

58 State St., Chicago

What Is the Good

Of good printing? You can probably
answer that in a minute when you com-
pare good printing with poor. You know
the satisfaction of sending out printed
matter that is neat, ship-shape and up-
to-date in appearance. You know how it
impresses you when you receive it from
some one else. It has the same effect on
your customers. Let us show you what
we can do by a judicious admixture of
brains and type. Let us help you with
your printing.

Tradesman Company
Grand Rapids

We Are Going to Make a Clean Sweep

Of Everything in the Lines of

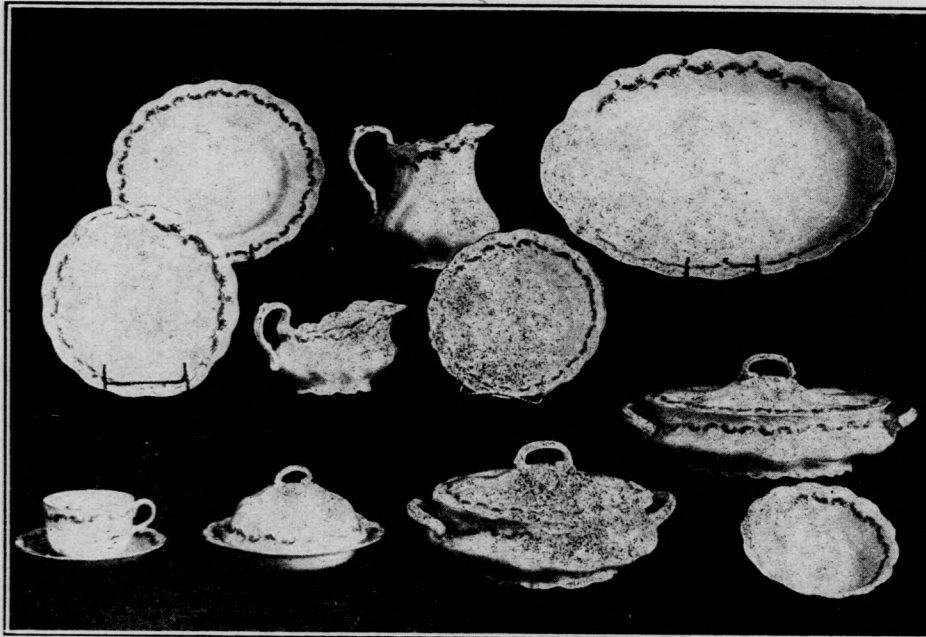
Toys, Dolls, Fancy Goods and China

and have made radical price reductions through all the lines. We are bound to close out everything in our mammoth stock of Holiday Goods and late buyers or merchants who desire to replenish their stocks should not fail to see our many

Bargain Offerings—The Biggest Ever

Johnson Bros.' "Pink and Green Border" Decorated Porcelain

Toilet
Manicure
and
Shaving Cases
Cuff and Collar
Boxes
Jewel Boxes
Glove and
Handkerchief Boxes
Albums and Mirrors
Gold Clocks
Fancy Novelties
Brush and Comb Sets
Military Sets
Cloth Brushes
Work Boxes
Smokers' Stands
Tobacco Jars
Silver Plated Table
Ware
Genuine
Sterling Silver
Etc., Etc.



"Bellevue" A. One of the most beautiful and perfect patterns in this line of celebrated English dinner ware and one of the most popular in our extensive lines of imported and domestic wares. Over 60 different dinner ware patterns on display in our large salesrooms. **Come in and see them. Get our prices.**

Imported
Decorated China
Tea Sets
Sugars and Creams
Cake Plates
Syrup Pitchers
Salad Sets
Cracker Jars
Shaving Mugs
Cups and Saucers
Chocolate Pots
Tankards
Celery Trays
Spoon Trays
Candlesticks
Bon Bon Dishes
Cabarets
Vases
Fern Dishes
Jardinieres
Bread and Milk Sets
Plate Sets
Etc., Etc.



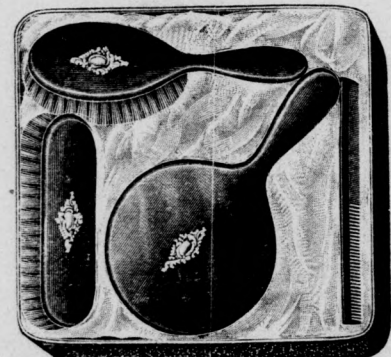
Sparkling Rich Cut Glass

Have you seen our splendid line of genuine rich cut glass? We carry everything desirable and at lowest prices. A cut glass tankard like cut, with 6 tumblers to match, sells at about \$5 for retail.



Latest Improved Chafing Dishes

Twelve of the latest designs in nickel plated and in copper finish with latest improved lamps, which are easily regulated and give the maximum amount of heat with a minimum consumption of fuel. Price \$3.50 to \$12.



Fancy Comb, Brush and Mirror Sets

We show a beautiful selection of these ever popular Christmas gifts in **Ebony and Ebonoid. Artistic Decorated China Backs, Genuine French Stag.** Any re-orders for the above can be promptly filled. Stock still complete.

Our Entire Force of Travelers

will be at our store from now until Christmas to personally look after the wants of our customers. Any mail orders for Holiday Goods or Staples will have our most prompt attention. Don't be afraid to re-order, our stock is still in splendid shape to serve you.

We Make
No Charge For
Package and Cartage

Leonard Crockery Co.

Grand Rapids, Mich.

Half your railroad fare refunded under the perpetual excursion plan of the Grand Rapids Board of Trade. Ask for "Purchaser's Certificate" showing amount of your purchase.

Crockery, Glassware
and
House-Furnishings