

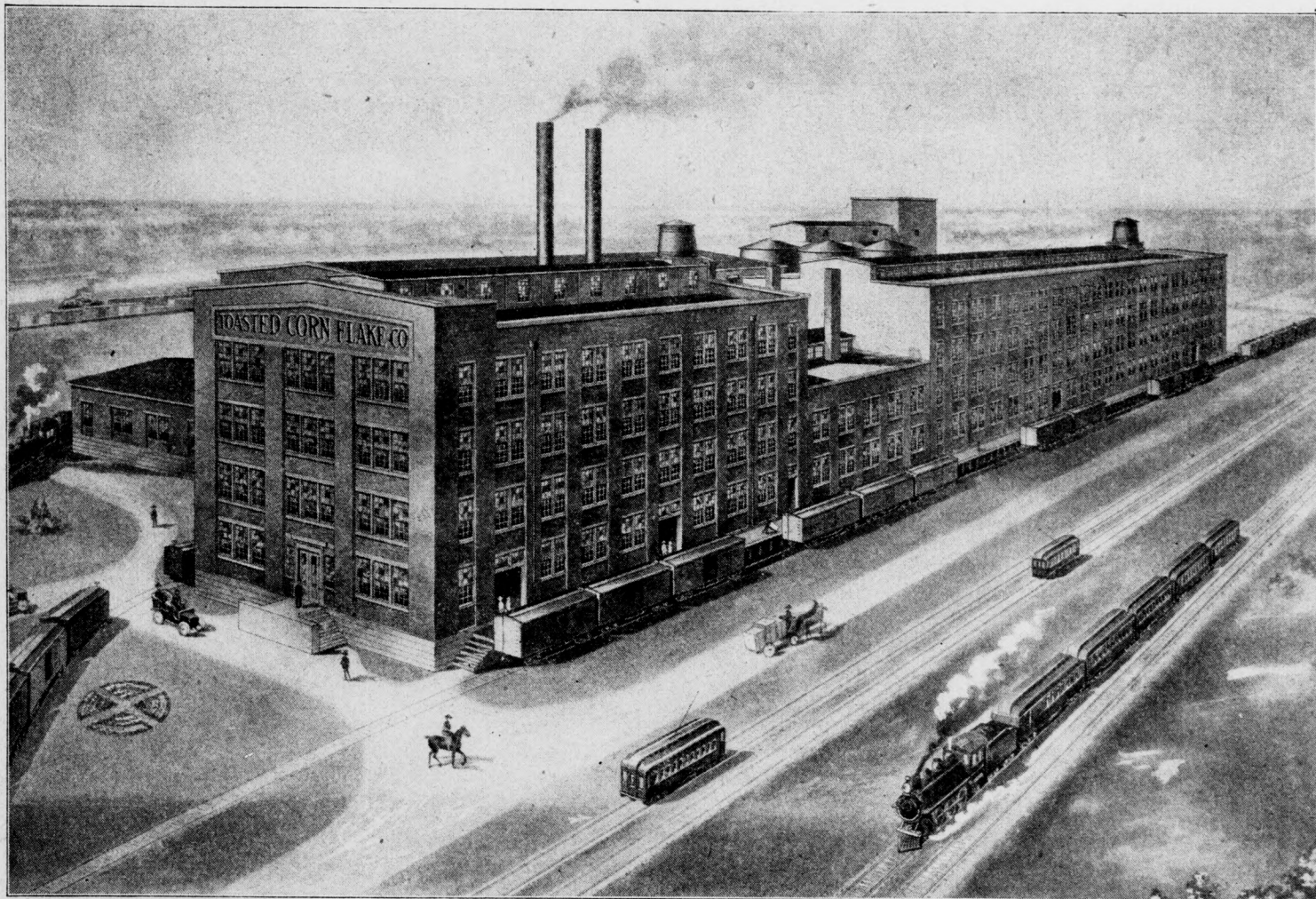
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 29, 1908

Number 1271



Battle Creek Now Has the Largest, Most Complete Cereal Factory in the World

The beautiful new home of the genuine Toasted Corn Flakes is completed. The fires have been kindled, the wheels are turning and the filmy, delicious flakes are being made in greater quantities than they, or any other breakfast food, were ever made before. And everybody's happy except the imitators. In spite of the fact that these imitators did everything possible to gain public favor during the shortage caused by the burning of our main factory, the demand for

The Genuine Toasted Corn Flakes

has kept up unabated. This shows that the people know what they want and they want the genuine because it has the flavor. We've been promising to fill all orders with the completion of our new building. Now we're ready to fulfill our promise. If you've had trouble getting a supply—order NOW—and give your customers all they want of what they want.

Toasted Corn Flake Co.
Battle Creek, Mich.

W. K. Kellogg

DO IT NOW

Investigate the

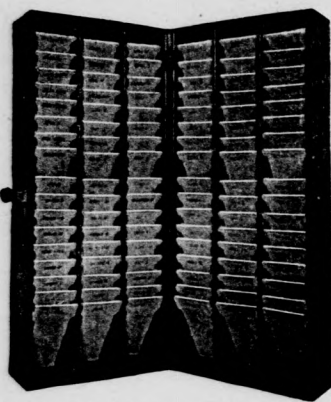
Kirkwood Short Credit System of Accounts

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.



Every Cake

of FLEISCHMANN'S

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

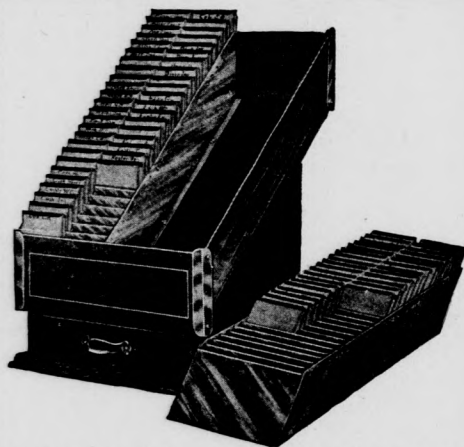
The Fleischmann Co.,

of Michigan

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



Do Your Clerks Forget to Charge and Your Customers Forget to Remit?



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

YOUR book-keeping is made up of charges and remittances and upon them depends the condition of your profit and loss account.

If all of your goods are being properly charged when they leave your store and you receive remittances for the same promptly and in full **you ought to be making good money.**

If your inventory does not show this it is due to your system or lack of system in keeping accounts.

The **Keith System** compels your clerks to charge all goods when they leave your store.

It gives your customer, with every purchase, an itemized bill showing the total amount of his account to date.

It gives you a record of your customer's business in book form, the slips of which are numbered identically the same as the duplicates in the possession of your customer.

It accomplishes all this and much more with only **ONE WRITING.**

The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use
1062-1088 Court Street Fremont, Ohio, U. S. A.

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, JANUARY 29, 1908

Number 1271

Our Multigraph Imitation Typewritten Letters save your writing the same letters over and over again. Some of the largest firms in the city are using them, why not you?
Write or phone us.
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

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. BRANDT, 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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

- Page.
2. Window Trimming.
6. New York Market.
7. Heart to Heart.
10. God and Mammon.
12. Shoes.
14. Salvation Army.
16. Men of Mark.
17. Seen and Heard.
18. Clothing.
20. Woman's World.
22. Clerks' Corner.
24. Hardware.
26. Crowded Out.
28. Plugging Parker.
30. Man's Credit Bump.
32. Be Polite.
34. Meat Market.
36. Men of Mark.
38. Dry Goods.
40. Commercial Travelers.
42. Drugs.
33. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

METHODS REVERSED.

For years the Salvation Army has been performing a religious and social reform work of inestimable value. That there should be differences of opinion as to the methods employed in carrying out this work is inevitable; and because of the world-wide extension of this work it is but natural that investigators and students of such problems should have discovered and utilized openings through which criticism might be presented.

The most recent opportunity for such criticism has been offered by the inauguration and development of the Salvation Army Industrial Homes Co. It was in the nature of a revolution of the militant spirit and methods of the Army—the presence of an organization based purely upon business lines—and, naturally, people outside the ranks began to “sit up and take notice.”

Here was a company, incorporated according to law, with a capitalization of half a million dollars; \$250,000 of preferred stock and \$250,000 of common stock. And the Salvation Army, Incorporated, guaranteed 6 per cent. net on the preferred stock. It was an industrial proposition and sold its product. It was purely a business enterprise. Such a scheme, developed during the past five years, when placed in contrast to the Articles of War and the military discipline of the Salvation Army, could not fail to bring forth sincere enquiries for information.

There has not been at any time, nor is there now, any inclination to belittle the religious work of the Salvation Army, nor any attempt to interfere with the purely social phase of the work of that organization, so far as Grand Rapids or any other city we know of is concerned. And yet it has been for years a seeming impossibility to secure from the Salvation Army any clear, accurate and understandable statement as to the financial side of the Army's efforts. No one, not even the Colonels, Majors, Captains and so on down to the privates, could tell, or, if they could,

they were not permitted to do so, seemingly, anything definite as to the totals of receipts, expenditures, deficits and profits.

And so, when the Salvation Army Industrial Homes Co. asked the people to contribute toward a Home in Grand Rapids and when the soldiers began to canvass for donations of waste material and second-hand furniture, shoes, clothing, bedding, and the like, there arose a curiosity for facts. The people of Grand Rapids “wanted to know, you know.” And at a meeting, held on Monday, between the members of the sub-committee (of the Municipal Affairs Committee of the Board of Trade) on Public Charities and Brigadier Murcassen and Adjutant O'Neil of the Salvation Army, Brigadier Murcassen personally and orally instructed his subordinate, as he is empowered to do, to provide the Committee with a monthly report as to the number of men lodged and fed at the Home, as to the wages paid such men, the value of waste and second-hand goods received and sold and as to the cost of operating the Home. Such a report is all that has been asked for, and if Adjutant O'Neil obeys orders the Committee will be satisfied.

REMARKABLE RAILROAD.

Three years ago work was commenced upon what was at the time described as a most remarkable railroad because for a great part of the route it was to be built over the sea, or rather the shallow waters separating the mainland from the chain of islands forming the southernmost limit of the United States. The final terminus of the road was to be the city of Key West, which is situated on an island of the same name. The main purpose of this freak railway was to provide a short and quick route to Cuba. As Key West is but ninety miles from Havana, the completion of the railroad to that point would enable tourists visiting the ever-faithful isle to escape with a sea voyage lasting only a few hours.

Great engineering difficulties and the losses and delays caused by the hurricane of a little more than a year ago greatly added to the expense of construction, and the financial panic still further added to the difficulties of the promoters of this unique railroad. Because of these various drawbacks the work of extending the line to Key West has been abandoned for the time being, and the southern terminus of the road will be at Knight Key, which is forty-five miles from Key West. From this point fast steamships will run to Havana, enabling tourists to reach the island much sooner than by other routes and by a shorter sea trip.

The railroad as constructed extends more than a hundred miles south of Miami, being built for a great part of the way right through the sea, passing from one small coral key to another. At points on the road the traveler will be completely out of sight of land and carried above the water on a concrete viaduct thirty feet above sea level and built to withstand the full force of wind and wave. That these combined energies are not to be despised the havoc wrought by the hurricane of a year ago amply testifies.

It is reported that \$20,000,000 has been sunk in this over-sea railway, owing to the enormous difficulties encountered in constructing the road across the coral reefs and through the utterly uninhabited district of Southern Florida. The undertaking will scarcely be made to pay, as the Key West trade is hardly of sufficient consequence to furnish much traffic and there is no commerce to be built up along the route. The tourist trade with Cuba will have to provide the bulk of the revenue, but that will scarcely pay interest on the enormous investment.

While no undertaking is to be condemned which will result in ultimate good, the same amount of money could certainly have been more profitably expended in opening up productive territory and providing transportation to parts of the country susceptible of development by improved communications. The interests back of the Key West Railroad are mainly concerned in catering to the Florida tourist trade, and they clearly overestimated the value of the Key West extension and underestimated the cost of construction and the engineering difficulties to be overcome.

WRETCHED EDITING.

In all fairness to the public it serves and as a matter of justice to any enterprise publicly considered, to say nothing of ordinary decency to those who engage in any discussion, a daily paper assuming to report such a debate should give a fair, intelligent and connected exhibit as to what is said. It is not only a sign of recklessness, but it is an insult to the public and a gross injustice to those who take part in a public discussion for a daily paper to so mutilate a speaker's charges, deductions and suggestions that the alleged remarks, as printed, are disjointed, seemingly untrue and in every way void of interest. And such a mangling of reports can not fairly be laid at the door of the reporter. He does as he is bid or he loses his position. The fault rests primarily with the city editor and ultimately with the managing editor.



Some Catchy Advertisements Used in Windows.

Strange how such a simple thing as some wall paper may be made to do effective duty in a window trim that is not a trim of wall paper proper. When it is used, however, on account of being such a very inexpensive mode of decorating a background, it should be applied with the utmost neatness and precision. No slipshod method will do here.

Sometimes for a background a series of oak or stained soft wood panels are prepared and self-color paper is employed to alternate with these.

Not long ago such a scheme was undertaken in a well-known general store. The woodwork was black, also there was a black plate rail. Below the rail was plain pumpkin yellow so-called cartridge paper. Above it was paper with an ivory colored background, bestrewn with big pumpkin-yellow bell-shaped flowers—I don't know what the name was. Their dark green leaves contrasted prettily with the ivory-tinted background, as did also the flowers. The ceiling was pumpkin yellow as well, but two or three shades lighter than the paper in the panels. The exhibit for which this background was designed was a set of dishes having a narrow pumpkin yellow border and various hunting scenes in black silhouette in the center. A row of the plates stood on the plate rail, while a black oak table was left bare, except for the doilies under the dishes. It was laid for a dinner. A tall cut glass vase in the middle of the table held three mammoth 'mums as near the shade of pumpkin-yellow as it is possible to get in blooms—that rich dark buff with brown on the under side of the so-called petals, but which are not petals. Some consider this the most beautiful of all the chrysanthemums. Black oak dining chairs stood expectantly at the plates. The backs and seats were done in a shade of leather just like the flowers. A pumpkin-yellow velvet rug, with a conventionalized (art-nouveau) design of black around edge, covered the floor space with the exception of about a foot, where a linoleum had been laid on the part of the floor that showed, and was painted to match the paneling. A pretty dummy lady stood near one of the chairs for a final inspection before the guests arrived. She fittingly "capped the climax" of this charmingly cozy dining room scene. She was attired in a pumpkin-yellow chiffon dress over taffeta of the same shade, with girdle of narrow black velvet ornamented with tiny roses of the velvet, that trailed the whole length of the gown, while the same little roses nestled lovingly around the decollete (wax) neck and encircled the pretty pink elbows. A small black aigrette rose from the dummy's hair, which was shiny coal black. A handsome electrolier of pumpkin-yellow art glass,

with wrought-iron trimmings and deep pumpkin-yellow bead fringe, was kept lighted at night while this brilliant display was on.

* * *

I notice that a number of stores are in the habit of using, as window placards, the advertisements of the firms whose goods they represent. Here are a few selected at random:

Gas Companies Make Light of Their

Customers' Complaints

No One Knows

What

I make

of my

Customers' Kicks

Because

I Don't Have Any

My Shoes

Are Always Reported

"Even Better Than

I

Expected"

Your Order Is Next

Don't Argue

You Have No Right

To Say

That

(Name of Goods)

Isn't Worth Trying

Until You Try It

Can We Do Any More

Than

Offer You

a

Free

Full-Sized Sample Box

?

Then Meet Us

Halfway

!

There's a Bunch

Of

Money

For the Customer

Who Purchases

Blank Shoes

Satisfaction

Is What You Want

and

Satisfaction

Is What You Get

When You Trade

With

Us

That's Why

We Are Growing

and

That's Why

Our Customers Are Growing

If You Ask Her

Why

She refers

Blank's Faultless Footwear

She Will Tell You

It's Because

Of the Careful Attention

To

Style and Detail

Which These Shoes Display

and

Which Make Them Distinctive

Without

Being

Ostentatious

If You Are Not

Doing Business With Us

Mr. Man

Hadn't

You

Better

Investigate

?

Are

You

One

Of the Lucky People

Who Have Been Taking Advantage

Of

the

Big Opportunities

Of

Our

January Sale

?

Necessity of Curbing the Gambling Instinct.

Written for the Tradesman.

The Governor of New York has been having something to say to the farmers of that State. He thinks, as the best people of the country think, that the evil of the race track has reached the limit and it is going to be stopped. As usual, he hits the knot in the center and says with a candor that surprises and pleases, that "the gambling instinct," which the race course of that State has fostered and strengthened, is a malicious nuisance that ought to be abated, and that he hopes the farmers, having the interest of the State as well as that of the Agricultural Fair at heart, will endeavor with the best of their ability to stop the dread disease which is working the ruin of the nation. He tells them that if the races are the drawing card of the Fair there is no reason why they should not remain so; but that the straightforward, manly way is to recognize the evil as a necessity and pay for it as such out of the resources of the State and, bringing it under control and making it respectable, in this way the danger of infection can be removed; the adult plague, can receive attention, and the youth, training now for their part in the world's work, will not run the risk of catching the deadly disease.

Stopping just long enough to express the hope that the Governor will succeed in cutting off the heads of the Hydra he hopes to kill, the Tradesman rejoices to note that the evil at last is classed as an instinct and as such it is certainly to be regarded as a quality purely animal and to be so dealt with. That alone accounts for its universal existence, and that alone will prevent the absurdity of treating the propensity in spots. There may be something in the Governor's attempt to relieve the congestion peculiar to the County Fair; but that classifies the instinct as a disease, which, it is submitted, instinct never is. The animal with two legs or four born with these instincts which control him will never get the better of them as long as he remains an animal; and the whole matter finally comes down to this: not how to stop the development of the gambling instinct at the Fair, but how to overcome the instinctive desire to come to a head there—the very thing the Governor is trying to do and the very thing he knows he never can do unless the management

of the Fair comes heart and hand to his assistance.

The appeal is made to the management, but Governor nor management will ever accomplish anything unless the public opinion of the great Empire State gives it its hearty support. Instinct to be trained must be influenced early. The instinctive aversion of the cat for the dog and the dog for the cat to be overcome must be dealt with before the animals' eyes are open, and the training then begun must be unremitting. There is where the home life comes in; there is where the church—is it getting to be a lost influence for good?—can be depended upon; there is where the school house shows its usefulness, and there is where society, without knowing and—shall we say?—without caring, ruins too many of the country's most promising boys and girls by setting them a dreadful example of the gambling instinct. Are fathers the world over by precept and by example trying their level best to guide this instinct in right directions? Are mothers trying to restrain, as best they may, the same proneness to evil, if not to disaster, in their daughters from cradle song to wedding march? The game of marbles "that comes before the swallow does" and going on even now under the office windows, the rattling dice, the center of youthful avarice, the bet that takes the place of argument, the pack of cards, infecting with the mental insanity of the king they were invented to amuse the moral sanity of the nobler kingship that now shuffles them, the race track doing its best to incite the gambling instinct—all are so many answers to the question; and, more's the pity, not a locality but illustrates it by pitiful examples, all of them showing how widespread is the instinct to be controlled and how powerful must be the influence that will control it.

The appeal to the New York farmers to put a stop to the gambling instinct is as timely as it is forceful; but it will occasion little surprise if the hoped-for result is not obtained. The farmers themselves and the public behind them are moved too strongly by the same instinct to act diversely and independently of one another. At best—such diverse action must be the result of a training which has not yet been thought of, much less begun. If the time ever comes when the instinct, acknowledged as such, is taken good care of by the adult life which has propagated it—so taken care of it from infantile weakness to maturity as to bring it under control—there is every reason to believe that the direful results coming from it may be partially if not wholly averted. Such results can not come a minute too soon, and if the Governor of New York shall bring this about it will be the whitest of the many feathers which adorn his official cap. R. M. Streeter.

Nobody Home.

Agent—Is the head of the house in, sonny?

Boy—No, sir, there's nobody home but me father.

NOVELTIES.

Foolish Ones Sometimes Very Best of Sellers.

Written for the Tradesman.

Some of the silliest—the most foolish—of objects are those which appear most to strike the popular purchasing fancy. No sensible person will buy these goods unless for the purpose of "getting a rig" on some one who has previously played a practical joke on them. Of course, there's no especial harm in them, and some people are never so happy as when palming off some such novelty on an unsuspecting victim.

What seems to have been a particularly good seller since the summer months is a certain box—ostensibly a neat glove box. On the face are printed a pair of black kid gloves, with accompanying words on the left of the illustration:

One Pair
Undressed
Black Kids

On the right of the gloves one reads:

Extra
Fine Black
Hand Sewed

The contents is described as follows:

Black Undressed Kids or White Undressed Kids—two tiny china dolls (black or white) sewed in a regular size glove box. Address label on back all ready for mailing. These jokes tickle everybody. You can sell 'em in thousands.

Then here are some other sells to sell:

An ordinary sized pill bottle, such as homeopathic doctors use for their pleasant little pellets. On the outside it says:

Sure Cure
For Love
Compounded By
(Name)
Springfield, Mass.

Inside, obscured by the label, is a tiny red mitten attached to the cork, which suggestive "Cure" of course pulls out with the latter when curiosity gets the better of one's discretion and is yielded to. Said to "sell like wildfire," and not much wonder, either.

Clams
Short
and
Long
Neck

This box proves to hold inside a convex mirror.

Spirits
That
Cheer

are two tiny red devils fastened by a string to the cover of a wooden jug.

A toy chair glued to the bottom of a small box is:

Sure Cure
For
That
Tired Feeling

A gruesome little papier mache skeleton grins at you when you lift the lid of a stout black cardboard box labeled:

Your
Finish
!

Box is all ready to mail with convenient label on which to write the name and address of the person who is to be "finished."

* * *

Entire pages of popular trade journals devoted to dry goods and other exploitation are given up to advertisements of articles supposed to be of use in the care of infants. They are called "Novelties." Some of these are practical—of great convenience—and some are no good on earth, mere togglements, calculated only to annoy. Among the latter are advertised:

Ivory and Pearl
Teething Rings
On
Hand-Painted
Ribbon

Now, if there's one thing on earth that a careful mother would not want her baby to get into its precious rosebud of a mouth, 'tis "hand-painted ribbon." And yet these disease-breeders are run through the handles of teething rings utterly regardless of any sanitary precaution. When a child is so young that "everything goes to its mouth" it is not desirable to have "hand-painted ribbon" in its list of availables.

An "impossible" safety pin holder consists of a big bow of fancy ribbon and a series of three or four beboxed celluloid rings held on a flat piece of painted (enameled) wood about ten or twelve inches long. On these rings are clasped the different sized safety pins. Another mere togglement calculated to be a bother to the one dressing a baby, when in a hurry for a safety pin.

A "trinket box" has the appearance of a child's toy dresser: four light wooden drawers enclosed in an open-front wooden case, on the top of which is a wide bow of fancy ribbon which extends over the whole of the top. Smaller bows of ribbon (to match or harmonize with the bow on top of this chest of drawers) form the means of opening these receptacles.

There is another "trinket box" where the drawers are reduced to one-quarter the number of the other. Here, also, a bow of ribbon ornaments the single drawer-holders. They are intended to stand on a dresser or table and are handy to hold small articles of necessity used in the care of an infant.

"Talcum shakers" come in for their share of attention, as well as "baby ribbon boxes." In these latter is placed a bolt of "baby ribbon" (preferably white), with the end hanging out a few inches to get hold of in a jiffy.

Blank books have a generous supply of pages on which to record things of interest to the immediate relation of a "young hopeful." Some of these "Record Books" have flowers on the outside, while a picture of the stork, the bird of omen that figures so often in German lore, is seen on the cover of others.

An oddity on the market just at present is a "string doll." The dress

and hair, as its name would indicate, are composed of twine. This is a thoroughly sensible little dollie, as there is nothing about her to break, her inside works being composed of cotton batting.

* * *

The Fourteenth of February will soon be upon us, with its myriads of more or less poetic effusions breathing of the tender passion.

All sorts of animals are utilized this year.

A picture of a cute Little Johnnie Bear, rampant, has a black heart on his soft black breast. In letters of white it says on the heart:

To my
Valentine

A black kitten amusing itself with the new and fascinating game of Diabolo or Mephisto (introduced by Parker Brothers, of New York) is voicing Little Johnnie Bear's sentiments.

A covered stein with massive handle has a heart on the drinking side, on which is inscribed:

To mine
Dear
One

A scroll below bears the name:
Saint Valentine

Another valentine has a picture of a young Dutch school teacher standing at the end of a blackboard, on which she has evidently just printed from an open book which she holds in her hand:

Ah, many X I think of U,
Most charming Valentine,
And only hope 2 hear U say
That U love mine.

Two typical Dutch children on a bench in front of the blackboard are being admonished by the anxious teacher to write the verse down on their slates. The clothes of the trio are wonderfully "true to life." The positions assumed by the children are as awkward as if they were "the real thing." The teacher apparently has on the full quota of the thick petticoats of her race, for her dress sets out like a barrel.

Here's a rather cute little verse I ran across the other day for a valentine sentiment:

Don't be frightened,
Have no fear;
'Tis only a Valentine,
My dear!

Jo Thurber.

Unsatisfactory.

Homer—I have been scouring the city for a good cook.

Knox—You couldn't have done it thoroughly.

Homer—Why not?

Knox—The city seems to be as dirty as ever.

Milk Flour Keeps Fresh Indefinitely.

Powdered milk is the latest stage in the evolution of the milk problem, which has been pressing for solution since 1830, the beginning of condensed milk. Powdered milk is an invention of Dr. Ekenberg, a Swedish scientist and food expert, and it is getting popular on the continent in Europe and all over the United States. The milk is first submitted to straining through a cotton filter; its temperature is then reduced to nearly freezing point, preparatory to drying. Pasteurization is carried out if it has not already been done at the dairy. The drying is effected at about blood heat, or 100 degrees Fahrenheit. The drying appliance consists of a revolving cylindrical drum known as the exsiccator, lined with nickel, which has been found to be the most suitable metallic substance upon which to deposit the milk solids, since the other commercial metals have not sufficient resistance against the chemical action of the milk. The fluid is fed into this drum, through which is carried simultaneously exhaust steam, which in its passage carries off the water in the milk. The ends of the drum are bowl shaped, whereby rapid and high efficiency in the evaporation of the water is obtained, this evaporation extending to about four-fifths of the original amount. The evaporative efficiency is high, being from 300 to 400 pounds an hour per square yard of surface. From 1,700 to 2,100 pints of milk are converted into powder every hour. It is then milled like flour and becomes ready for immediate use or for storage for an indefinite period.

Carrie Nation had many ups and down during her more or less brilliant public career, and now in her retirement she is to be deprived of the honor of being the original saloon smasher of America. Some one has hunted through the files of early Kansas papers and found that at Lawrence, in 1856, a "joint" was reported as in operation on the sly in a log cabin in an outlying district. This report was followed by a spontaneous movement on the part of the leading women of the town to stamp out the liquor traffic in Lawrence. Resolutions were followed by quick and decisive action. Some 10 or 12 women met, armed themselves with axes, hatchets and hammers, and marched on the cabin, where the demon rum was being doled out. They broke bottles, smashed casks and barrels, spilled the "red eye" on the ground, and chased the proprietor out of town.

Clearance Sale of
Second-Hand Automobiles

Franklins, Cadillacs, Winton, Marion
Waverly Electric, White Steamer and others.
Write for bargain list.

Adams & Hart 47 N. Division St.
Grand Rapids, Mich.

AROUND THE STATE

Movements of Merchants.

Burr Oak—B. F. Sheldon has purchased the Campbell & Co. elevator.

Imlay City—Nate Hezzlewood has purchased the J. I. Wernette general stock.

Adrian—I. C. Davis has disposed of his flour and feed stock to Cheney Bros.

Port Huron—W. R. Wright has opened a shoe store at 334 Huron avenue.

Cadmus—Edgar Furman, of Adrian, has opened a meat market and general store here.

Marquette—Miss J. M. Bracher will close out her dry goods stock and retire from trade.

Battle Creek—Roy W. H. Crabb has purchased the confectionery stock owned by Taylor Bros., Inc.

Hersey—O. D. Hilderley and Ralph Beardsley have purchased the Perry Birman grocery and dry goods stock.

Kalamazoo—Matthew Gunton succeeds Gunton & Knowles in the harness, carriage and implement business.

Reed City—W. R. Locke has purchased the J. R. Stillwell bazaar stock. Mr. Stillwell will remove to Evert.

Eagle—The firm of Whitmore & Croel, who conducted the elevator recently burned, have dissolved partnership.

Traverse City—H. F. Campbell has removed his drug stock from Grawn to this place, where he has re-engaged in business.

Detroit—The Gerhard Dickhoff Co. has increased its capital stock from \$5,000 to \$15,000, to take care of increased business.

Otsego—Clarence C. Baldwin has purchased the drug stock of Frank Randall and will continue the business at the same location.

Adrian—Theodore J. Meyer has purchased the Sack & Schwab grocery stock and will continue the business at the old location.

Grand Ledge—Emory Hixson and John Sickles have opened a feed store in the building recently occupied by DePuy & Holmes.

Boyer City—W. W. Bailey, who has clerked in the Handy drug store several years, will shortly engage in the drug business on his own account.

Detroit—The Mitchell-Moody-Garton Co., which is engaged in the the wholesale millinery business, has changed its style to the Garton-Fisher-Willis Co.

Allegan—Mrs. L. L. Thompson has sold her stock in the Central drug store to Herbert H. Meneira, who will continue the business at the same location.

Lake Odessa—Wm. Briggs and Wm. Buckberrough will open a hardware store in the Colwell building under the firm name of Briggs & Buckberrough.

Detroit—The Schneider Tent & Awning Co. has given Ernest M. Slayton a chattel mortgage for \$1,500

on the stock and fixtures at 73 Larned street west.

Belding—Herbert S. Campbell has retired from the Twinstra Hardware Co. The business will be continued by E. A. Twinstra and Melvin Cooley under the same style.

Vicksburg—Richardson & Weldin, general merchants, have dissolved partnership and divided the stock. L. H. Weldin will go to Battle Creek, where he has formed a partnership with Mr. Hobbs.

Lansing—Frank W. Jewett has retired from the dry goods firm of Jewett & Knapp, his interest having been purchased by F. A. Lackey, of New York. The new firm will be known as J. W. Knapp & Co.

Lakeside—The Krueger & Hartwig grocery and bakery stock has been purchased by Glidden & Heise of Michigan City, who will dispose of the grocery stock but continue the bakery business at the old location.

Cedar Springs—Alex M. Barnum, who has been at the F. W. Squiers farm, at Bailey, for the last two years as book-keeper and manager of the store, has closed out the business there and taken a position with his father at this place.

Detroit—Alleging that Charles Howard, grocer at 1863 Jefferson avenue east, is insolvent, and that he is conspiring to defraud his creditors, the Dueweke Grocery Co. has applied to the Circuit Court for the appointment of a receiver for Howard's business. It has also secured a temporary injunction restraining Howard from disposing of his stock or encumbering it in any way.

Manufacturing Matters.

Hermansville—The big plant of the Wisconsin Land & Lumber Co. has been closed for repairs.

Ann Arbor—The Ann Arbor Machine Co., which manufactures hay balers, has increased its capital stock from \$50,000 to \$100,000.

Rudyard—E. C. Edgerly is operating a pulpwood camp and will put in between 5,000 and 6,000 cords, besides many ship knees this winter.

Detroit—The Cadillac Motor Car Co., which for some time has been running 5½ hours a day, has resumed work again under an 8½-hour schedule.

Zeeland—William Wichers, wagon manufacturer, has admitted his three sons, John, William, Jr., and Henry Wichers to partnership in his business.

Onaway—Gardner, Peterman & Co. are putting in 7,000,000 feet of logs. The firm manufactured 7,800,000 feet of lumber last year and it was nearly all sold and shipped.

Detroit—The Sievers & Endman Co., manufacturer of carriages, is making alterations in its establishment at 294-298 Jefferson avenue which will cost about \$1,500.

Flint—A. E. Rosencrans & Son have recently completed the erection of an up-to-date feed mill adjacent to the Kearsley sawmill, which has been equipped with up-to-date machinery.

Sagola—Thomas L. Carey has finished cutting 200,000 feet of maple logs for William Shay, and has them on the skids ready to be hauled to

the Sagola Lumber Co.'s logging railroad to be transported to the mill.

Holland—The Central Manufacturing Co., which opened a factory here about six months ago, turning out plumbers' wood working material, is receiving such a large patronage that it is rapidly increasing its force of men.

Detroit—The Detroit Seamless Steel Tube Co. is adding new machinery so that larger sizes of cold-drawn, seamless steel mechanical tubes may be manufactured. The additional equipment will also increase the capacity of the plant.

Bay City—The sawmill owned by the estate of S. G. M. Gates is putting in 6,500,000 feet of logs on the south branch in Ogemaw county. The stock will be hauled by rail to the mill. This plant manufactured 6,430,000 feet of lumber last year.

Grayland—Salling, Hanson & Co. had a good year in 1907. They manufactured 25,000,000 feet of lumber, of which 11,292,000 feet were hemlock. They also manufactured 4,694,592 feet of pine, 9,495,509 feet of hardwood, 3,533,850 pieces of lath and 4,138,250 shingles.

Constantine—A corporation has been formed under the style of the Mochette Co., Ltd., which will manufacture a substitute for coffee called "Mochette." The company has been capitalized at \$40,000, all of which amount has been subscribed and paid in in property.

Kalamazoo—J. A. Chamberlain recently secured a patent on a hitching weight and boat anchor and is organizing a company for the manufacture of same. The company will begin the manufacture in a small way in a part of a building in Manufacturers' square.

South Boardman—A corporation has been formed under the style of the Boardman Creamery Co., which will engage in the general creamery business. The new company has an authorized capital stock of \$5,000, of which amount \$4,400 has been subscribed and paid in in cash.

Kalamazoo—John F. King, of the King Paper Co., has purchased a large block of stock in the Lee Paper Co., at Vicksburg, and at a meeting of the directors of the company, last week, was elected to a vacancy. Mr. King will continue in the active management of the King mills here.

Cadillac—George Fox, of Dighton, has been working for several days in the shops of the Cadillac Machine Co., perfecting a slack puller to be used in conjunction with a steam trolley skidder which he has invented for use in logging. If the invention is successful it will do the work of five men.

Detroit—The United Novelty & Jewelry Co., which is engaged in the manufacture, wholesaling and jobbing of jewelry and novelties, has merged its business into a corporation under the same style, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$1,500 paid in in cash and \$23,500 in property.

Manton—Lumbering is thriving at this place on the few tracts of timber

that are left. One of the largest skidways of logs in Wexford county is in the vicinity of Manton, where 5,000,000 feet of logs of all kinds are piled up. Considerable trouble is being experienced in getting teams to move that enormous supply of logs. Good wages are being paid and almost any number of teams could be set to work.

Sault Ste. Marie—The woods and lumber camps of Chippewa county are infested with great numbers of house cats that have become wild and live in the forest. These cats come from deserted logging camps and it is estimated by lumbermen that more than 1,000 are roaming wild. Some have become very savage and it is feared that they may become dangerous as they are increasing rapidly.

Leland—G. M. Adams, manager of the Leland canning factory, has started for Germany in the interests of the company. He will stop at Hamburg, Berlin and other German cities and will also go to Bohemia, where he expects to purchase a newly invented sauer kraut machine for use in the factory here. Mr. Adams expects to be in Europe about three months and will spend the time studying old country methods. He has been there several times previously.

Holland—While last season was not particularly good for sugar beet crops the Holland Sugar Co. has added to its equipment and paid a record breaking dividend as well. The company is now planning to make a much larger campaign next year, and is asking the farmers in their territory to increase their acreage from one to two acres. The Holland sugar factory asserts it pays the producer 50 cents more per ton than any other factory in the State. The company desires to keep running next year until March.

Kalamazoo—Men high in the paper industry in Kalamazoo say that two more paper mills will likely be established in Kalamazoo within the next year, one of which will be backed by local capital while the other will be promoted by Piqua, Ohio, men. Plans for the organization of the company with local capital are already on foot. It is said it will be a two-machine plant. The paper mills have suffered little by reason of the financial depression. The number of orders on the books is said to be greater now than a year ago at this time.

Bay City—Box manufacturers have had a good business and the outlook is favorable, since they are buying raw material freely and are booking large contracts to furnish finished box material to customers. Some large concerns of that character are located in the Valley and both pine and hardwood box stuff is utilized. Some purchases of mill culls for box use are reported in the Georgian Bay district to come to the Saginaw River at \$15 and \$17. The Merston-Bacon Company uses some hardwood culls in the manufacture of boxes, but it is going extensively into pine this year. It will bring in a lot of pine from other points.



The Produce Market.

Apples—The market is without change on the basis of \$2.75@3 per bbl. for standard winter varieties. The movement is small and there is rather a weak tone to the market. Stocks in this market are of moderate size, but strictly fancy stock is rather scarce.

Beets—40c per bu.

Butter—Factory creamery has advanced 2c per lb. since our last report. The make of butter is about as usual for the season, and prospects are for a firm market during the coming week without special change. Creamery is held at 33c for tubs and 34c for prints. Dairy commands 25c for No. 1 and 18c for packing stock.

Cabbage—\$10 per ton. Stocks are somewhat limited at the present time, and with the brisk demand which has been experienced for some weeks there is a possibility of an advance in the near future.

Carrots—35c per bu.

Celery—30c per bunch.

Cocoanuts—\$4.50 per bag of 90.

Cranberries—Wisconsin Bell and Cherry and Howes fetch \$7.50@8 per bbl.

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

Dressed Hogs—Dealers pay 5¼@6c for hogs weighing 150@200 lbs. and 5½c for hogs weighing 200 lbs. and upwards; stags and old sows, 4½c.

Eggs—Receipts of fresh continue to increase, although the severe cold weather has a tendency to check shipments. Local dealers pay 20c for fresh, case count, holding candled at 22c. Storage stock is steady at 18c.

Grapes—Malagas command \$4@4.50 per keg, according to weight.

Grape Fruit—Florida commands \$5 for 80s and 90s and \$5.50 for 54s and 64s.

Honey—18c per lb. for white clover and 16c for dark.

Lemons—California command \$3.25 per box and Messinas \$3 per box.

Lettuce—8@10c per lb. for hot house.

Onions—Red and yellow Globe command 75c per bu. Spanish are in moderate demand at \$1.50 per crate. The demand for home grown is increasing and shipments will be frequent from now on.

Oranges—California Redlands command \$2.75@3; Floridas, \$2.75. There is a heavy call and the fruit is moving out in large quantities, and the quality is now very fine.

Parsley—50c per doz. bunches.

Parsnips—75c per bu.

Pineapples—\$4.50@5 per crate for Cubans.

Potatoes—The market is strong and steady. The call for seed potatoes from the South is moderate as yet, but shippers still have hopes of a heavy movement in February. The demand for table stock for local use is active and the supply in sight is said to be much smaller than has

heretofore been figured on, which renders advances a possibility in the near future. Michigan buyers are paying 50c at nearly all rail points, although on the basis of the present market this is a good deal like transferring money from one pocket to another.

Poultry—Local dealers pay 8½c for live hens and 11c for dressed; 9c for live spring chickens and 12c for dressed; 11c for live ducks and 12½c for dressed; 15c for live turkeys and 19c for dressed.

Squash—1c per lb. for Hubbard.

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

Turnips—50c per bu.

Veal—Dealers pay 5½@6½c for poor and thin; 8@8½c for fair to good; 8½@9c for good white kidney from 90 lbs. up. Receipts are adequate to meet the consumptive requirements of the market.

The Grain Market.

Compared with the previous week there has been a decrease in the visible supply of wheat of 9,000 bushels; barley, 135,000 bushels, and increases in corn, 461,000 bushels; oats, 359,000 bushels; rye, 112,000 bushels. Wheat prices have lost about 1c per bushel, corn about ½c per bushel and future oats about 1c per bushel, although cash oats remain practically unchanged. The movement of grain has been comparatively light, with a generally firmer feeling.

Corn prices have been steady, with a gradual improvement in grading. The weather is now more favorable for shipments and little trouble may be expected with cold, snappy weather.

Feed markets of all kinds have been strong, with an upward tendency. Mill feeds are \$1 stronger, with oil meal, cotton seed, gluten feeds, molasses feeds, etc., all quoting at an advance of 50c@\$1 per ton.

The hay market locally has been controlled the past two months almost entirely by farmers' receipts of loose hay, which has been selling at \$14@16 per ton, while baled hay has been slow sale even at the same prices.

L. Fred Peabody.

Hubert Daane, senior member of Daane & Witters, has gone to California, accompanied by his wife. They will spend two months with Gilbert Witters, formerly of Grand Rapids, who is now located at Oakland. Daane & Witters began business seventeen years ago next Saturday in the little store at the intersection of Monroe, Fulton and West Park Place. Their business has shown a growth every year. The same is true of the branch store at 559 Cherry street, which they have conducted since October, 1906.

John H. Goss, formerly engaged in the grocery business here, is erecting a new store building at Garvanza, Cal., where he will shortly engage in the grocery business.

W. J. Moreland has opened a drug store at Pullman. The stock was furnished by the Hazeltine & Perkins Drug Co.

To sow selfishness is certainly to reap sorrow.

The Grocery Market.

Sugar—Arbuckle and Howell, who advanced their quotations to points last week, have reduced their quotations to the old plane, so that all the refiners are now on the same basis—4.80. The raw market is a trifle easier, but Cuba is far behind in her production, and the supply is still very low.

Tea—The strong statistical position serves to maintain confidence and a steady market. While it is possible that there will be no material advances for some time, yet should tea prices begin to climb everything will be in its favor.

Coffee—The receipts of Rio and Santos at primal points indicate not more than a 10,000,000 crop, which is a decrease of about 50 per cent. from the last crop. Some explanation of this remarkable condition, without droughts or frosts, is wanted by the trade, but is not vouchsafed as yet. Mild coffees are very firm. Java and Mocha are steady. The general demand for coffee is good, but the trade are taking it in small quantities.

Canned Goods—Gallon apples are stronger and higher, in line with the predictions of the Tradesman in our issues of Dec. 25 and Jan. 1. Stocks of tomatoes are low everywhere and it seems sure that large jobbing buyers must come into the market soon. It is confidently predicted that when they do prices will advance, but the tomato market is a hard thing to forecast. Corn is unchanged and on spot the demand is exceedingly light. The Baltimore line of small canned goods is unchanged and dull. All kinds of red and pink salmon are held firm, Eastern stocks being well cleaned up. Local stocks are ample at present with no change in quotations. Sardines are not overly plentiful; prices are quiet and unchanged. Oysters are in good supply and moving slowly at quotations.

Syrups and Molasses—Sugar syrup is unchanged and in moderate demand. The molasses producing season is about over, and prices on the finer grades show no indication of any immediate change. There will be plenty of the lower grades of molasses this season and prices will in all probability be low.

Dried Fruits—Currants are fairly active at unchanged prices. Raisins are dull and easy, both as to loose and seeded. Apples are weak and dull. Citron, figs and dates are unchanged and dull. Prunes are unchanged both on spot and the coast. Some odd lots have been sold to clean up on spot during the week, however, at considerably below the market. The general demand is light. Peaches and apricots are in the same firm and dull condition they have been in for several weeks.

Cheese—This market remains steady and unchanged. There is still an increased consumptive demand and stocks are considerably lighter than a year ago. As prices are already higher than usual for the season, no change seems likely for the coming week. The above statement of conditions applies to all grades.

Farinaceous Goods—Rolled oats

have declined 25c from the recent highest point. All lines are selling well.

Rice—There are no changes to report in prices, but there is a very firm undertone to the market.

Fish—Cod, hake and haddock are all dull, as all need snapping cold weather to bring out the demand, which has not been forthcoming as yet. The market in some quarters is inclined to be easy in consequence. In spite of the general prophecy, domestic sardines have not advanced as yet. The demand is light. Foreign sardines continue to be scarce and very high. Salmon is steady and quiet. The fish market has remained unchanged for the week. Norway and Irish mackerel are still very firm, but without change and the demand has been light for the week.

Provisions—The supply of hogs is large and the ruling price 15@20 per cent. lower than a year ago. While the present large receipts of hogs continue the advance in these products which usually occurs early in the year will probably not take place. Pure lard is steady and unchanged. No change seems likely during the week. Compound lard is fairly steady, but, owing to the high cost of cottonseed oil, there is not likely to be a decline soon. Dried beef, barrel pork and canned meats are in fair demand and unchanged.

Grand Rapids Retail Grocers' Association.

At the regular semi-monthly meeting of the Grand Rapids Retail Grocers' Association held Monday evening, six new members were accepted—three active and three honorary—as follows:

Vinkemulder & Bruggink, 438 Jefferson avenue.

Jas T. Hughes, 445 South Division street.

A. J. Lane, 598 South Division street.

Guy Caverly, G. J. Johnson Cigar Co.

Joseph Triel, Lemon & Wheeler Company.

Paul Hake, Voigt Milling Co.

The Banquet Committee reported a balance of \$33.75 to the good, after all bills were paid.

The Executive Committee recommended the proposition of G. J. Johnson to lease the Association the front portion of the third floor at 15 Canal street. The report was accepted and the Committee was instructed to execute a lease and get the room in shape for the next meeting.

Twelve delegates were elected to attend the State convention at Jackson:

John Roesink.

R. Andre.

F. L. Merrill.

J. A. Mull.

F. W. Fuller.

Glen De Nise.

D. Viergever.

N. Odell.

C. J. Seven.

W. Andre.

L. Van Lussen.

Ed. L. May.

Others—Mr. Plumb, Holloway, Smith.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Jan. 25—Matters in the grocery district show mighty little if any improvement here. Probably the business is as active as in other lines, but there is plenty of room for improvement. Coffee has been as steady as any other staple and, in fact, holders seem to talk with more hopefulness than for weeks. Sales are not individually large, but in the aggregate amount to a very respectable total. Stocks here are abundantly large for all requirements, amounting to 3,989,598 bags, against 3,905,553 bags at the same time last year. Some quite large lots of mild grades changed hands, but there is no boom and quotations are practically unchanged. At the close Rio coffee is quoted at 6¼@6½c.

Teas show steady, although rather slight improvement. As compared with six months ago there is a decided revival in the demand. As reported for many weeks the increased call is mostly for low grades, but lately an improved demand has also sprung up for the better sorts and importers are filled with encouragement.

There is a good steady call for rice. The supply is ample here for all requirements. Quotations are very firmly sustained and buyers gain nothing by looking for job lots. Prime to choice, 5½@6¼c.

Grocery grades of New Orleans molasses have been in pretty good request and holders are not at all disposed to make any concession. In fact, if any change occurs, it will not be toward a lower level. Syrups are steady and unchanged.

The canned goods market presents few features of interest. Both seller and buyer seem to be waiting the development of the advancing season and for the moment are simply resting on their oars. Something may be settled at the Cincinnati convention, but it is evident that nothing worthy of mention will be done in futures until about the middle of February. Holders of spot tomatoes are insisting on full quotations and buyers are equally insistent upon having some concession; so there is a sort of tug-of-war. If goods are found at 77½c, they are to be regarded with suspicion if called standards. Holders want 80c and say they must have that or "bust." The new contract, as about agreed upon at Chicago between canners and the jobbing grocers, is regarded here in a very favorable light, and it is hoped that former misunderstandings will occur no more. Peas seem to be the subject of a good deal of dickering between seller and buyer, but are very firmly sustained if the goods are desirable.

The big snow storm greatly interfered with the delivery of goods and among other products was butter.

Quotations, however, have not been interfered with and special creamery is quoted at 32c; Western imitation creamery, 21@22c; factory, 19@20c; held stock, 18@19c.

Cheese is in fair request at 15¼c for small size State full cream.

Eggs show a firmer feeling and close at 23c for fresh-gathered Western. Seconds 22c; refrigerator, 16@19c.

Factories All Running Full Time.

Marshall, Jan. 28—With every factory in the city running full force, every medicine concern rushed with orders and freight shipments increasing, this city is rapidly recovering from the financial flurry. One of the best indications of the prosperity of the county is the amount of business done by patent medicine companies. There are eight in Marshall, and with one exception they are doing as big a business as they did a year ago.

At the annual meeting of the Marshall Gas Light Co. great prosperity was reported under the management of Carroll Collins, formerly of Detroit.

It seems almost incredible that Marshall should become a lumbering town, but Henry Whitcomb, of Battle Creek, who has purchased several tracts of timber in the northern part of the county, has erected a sawmill and daily many loads of logs are drawn to this city to be sawed.

Farmers are now employing all the men they can get to cut wood. The absence of snow has caused much trouble, however, in drawing logs.

There will be three big conventions here within the next three weeks. The most important is the Calhoun County Lincoln Club, which has secured former Secretary of the Treasury Leslie M. Shaw as the principal speaker. The Calhoun County Teachers' Association will meet here February 1, at which President Bruske, of Alma College, will speak. On February 10 the county good roads meeting, conducted by State Highway Commissioner Earle, will be held here. The question of good roads will be submitted to the voters of the townships of Fredonia, Lee, Marshall and Marengo and the city of Marshall at the spring election. This city, it is believed, will vote almost solidly for good roads, which will insure the adoption of the measure.

The Deacon Was Right.

A Lansing minister of the Gospel one Sabbath announced to his flock that he would have to leave them, as he was called to another field.

"How much more salary do you expect to get there than here?" asked one of the deacons.

"Three hundred dollars," remarked the minister, with some hesitation.

"I do not blame you for goin'," remarked the deacon, who had been a worldly man in his time, "but you should be more exact in your language. That isn't a 'call,' it's a 'raise.'"

The church is almost sure to have paralysis following a fit over dogma.

Odd Things About the Pygmies.

Pygmies are climbers par excellence. The pygmy always gets up a tree somehow. If there are convenient vines he uses them, his big toes serving as thumbs; if there are no vines and the tree be thin, he grasps it with his hands and walks up; if the tree be thick he grips with his legs and nimbly works his way to the top. The pygmy is a prayerful little man. During a thunder storm he may be heard imploring God to disperse it; but if the storm only continues in violence he changes his entreaty to beg protection from violence. Maj. Powell-Cottin's gun-bearer saw a group of pygmies in the forest seated in a wide semi-circle, the men wearing their okapi belts and the women their beads and all

their finery. They were busily eating round a table in the center. Each pygmy carefully placed a little packet of his particular provision on the table, which was soon laden with a supply of bananas, honey and sweet potatoes. The pygmy teacher's explanation was that they were changing camp and by this ceremonial feast invoked the supreme spirit to give them good luck in their new hunting grounds.

Doing His Best.

Patient—What would you think of a warm climate for me?

Doctor—That's just what I'm trying to save you from.

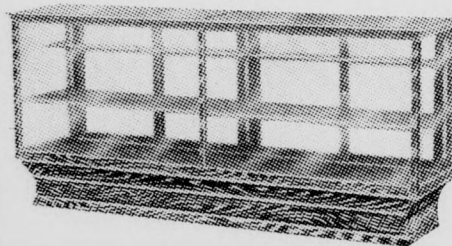
The man who makes a habit of killing time should be ashamed to look the clock squarely in the face.

Geo. S. Smith Store Fixture Co.

Manufacturers of

Mahogany, Birch, Oak, Cherry and White Enamel Store Fixtures Office Railing Bank Fixtures

Established 1894 Grand Rapids, Mich., U. S. A.



Jewelry Stores Dry Goods Stores Candy Stores Drug Stores Department Stores Millinery Stores Grocery Stores

The New-York Tribune

The newspaper in the home is a necessity. Get one that can be safely read by the entire family. **The Tribune** is a paper that prints all the news of the world in such a manner as to be readable without offending the laws of good taste. It is a human paper—one edited by men and women; and while, at times, it may occasionally make mistakes, its readers believe and trust in it. **The Daily Tribune** is more than a continuous history; it is and has been for over sixty years the great exponent of progressive national thought and fills a larger place in American history than any other newspaper. It contains special articles on nearly every subject which interests intelligent and clean-minded people, to say nothing of the instructive editorial articles and reviews of Books, Music, Art and Drama. In fact, there is nothing ever printed in **The Tribune** that will not instruct and educate, just as it is a fact that there is nothing ever printed that will offend decency.

With **The Sunday Tribune** you get a handsome illustrated supplement of timely topics and a superb twenty-page magazine with colored cover, which contains most interesting fiction and short stories by well known authors. This, with other sections, goes to make up one of the most complete and interesting Sunday Newspapers published.

The Daily and Sunday Tribune is the ideal family newspaper. If you are not familiar with it you owe it to yourself and family to at least try a month's subscription to verify the above statement. A dollar bill sent to the Circulation Department of **The Tribune**, New York, will bring **The Daily and Sunday Tribune** into your family for one month. Or send \$10 for one year.

The New-York Tribune Farmer

When a practical farmer meets **The Tribune Farmer** the recognition is mutual, and they are friends for ever after. Why? Because the practical farmer readily discovers that **The Tribune Farmer** is a superior publication for farmers and their families and learns from its columns that everything worth knowing about the theory or practice of farming is treated by men recognized as experts in their various lines. He knows that it keeps him in touch with all the latest improvements all over the country. His wife also welcomes this weekly visitor (**The Farmer** is printed every Thursday), because each issue always contains features of interest to women folk.

If you are not acquainted with this publication it will cost you only \$1.00 for an introduction, or a year's subscription. Once a friend always a friend.

The New-York Tri-Weekly Tribune

The Tri-Weekly Tribune is a pocket edition of **The New-York Tribune**. It is, however, issued as a distinct newspaper on Monday, Wednesday and Friday of every week, and contains the essence of all New York news and news of things that can be found in **The Daily Tribune** for the whole week. It is just the paper for the man who does not want to spend the money and time for paying and reading a metropolitan paper seven days in the week. The subscription price is only \$1.50 a year, but it is invaluable to those who are interested in the prices of flour, grain, wheat, cotton, livestock, butter, cheese, eggs and other farm products, because of their correctness. In addition to these valuable news features and market reports **The Tri-Weekly Tribune** gives much prominence to special articles written by experts on subjects of interest to dwellers outside of big cities, including highway and village improvements, forestry, irrigation, etc. Note the following attractive combination offers:

The Tri-Weekly Tribune and Metropolitan Magazine one year	\$1.65
The Tri-Weekly Tribune and McClure's Magazine	1.65
The Tri-Weekly Tribune and Harper's Bazar one year	1.60
The Tri-Weekly Tribune and Good Housekeeping	1.75
The Tri-Weekly Tribune and The Woman's Home Companion one year	1.65
The Tri-Weekly Tribune and Success one year	1.65
The Tri-Weekly Tribune and American Magazine one year	1.65
The Tri-Weekly Tribune and Pacific Monthly one year	1.65
The Tri-Weekly Tribune and Etude, a Monthly Musical Journal, one year	2.00
The Tri-Weekly Tribune and Outing one year	3.00

HEART TO HEART.

Trend of the Merchant's New Year's Address.

Written for the Tradesman.

The following is respectfully submitted for the consideration of grocers, storekeepers and merchants in general:

Jan. 1, 1908—To all my customers, past, present and prospective; to every resident of this community, I wish a Happy New Year and a happy and prosperous future.

At this season, when it is customary for every merchant to "take stock," to review the business of the past year, to take a reckoning by which he may be guided in making plans for the future, it is not enough simply to consider the assets, the liabilities, the gains, the losses, the needed improvements, the requirements of the public and the ability to meet these demands.

The end and object of all retrospect, the essential thing which leads one to ponder the past, to meditate upon events and transactions which can never be changed, is to discover if progress is being made. Apply it to business, to education, to the life in the home or community, to the building up of character, to the spiritual life, or to all of these. No one should be content with a cursory examination, a hasty review. No one should put aside these thoughts as unimportant, as sentimental, as an indication of weakness or unmanliness. If there is no aim in life there will be little incentive to progress. And how may we determine progress? We must have a standard or a definite object in view by which to make comparison.

Are we making progress? Let us consider our dealings with one another, our mutual interests. Within a certain sphere each one is independent; he may consult only his own wishes; but when he touches some other person's sphere he is dependent; each is under certain obligations to the other which must be fulfilled or one or both will be inconvenienced, will suffer harm or loss. As buyer and seller what are our obligations? Do we understand our relations better? Is our usefulness to each other increasing?

I undertake to supply your needs along certain lines. I question; I study your vocation, your surroundings; I try to understand your limitations and your possibilities as a buyer. I search the market for goods which are within your means to purchase, which will best serve your purpose, which will be most economical and adapted to your means. And this I do for all in the community.

I am your agent. I do for a score or a hundred that which otherwise each would have to do alone. This is the economy of co-operation. I make no contract with you except in special cases. You are not bound by legal conditions to buy the goods I have provided. If I mistake your needs or the popular demand I am the loser. I risk my own judgment. The merchant whose judgment is best as to quality, value, seasonableness and suitableness is liable to least

loss and therefore able to sell at lowest prices, expenses being equal.

I am here to supply your needs, but I have my limitations. It requires time to study, to mature plans, to care for the stock, to exhibit, to advertise and to explain the merits of goods. I am limited as to capital and experience. Therefore I can not add a new line of goods or branch out in certain directions as suggested by customers without careful deliberation. Obligations must be met—that is, goods must be paid for on time whether sales are few or many and whether goods are sold for cash or on credit.

Of first importance is to keep for sale the staples, those which are needed by every family. In branching out, in seeking to add new lines, in securing new brands, improved makes, latest styles and novelties as soon as found on the market there is danger of overlooking the necessities, of allowing such stock to become reduced so that demands can not be promptly met, and customers are inconvenienced thereby.

The merchant is often reminded of his obligation to the community upon which he is dependent for support. But is the buying public free from obligation to the merchant? When there is a complete stock of the goods you need in your home store at reasonable prices is it exactly just and fair to buy your goods in a neighboring town whenever business takes you there? Again, do you think that transient merchants and those who make a specialty of sacrifice sales, fire sales, bankrupt sales, closing out sales, and the like, are the ones most worthy of your support? Did you ever gain anything by following up that class of dealers? Does it not often save you time and travel, and therefore money, to buy at home?

Let us take a step forward this year. Let us make progress in some particular thing at least. What shall it be? Take a look at the credit system. What shall we do with it? How many does it really help and to how many is it a real detriment? To what extent is it actually necessary in the community?

To the merchant it is a constant source of vexation, annoyance and loss. It lays upon him unnecessary burdens; it is a frequent source of misunderstandings; it impairs the freedom of trade; it robs the merchant of needed rest and hinders his doing his best for his customers. Doing business on credit is building on uncertain foundations. It is fighting a battle with the reserves scattered to the four winds. It is many times the weaker carrying the burden for the stronger in addition to his own.

The merchant deems it imperative that he treat every one alike; that there should be no favoritism as to prices. He establishes prices on a cash basis. Is it fair to sell to one on credit for the same as to another for cash? It is an old question, and it can be answered only in one way. If giving credit meant giving to the poor who needed help there might be some justification. But the rich who could well afford to pay for ac-

commodation are many times credit customers, and slow pay at that; while the poor often deny themselves in order to keep free from debt.

It is hardly necessary to enumerate the ways in which the credit system is a detriment to the one who buys on credit. Cash buying would prevent many from obtaining things which they do not need, and which, if they are honest, will cause them inconvenience and perhaps deprivation of necessities to pay for. The cash buyer can meet the merchant fearlessly and independently, while the debtor can not, especially if he meets with disappointments or reverses and fails to pay when he expected to do so. It robs a man of much enjoyment to be constantly shadowed by debt. It makes a great difference in his spirit and ambition whether he is working to pay for something that has been worn out or consumed instead of something which he anticipates enjoying or possessing in the future.

It will be for your interest in many ways to adopt cash buying. If you can not make a complete change at once, make a start and plan and work until you accomplish your purpose. Determine that you will be in control of the situation instead of being bound and led. Drive instead of being driven.

What do I propose to do about the credit business? Why, if the people adopt the cash plan of buying there will be nothing for me to do except to say good bye to the old system. I could not bury it because I could not "collect the remains." I might say of it as well as of the money represented by bad debts: "Gone, but not forgotten."

And if the people do not adopt the cash system of their own accord? Well, there is a limit, and I can tell some things which I propose not to do. I shall not hire more help to care for the credit business unless the debtors bear the expense. In the matter of accommodating I am willing to give more than I expect to receive, yet I should not do for any person without pay that which he will not do for himself. Carrying credit accounts means just that in many cases.

I do not intend to designate a certain day after which no person can obtain goods at my store without the cash. I do not wish to inconvenience any one. I do not intend to force any one to strictly cash dealing to whom it would be a hardship. I would not wish any responsible person in this community to feel embarrassment because he or she happened to need something when they did not have the money with them to pay for the same. I would not wish those whose word is sufficient guarantee for a credit to feel that they must not enter my store with the intent of purchasing unless they have the cash. I am willing to make allowance for the one who left home without his purse and afterward remembered something he ought to buy. I would not expect a customer to send money by a child or some one whom he did not wish to trust

with it. I would not ask him to delay his purchase until he could come himself nor refuse him the goods if he had forgotten his purse. In short, I would not try to impose a set of cast iron rules—would not try to conduct business in accordance with a standard which could not be adapted to emergencies.

Here are a few practical business propositions with which no one ought to find fault. Along these lines I intend to make progress. I shall require others only to comply with the same conditions to which I am obliged to conform. There must be a limit as to the amount of credit each person is allowed and definite understanding as to the time to be carried. Large amounts or long time will be charged legal interest in settlement. The stranger need not ask for credit without sufficient guarantee. The transient laborer must bring an order from a responsible employer. Any one who fails to keep promises will be denied further credit. Those who have caused trouble in the settlement of an account need not expect ever to open another. The one who is able must carry his share of the load. The cash buyer of large quantities will receive concessions if any one does.

I trust nearly every one will acquiesce in the reasonableness of these propositions, and that for their own good and the benefit of the community in general they will endeavor to do business on a cash basis as much as possible.

May another New Year show that we have all made substantial progress in this and many other things is the wish of your humble servant, The Storekeeper, "_____"

E. E. Whitney.

Tennessee is making a special effort to induce the immigration of German farmers to that state. There is a large area in Tennessee of what the scientific agriculturists call waste land, which can by proper care be made productive and profitable. In Germany land is not so plenty as in this country, and the German farmer learns how to make every square foot of his little farm add something to his income. It is believed that German farmers could secure a good thing for themselves in Tennessee and at the same time teach the natives how to change their barren wastes into fertile and productive fields. Germans as a rule are industrious and law-abiding people and in any state they make desirable citizens.

Increased Business

follows with better light in your store. The public prefers to buy in well-lighted, bright, inviting stores. The Hanson Lighting System costs little to install and reduces your light expense 50%. Let us tell you how.

American Gas Machine Co.

Albert Lea, Minn.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

E. A. Stowe, President.
Henry Idema, Vice-President.
O. L. Schutz, Secretary.
W. N. Fuller, Treasurer.

Subscription Price.

Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.

Canadian subscriptions, \$3.04 per year, payable in advance.

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

Without specific instructions to the contrary all subscriptions are continued according to order. 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.

O. L. Schutz, Advertising Manager.

Wednesday, January 29, 1908

HOW TO BEGIN?

Of all absurdities in the line of aphorisms the capsheaf is: "The way to begin is to begin."

And so, in answer to a correspondent who has become interested in our suggestions that various Michigan cities and villages hold Special Day exercises during the coming fall, and who asks: "How may a man who is taken with your Special Days proposition make a beginning with the idea in his own town?" the following programme is offered:

First, think the matter over thoroughly, in its application to your town, reaching definite ideas as to your possible resources for such an effort. Then decide as to which one of perhaps two or three possibilities will be most typical of your town and the chief business interests of the same. Next reach an approximate estimate as to the total cash outlay that will be required and that can be employed with discretion.

With these points clearly defined and settled in your mind, indulge in a bit of introspective examination to find out whether your considerations are born of a selfish faith that you see a way to help your own business interests without regard to what may accrue to other men's interests.

If your motive is purely selfish, drop your effort, because it will certainly result in failure. If, on the other hand, your conscience tells you that you are studying, investigating and planning for the betterment of all interests in your community, then go ahead. Spend an hour or so each day going about casually and sociably among your business neighbors and, meeting them, bring up the matter which is on your mind, soliciting and obtaining their suggestions and opinions. Be frank in expressing your own views and equally frank in accepting the views of others which seem better than your own. Above all things, avoid conveying any impression that you desire or expect to be "the whole thing" in case some Special Day plan is carried out.

If you know of some rival merchant

or business man better qualified than yourself to take the lead, lose no time in laying your project before him and securing his views and possibly his co-operation. After three or four weeks of this sort of pioneer work, which should be done absolutely without newspaper publicity, call a meeting of the business men you have consulted and at that meeting form a temporary organization, with two temporary committees, one to report a Special Day plan, with an approximate estimate as to the supplies that can be secured by donation and as to the amount of cash that can be obtained by subscription toward the carrying out of the plan, and the other to submit nominations for a finance committee and a committee on arrangements.

These committees having made their report within a fortnight or so thereafter and those reports having been adopted as read or amended, call a general meeting of citizens, men, women and children of your city or, if a village, of that community and other citizens immediately adjacent.

That meeting to be a success must be planned for a short, quick-moving, enthusiastic programme with a little music, three or four five-minute speeches that are plain, snappy and filled with local pride and faith. You must know just who are to speak and the general tenor of their remarks and the speakers must be placed on the programme so that the speeches will "tie together" and help each other. Prevail on your speakers to avoid platitudes and talk straight business, with a few clean jokes or stories thrown in. All of this must lead up to the adoption by the meeting of the general plan recommended by the temporary organization.

Thus you obtain a plan approved by the community at large and committees to look after the finances and the arrangements and are ready to create sub-committees to solicit supplies and funds, to secure music, arrange for general decorations, superintend the service on the Special Day, engage special attractions, look after the advertising and all the rest. Your local papers, having considerably refrained from noticing your preliminary proceedings, will give liberal and enthusiastic attention to the general public meeting and all that follows.

OUR CLOWN MAYOR.

There was once a clown whose tenure of office depended upon his ability in the line of absurd posings, comical distortions of the face and humorous inflections of the voice to fit in with the ludicrous speeches common to his profession. He bedaubed his face with bismuth and grease-paint and, wearing the motley in every way conceivable, was droll and amusing.

This man held his position and enjoyed his popularity because he was sincere in his work; genuine, not a pretender.

There are other clowns who are so transparent as counterfeits that they excite only disgust; and one of the latter class is at present and ostensibly posing as Mayor of the city of Grand Rapids. From the time he

began his game of winning the nomination for the office he assumes to occupy he has been a pretender as an executive officer. He disposed(?) of the bucket shop he had so long been conducting; he made much of the church to which he had been contributing; he dabbled in cheap political devices and, with his clumsy gait, his funereal facial expression and his bucolic drawl utilized as a temporary motley disguise, he has gone about secure in the deception that the people would fail to recognize in him the cool, calculating, immutable man of the world and Devotee of Chance.

Last Sunday there was an opportunity to show his versatility by putting up a foil to a cute caper he had perpetrated on the previous day. On Saturday, as a purely political move, our Mayor (save the mark) set a large number of his constituents at work on the island building a wall or something. It was a sudden, emotional and cheap political device concealed beneath a claim of protection against floods. And everybody in town saw the clown do the turn and smiled contemptuously. Thus encouraged he took occasion on Sunday to assault an organization that is supported by our citizens and that is, against the odds of ignorance and prejudice, doing a splendid work in this community. More than that, he assaulted a sincere effort to obtain evidence as to another organization; to reach bottom facts and so a mutual understanding and harmonious agreement in regard to a local situation of vital importance to the community at large, as well as to the two institutions directly interested.

And the only really funny phase about the entire effort is that the clown conceitedly fancies that the public does not see through his pitiable masquerade.

Way down South in Georgia where prohibition has just come into operation, it is very, very dry. It is so dry that even on a physician's prescription the only alcoholic stimulant obtainable is alcohol. Hoke Smith, the Governor of Georgia, declined to attend a banquet at which he learned wine was to be served. The Governor says it is probable that to serve wine at public banquets in Georgia is a violation of the rigid prohibition law now in force and as it is his duty to enforce the law he does not think he ought to attend a function where the statute would probably be violated. This declaration by the Governor indicates that prohibition sentiment in Georgia is pretty strong. Many other officials besides the Governor must recognize its power to insure the successful enforcement of the law, and despite violations and evasions it is likely that prohibition will amount to something in Georgia. The law will be the easier to enforce inasmuch as a temperance wave has swept over the whole South, and public opinion will support the public officials in keeping the liquor traffic under suppression.

It's hard to believe in the goodness of the grouchy.

IMPENDING REVOLUTION.

The work of burning tobacco factories and warehouses and of murdering or brutally assaulting the growers and manufacturers of tobacco, contrary to the commands of an association of tobacco dealers, goes on, as it has for months past, in the State of Kentucky.

So powerful is this organization, and so completely does it have the support of the people of that State in its violent outrages on life, rights and property, or so absolutely has it intimidated the authorities and the people of that great State, that nothing is done to put a stop to such outrageous acts, and in default of any other remedy, a bill has been introduced in the Kentucky Legislature prohibiting the planting and cultivation of tobacco until such time as it may be resumed without incurring the powerful displeasure of the organization that now seems to be dominating that State.

Of course, the object of the Tobacco Association is to hold back the crop and to prevent further production until the staple, which is now said to be selling at too low prices shall become so limited in quantity that it will command high prices. Such a scheme would be successful if tobacco were grown only in Kentucky, but, on the contrary, it is largely cultivated in many other states and countries, so that the Kentucky Association can not, either by force or with money, "corner" and control the world's crop.

The American idea that a majority must and shall rule in every matter that a majority of the people shall choose to control seems to be taking possession of the people everywhere. Whether the majority shall be the result of general individual agreement or be created by force and intimidation, it at once proposes to dictate in all matters of business and of social interests, as well as in political affairs. Whether the majority be a bare preponderance in the scale of division or a vast multitude, it equally seizes on the control of affairs and the interests and needs of the minority count for nothing.

The American people are insensibly but surely moving on to a tremendous social, political and financial revolution, in which the unchecked will of some irresistible popular combination will seize control, with results that will work great changes in the form and nature of our public institutions. The time may be long or short until a consummation of the movement shall be realized, but the power and will of a voluntary or enforced majority are to be wrought out, and the revolutionary incidents that are being reported from every part of the country and in various walks of life are leading on to it.

It has been said that the voice of the people is the voice of God, but since the divine power is not unfrequently manifested in the hurricane and the earthquake, we may well dread its upheavals.

The most wasteful thing in this world is selfish economy.

MISPLACED IGNORANT PITY.

One sometimes hears a city bred man speak contemptuously of the merchant who does business in a village or even, perhaps, ekes out, as the metropolitan person puts it, an existence in his store at some isolated four-corners settlement in the country districts.

No such feeling of disdain is voiced or even entertained mentally by the average successful jobber or important retail merchant in the great commercial centers of the United States, and for the very good reason that a majority of these prominent and prosperous city merchants began their careers in the country store. Thus able to "speak by the card" they not only entertain the highest regard for the man-of-all-work who successfully conducts such a store, but, in a very pronounced way, they envy his portion as they recall their own experiences as boy, youth and young man when they clerked in the big old wooden building which for miles around the country-side was familiarly known as "The Store."

The patronizing, uninformed man whose horizon has been everlastingly marked by steeples, stately facades and the city's ragged lines of roofs, roofs, roofs everywhere, emphasized only by huge factory stacks and all varieties of house chimneys, can have no fair conception of the absurdity of the pity he feels for the country merchant and no just appreciation of the ridiculous picture he presents as he scorns the life of such a man.

But go to the man who knows. Go to the city merchant who learned how to succeed, as he served the farmers and their households as clerk in a country store, and he will tell you of the joys of that experience and will, in turn, express his own contempt for those who do not know, but are ever ready to pose as critic, judge and jury.

He will tell you of the refreshing glory of the early morning as he opened up the store about sunrise, and whether it be spring, summer, autumn or winter to which he refers, his very soul will be overflowing with the memories of the time. More likely than otherwise, his reminiscence will include an almost reverential reference to the majestic vigor of the sense of silence and repose that prevails as he takes down the blinds, sprinkles and sweeps out and makes ready for the day's business. Beyond any question he will refer to the morning music that comes over the landscape from every woodlot, every barnyard, from the farm houses and the highways in all directions for miles around, and he is able to explain how this prelude of repose and quiet lifts itself up and away to make place for the medley overture which tells that his little world is awake, alert, cheery and contented; which tells the story of industry, ambition, contentment and fairness to all mankind.

And then, when the city's myriads are just about to turn over in bed for another nap, the country merchant's business begins; and each one of his customers is a personal friend,

an old time friend who has something of interest to tell and is willing to tell it. The business done during the day is done thoroughly, serenely, well. Both customers and merchant have profited in more senses than one and the entire neighborhood is better for the interchanges.

The country merchants need no compassion, no commiseration, and the well-meant jeers of those who do not know do not harm them. As a leading Philadelphia jobber recently observed: "Yes, I know, it is only an hour or two to the seashore or to the mountains, but I get more fun and greater benefits out of the two weeks' vacations I take each year in the old frame country store out in Michigan, where, just after the Civil War, I was clerk, teamster, book-keeper and handy man in general for three years, and where I received the foundational factors of my success as a merchant."

THE AUTOMATIC AGE.

This is the automatic age, and there appears to be nothing to which automatic processes may not be successfully applied. In the realm of music, particularly, automatic devices have come to be employed to a very large extent. It is somewhat surprising, however, to learn that the violin, hitherto supposed to respond only to the touch of a living artist, has been reduced to a mere machine. The Scientific American describes this innovation, which is the invention of Prof. Wauters of Binghamton. Any violin may be placed in the instrument and removed without injury. A device is even supplied for applying the rosin to the disks which strike or rub against the strings to secure the effect of the bow. These disks are made of glass. Another device shuts down on the strings at the exact point to secure the utterance of the proper note. The rate at which the disks revolve determines the loudness of the tones. There are 65 fingers to the violin player. The parts are pneumatically controlled like the parts of a piano player. As the ducts in which an exhaust is maintained are opened by the perforations in the music sheet, the air rushing in acts upon the complicated mechanism. It is said to be possible for the instrument to render a solo part, with a 'cello accompaniment on the bass strings, or a solo with two accompanying violin parts, all on one violin. This gives a wide range for orchestra effects. If invention continues along this line professional musicians will soon become an extinct class.

A New York City man who was bitten by a dog experienced in imagination all the symptoms of hydrophobia, and died in terrible agony. Too late to convince him that he was mistaken, it was discovered that the dog was in perfectly healthy condition. Apparently faith can kill as well as cure.

Other people have their weak spots—and perhaps you may have a small one.

THE BOWERY REFORMER.

One would hardly look to the Bowery as the home of a great moral reform, nor expect such movement to originate with one of the sub-owners, politically, of that region of New York. But here is Little Tim Sullivan shattering all precedents of Bowery statesmanship, and as leader of the Tammany majority in the Board of Aldermen whipping it into line to support his ordinance forbidding women to smoke cigarettes in restaurants or other public places of refreshment. There was a popular song a few years ago which hinted they did and said some unmentionable things on the Bowery, but Little Tim is authority for the statement that the women down there do not smoke cigarettes in public. He disabused the minds of the aldermen of any suspicion to the contrary by saying: "Why, down there if the police pinch a place they always say in their report that women were smoking just to show what kind of women they were." This statement arouses some wonder, that "places" the police would find it necessary to "pinch" could exist in a territory that acknowledges complete political allegiance to Little Tim, and presumably looks up to him as its moral mentor. Naturally, too, Little Tim's observation makes one think the police are taking long chances in "pinching" those places in that bailiwick. The thing that shocks Little Tim's sensitive moral ideas is that uptown in some gilded restaurants women are allowed to puff cigarettes publicly in the dining rooms.

Some speakers at a hearing previous to the adoption of the ordinance suggested it might not be a bad thing, also, to prohibit men smoking in restaurants when women were present, while it positively would be a good thing if boys were forbidden to smoke cigarettes. One speaker asked why the alderman did not go the whole distance and forbid the smoking of cigarettes entirely. Some of the aldermen sought to guy Little Tim and turn him from his laudable reform purpose by ridicule. One was so mean as to warn him of old Peter Stuyvesant's experience when he tried to pass an ordinance forcing the women of New Amsterdam to wear at least one full ruffle on their petticoats and not to dance anything but the shuffle and turn. Old Peter de Groodt had to abandon his ordinance when the women threatened to wear no petticoats at all. But neither ridicule nor constitutional arguments could turn the Bowery statesman from his great moral purpose, and now women in New York shall no longer whiff the odious little cigarettes while the public is looking on. As Little Tim acts only with the approval of Big Tim, who is the political over-lord of all that populous domain known as the Bowery, this great reform undoubtedly is designed to prevent the introduction of the customs of the effete uptown into the territory for whose welfare and votes (especially votes) they are custodians. It must not be understood, however, that this maiden effort and

success as reformers commit both Big Tim and Little Tim to the whole reform propaganda. They are moving cautiously. The effort at Albany to abolish betting at racetracks has not received their approval. In fact, such assemblymen and senators as they are responsible for are reported to be against the movement. The Big Fellow has a few horses himself, and he is often an interested spectator of their performances as viewed from the betting ring at the tracks.

MONEY PLENTY AGAIN.

Money was very scarce in this country two months ago. It was hard to obtain on any terms. Business concerns were embarrassed and hampered by their inability to secure cash with which to pay their employees and to discharge their ordinary obligations. The stringency in the money market was due to artificial conditions to a very large extent. The Federal Government came to the rescue by making heavy deposits in the banks. Gold was imported from Europe and other things were done to relieve the situation. Confidence being in a measure restored by these means, people who withdrew their accounts from the banks have been returning them and practically normal conditions now prevail. Production has been somewhat curtailed and there is a lessened activity in commercial lines, reducing the demand for money to such a point that the bank reserves are piling it up in a way that promises to create a huge surplus, where recently a deficit existed.

"The occasion is opportune," says the New York Commercial Bulletin, "for 'rubbing in' the fact that both the abnormal stringency of past months and the abnormal redundancy that confronts us now come from the fundamental defect of our currency system. If the banks had been able to use their credit normally to supply a currency responsive to varying needs, there would have been no such drawing of reserve money from one part of the country to another, no such stringency with inordinate rates for loans, no such disturbance of confidence, no occasion for such an excessive import of gold for purposes of relief, no artificial expansion of bank currency and of Government deposits, and we should have escaped the inevitable reaction from these morbid conditions into others of the opposite nature."

Congress is now occupied in the discussion of various measures for the remedying of the faults in our currency system. All are agreed that changes should be made that will prevent the development of such conditions as have recently disturbed business operations. Of course no currency system can be made so elastic as to prevent seasons of business depression, but it is unquestionable that improvement can be made in the present currency regulations, and it is confidently expected that Congress will at this session take salutary action in the matter.

A man's train of thought moves when his wheels go around.

GOD AND MAMMON.

Questionable Methods of the Industrial Homes Co.*

To indicate, even in a sketchy manner, the office of an organization such as the Salvation Army is a perplexing task, and yet, whatever may be the difficulties thus confronted, there is at least one rule of action which such a body must observe if it expects to escape reproof. Failing in the fulfillment of this rule it becomes an object of legitimate censure. This rule demands the adequate accomplishment of the service it has volunteered to bestow.

I am not inclined nor expected to discuss the religious or the rescue home departments of the Salvation Army's work, except and whenever they relate directly to the practices involved with my topic, the Industrial Homes Company.

That I may properly establish at the outset the true bearing of the facts which I shall present I wish to impress upon your minds the well-established certainty that General Booth is the sole and absolute head of the Salvation Army at all times and in all places; that he makes all orders and regulations and that every member of the Army is compelled to take, among others, the following pledge: "I do declare that I will carry out to the utmost of my power all orders and regulations of the Army." The organization is a hereditary autocracy for the Booth dynasty, and no Oriental monarch has more power over his subjects than General Booth. The main idea is to obey orders from headquarters blindly and without question. The officers are evidently taught to fight the Devil with his own weapons if necessary—that is, to use hypocrisy, deceit, etc., to further the purposes of the sect.

The Salvation Army in the United States is managed and controlled by a National Board of Trustees—five paid officers of the Army—with Miss Eva C. Booth as Commander-in-Chief. The handling of the funds of the Army in this country is vested absolutely in this Board of Trustees.

Five years ago the Salvation Army Industrial Homes Co. was incorporated under the laws of the State of New Jersey and is capitalized at \$500,000—\$250,000 preferred shares, bearing interest at 6 per cent., the payment of which interest annually is guaranteed by the Salvation Army (incorporated). The \$250,000 of common stock remains in the control of the Salvation Army (general), enabling the Salvation Army (incorporated) to control the Industrial Homes Co. through its Board of Directors, the Directors of the Industrial Homes Co. being members of the Salvation Army. And this company is authorized to carry on many different kinds of business for profit.

The accuracy and skill with which the Board of Trustees directs the publication of facts as to the Industrial Homes Co. is furnished as follows:

In a circular issued in October, 1905, by Brigadier General J. W. Cousins, of Minneapolis, it is stated that the Salvation Army has in the

United States "150 Industrial Homes, Wood Yards and Stores for Unemployed." In June, 1906, Brigadier General Cousins issued a booklet entitled One Year's Progress, in which he says that the Army has in the United States "100 Industrial Homes, Wood Yards and Stores for Unemployed." And then, as though puzzled by a "Progress" (?) which shows a loss of fifty Industrial Homes, Wood Yards and Stores for Unemployed in eight months, we are told in Light in Darkness for the year ending Sept. 30, 1905—one month before the first report made by Brigadier General Cousins—that the Army has sixty-two Industrial Homes in the United States, but we are told nothing of wood yards and stores for unemployed. And again: The Salvation Army appeal attached to contribution boxes in Philadelphia May, 1906, said: "The Army now operates in the United States thirty-six Men's Industrial Homes and seven Wood Yards." No mention is made of "stores for unemployed." And so we were given in 1905-06 four alternatives from which to select our authentic information. And, by the way, it has been demonstrated that discrepancies and deficiencies such as have been cited are typical of many more in all departments of the work of the Army, and which, it is reasonable to infer, are not given out until scrutinized and approved by the Board of Trustees.

The Industrial Homes Co. owns and operates all of the Salvation Army Industrial Homes in America and this corporation carries on a very large business in the collection of paper waste and material used in the manufacture of paper, besides other junk material. It also operates the second hand furniture and clothing stores of the Army, in which the goods donated by the public are placed on sale. This corporation—as an accessory to the Salvation Army—induces those members of the public who are charitably inclined to donate old magazines, rags, second hand clothing and furniture, metals, etc., free of charge. This waste material is collected by men dressed in the garb of the Salvation Army by methods which appear to me to be very close to the line of obtaining goods under false pretenses. Pathetic stories are told of the suffering of poor families, of the agony of invalid women and the pinching poverty of hungry children. The donor is led to infer, at least, that goods given into the hands of these solicitors will be distributed among the worthy poor of our own city. The gifts thus secured are sorted, cleaned, renovated and prepared for the market by men who are supposed to be out of work and needy. These "out-of-works," as they are denominated, are usually lodged and boarded in lodging houses maintained in connection with the Industrial Homes, and in addition these workers are clothed and receive from 50 cents to \$1 in cash for their work each week.

By the manipulation and sale of the raw material, which is a gift from the general public, these Homes are not only made self-supporting, but

pay 6 per cent. interest to the stockholders—and possibly something besides to the genial old gentleman on the other side of the Atlantic, who recently boasted that he had provided 3,000,000 beds for the poor of America during 1905—and afterwards admitted that the receipts from these beds were \$315,000.

When one considers that private individuals and corporations do a profitable business by dealing in junk and salvage material for which they pay householders, it is not strange that the Industrial Homes Co., which secures the material free of cost and sells the renovated and assorted product at the market price, is able to be more than self-supporting.

That the Industrial Homes Co. is sailing under a name which is simply an alias for the Salvation Army name is evidenced by the statement made in the Public Opinion magazine (June 9, 1906) by James Holmes Ferris, head of the legal department of the Army. He says, in reply to a direct enquiry, that the Directors of the Industrial Homes Co. are the Commander of the Salvation Army, the Chief Secretary of the Salvation Army, the Financial Secretary of the Salvation Army, the Secretary of the Western Social Province, the Secretary of the Eastern Social Province, the officer in charge of the Prison-Gate work of the Army, and J. Ransom Caygill, of New York City, who acts as Treasurer for the Industrial Homes Co. and the Reliance Trading Co., which publishes the War Cry and other publications of the Army and carries on the business of manufacturing and selling fountain pens, bonnets, hats, musical instruments, etc., thus affording a ring within a ring by which the men at the head of the organization are able to thrive on the patronage of the privates who do the hard work in the field at small compensation.

With this rather prosaic presentation of the make-up of the Industrial Homes Co. completed, it is quite the natural thing to expect the query: "Isn't it a legitimate business proposition?"

My reply is that it is not, because it is based upon misrepresentation by implication; its success rests upon unfair influence exerted upon those men and women who are charitably inclined, that influence being possible through co-ordinate work along social and religious lines undertaken by the Salvation Army. The Industrial Homes Co. is a purely commercial enterprise with religious influence and results as possible incidents. It is not a legitimate proposition because it seriously injures in many instances citizens and corporations engaged legitimately in the same line of business, who are obliged to buy their raw material. Moreover, it is not wise on the part of the public to contribute to the Industrial Homes Co., because these companies can not, under the Army's Articles of War, work in co-operation with any local organization anywhere, except by permission of General Booth, and he is not in the habit of granting any such privilege to any of his soldiers.

And so, unable to join co-ordinately with the Army, local bodies of a

philanthropic character, which are entitled to the junk and salvage material which is to be "given away" or sold in their respective communities, are seriously handicapped in their efforts and the Army sends the net profit which is donated to them away to the treasury in New York and the local community has no means of knowing how much it amounts to or to what purpose it is applied—beyond the payment of the 6 per cent. interest which is guaranteed by the Army.

It is not in any sense a business proposition that the citizens of any community should subscribe to by contributing their waste material.

It is not an enterprise which observes the basic rule of rendering efficient performance of the service it claims or volunteers to render.

It is not a worthy institution because it is not only not a charitable enterprise, but it is, pure and simple, a money making venture. Not that these Industrial Homes never prove a haven of rest and help to homeless, penniless men and boys, because they do occasionally, but merely as accidental incidents, but that the well-demonstrated purpose is primarily so to conduct the Homes that they shall earn at least 6 per cent. net on \$250,000 of preferred stock of the Salvation Army Industrial Homes Co., which stock is possibly the individual property of General Booth.

All men of experience know that the average man out of work, the chronic out-of-work, is represented by many types of men and boys. Their problem is not to be solved by temporary employment, even although that be given the added zest of religious appeals, psalm singing, tambourine banging, and the like. Individual treatment, carefully suited to varying needs, is necessary. To accomplish lasting results the co-operation of many helpful agencies must be sought out and used. This requires time and patience and quiet, persistent effort rather than the emotional, wholesale methods of a quasi-charitable stock company.

Mention has been made of discrepancies and deficiencies in the statistical exhibits sent out by the Army and reply to the charge of carelessness of this sort is made that mistakes will happen in all institutions and all departments of business. This is true, but this reply does not constitute a sufficient excuse when the Army's statistics make it exceedingly difficult to secure satisfactory information as to its financial affairs. The Army is dependent chiefly upon the public for its support, and that public is entitled to know something tangible and satisfying as to the financial management of the institution. The public is entitled, by virtue of the abundant support it bestows, to some sort of representation in the carrying out and auditing of the system of accounts used by the Army.

A glaring and most reprehensible practice in securing funds for the support of the Army Industrial Homes has been revealed in our own city recently, and the stereotyped cry of "Mistakes will happen" is set up in justification of the incident.

A circular form of contract used in

*Paper read by E. A. Stowe before class of Religion and Life at All Souls church.

securing subscriptions toward the support of the Salvation Army Home, which is to be dedicated in Grand Rapids to-day, was sent out with the forged signatures of many well known business men at the head of the list. On the strength of these forged signatures genuine signatures were obtained. This matter has been thoroughly exposed by the press of the city, and the Army's only explanation is that it was known that the men whose signatures were thus forged had signed their names in support of some other department of the Army's work and, by mistake or through incorrect understanding, it was supposed that they had contracted to support the Industrial Homes Co.

An organization nearly thirty years old, and so shrewdly managed and so persistently and energetically fostered that it is represented all around the globe, could not make such a mistake. Its system is too well perfected and its rules and regulations are too exacting to permit such an error to happen merely as an error. No, this explanation merely confirms the theory that the Industrial Homes Co. utilizes the emotional, sentimental resources of the Salvation Army in the promotion of its own money making plans. The dear public admires the devotional enthusiasm of the men and women they see and hear praying and singing in the streets; its great big heart is touched by the helpless, half frightened and despairing demeanor of the homeless, penniless waifs who follow the uniformed evangelists of the street and, without investigation or second thought even, they declare that what they see and hear constitutes a "beautiful work."

And it is a beautiful work—entirely too beautiful to permit of its contamination by so bold and foolish a mistake as a forgery in behalf of a business enterprise.

The industrial field which the Salvation Army Industrial Homes Co. is attempting to occupy is, because of the methods of that company, or should be, entirely cut off from the advances that are being made. There are many individuals in Grand Rapids and in all large cities who have invested their money in machinery, tools and shop equipment; who hire labor, pay rent and taxes, and who are ready to buy second hand shoes, clothing, furniture, rags, waste paper, junk and salvage of all kinds. They do not make false claims, do not work upon your emotions by parading their benevolence or bolstering their efforts with religious assertions. They are doing business fairly and squarely.

This the Industrial Homes Co. is not doing. That company is earning at least 6 per cent. on \$250,000 capital, and how much more none but the autocratic leader of the Army knows. Even the officers of various grades in the Army do not know. How much less, then, do the privates of the Army and the public in general know about it.

When the Industrial Homes Co. declares its willingness to account accurately and truthfully to each locality in which it operates as to

funds received and expended locally; when it provides for the auditing of its local accounts by outside disinterested parties; when it provides for a local Board of Control, the same as is done by the truly charitable organizations, and when it comes out in the open and co-operates with other philanthropic organizations in our community, then will I gladly proclaim that it is entitled to the respect and support of our citizens.

Get Results Out of Your Advertising Money.

Written for the Tradesman.

The grocer stood by the cashier's desk looking over the morning paper.

"I see," he said to the cashier, "that Galpin has another 'Grand' clearing sale on white goods."

"He has plenty of sales," said the pretty cashier.

"Oh, let him have all the sales he desires, one in the morning and one at night, if he can stand the racket, but he really ought to cut out that 'Grand' business. He runs it to death."

"Why, everybody uses that."

"Of course. Of course. That is the very reason why he should not use it. Of all the cheap advertising writers in the land, this town seems to have the cheapest and the most ignorant."

"I shouldn't know what word to use in the place of 'Grand,'" she said. "What word would you use?"

"Don't think I should use any. It is a superfluous word, anyway. When a man puts up his good money for advertising, he doesn't want the space he buys filled with useless language. And the printers usually play up the word 'Grand,' too, which makes it all the worse."

"I think it looks nice when it is printed in red," observed the pretty cashier, adding up a line of figures on the back of a statement blank.

"Everything on earth, in the advertising way, at least, is 'Grand,'" continued the grocer. "Why can't the fellows get up something new? It is grand turkey raffle, and grand free lunch, and grand opening, and grand everything. It makes me tired."

The grocer went out on the walk to look over the display there and stopped for a moment to speak with a friend. While he stood there a boy came sliding along the walk and thrust a printed circular into his hand. He did not look at it until he got into the store, then he held it up before the eyes of the cashier.

"Just look at that!"

He pointed to a line in large type at the head of the circular. It was printed in red and dominated the small sheet. It read:

"Grand Slaughter Sale!"

"There you are again," he continued. "It is 'Grand Slaughter Sale' now. I think this must be Clarkins. He's about as big a dunce when it comes to advertising as any merchant on the street. Yes, it is Clarkins. He's advertising that he's 'Slaughtering' boots and shoes. He doesn't even say prices. No, he is 'Slaughtering' boots and shoes. Now, how is he going to do that? Does he hang

'em up by the neck until they choke to death? Or does he take 'em out to the woodpile in the back yard and chop their heads off with a hatchet? 'Slaughtering' boots and shoes! Well, that gets me!"

The grocer laid the offending circular down on the counter and went to the back of the store, where a clerk was putting up orders for the morning delivery.

"Charley," he said to the clerk, "if you wanted to push out a stock of goods and get in a lot of money, how would you go to work to do it?"

"Why," replied the clerk, "I'd get up a grand clearing sale."

The grocer shot out of the back door and walked around the block. After he was gone the clerk stepped to the cashier's desk and asked what was the matter with the old man.

"Is he going to fail, or anything?" he wanted to know.

"Why?" asked the pretty cashier.

"He came back there and wanted to know how I would get rid of a stock of goods and get in the money, and, then, when I told him, he went out of the back door like a shot out of a gun."

"What did you tell him, Charley?"

"Oh, I didn't say much. I just told him that I'd get up a grand clearing sale."

The cashier laughed until the clerk thought she had gone daffy.

"I'd like to know what's the matter with every one here this morning," he said.

The girl made no reply. She was busy working the laugh out of her face, for the grocer was coming in at the front door.

"If you wanted to move a stock of goods," asked the grocer, "and get in the money, how would you go to work to do it?"

"I don't know of any way," replied the cashier, "unless I got up a grand slaughter sale."

The grocer sat down at his desk and pondered.

"If you want to interest people," he muttered, "tell them something, or show them something, with which they are perfectly familiar. I wonder if those old familiar advertising expressions do really count."

While the grocer sat there, studying out the problem, a boy came in with an armful of dodgers and laid one on the counter behind the grocer. He reached around and took it in his hand. Then he walked out to the cashier's desk.

"Here's another installment of idiocy," he said, holding up the dodger. "I guess the English language is running short of words."

At the top of the circular he held up were the words:

"Using the knife!"

"It is enough to drive a man to sudden death," said the grocer. "Just a moment ago we had a man who was slaughtering boots and shoes. Now we have a merchant who is using the knife on dress goods! That's a fine proposition! If he wants to convey the impression that he's cutting prices, why doesn't he say so? Why does he suppose that the public will not understand that he is cutting unless he says something about a knife? He ought to be flogged!"

"Don't they cut things with knives?" asked the cashier, innocently, although she was signaling with her eyes for the clerk to come forward and get a look-in at the fun.

"Yes, they cut things with knives," said the grocer. "They cut cheese with knives, but they don't cut prices with 'em. I suppose this merchant thinks it takes a knife to reduce the price of an eight-dollar garment to six dollars!"

"I think I'll get up a little book giving sample advertisements. Here's a man advertising a grocery," he continued, picking up the morning paper, "and he gives prices only on a lot of fancy groceries which only a few buy, and which do not at all interest the general buyer. He advertises a batch of grapes and fancy fruits that are probably a little damaged. He cuts prices and calls it a bargain sale. He's a dunce if he doesn't know that it takes more than price to make a bargain."

The clerk came forward with an evening paper in his hand. Glancing knowingly at the pretty cashier, he passed the sheet to the boss.

"Dutton has a grand alteration sale on," he said, his finger on a page advertisement.

"That is a little better," said the grocer, observing, over the top of his paper, the significant glances passing between the cashier and the clerk, and making up his mind that he would score later. "Alteration sale, eh? I presume he's changing the pigeon-holes in his desk. And it's a 'grand sale,' too! If you see any other freak sales, just let me know, will you?"

"Patton, in the next block, is running a 'Forced sale,'" remarked the cashier.

The grocer sat down at his desk. He knew that he couldn't do the subject justice, and so he remained silent. He noticed that the clerk and the cashier were exchanging whispered confidences, and made up his mind that they were getting ready to take another fall out of him in connection with his pet hobby. Then the clerk came back to his corner, trying hard to keep a straight face.

"Why not try a 'Cost sale?'" he asked.

"I've got a better thing than that," said the boss. "We'll have a fool sale. How does that strike you?"

The clerk hardly knew what to make of that, and the cashier began to look a trifle embarrassed.

"That will be new, anyway," continued the boss. "We'll advertise only the common goods, the things everybody wants, and fill the store with people."

"But why would you call it a 'Fool sale?'" asked the clerk, with a grin in the direction of the cashier's desk.

"Oh, mark yourself a quarter off and stand in the display window," replied the boss. "That ought to make the name good. And you might add to the placard that the goods are warranted fresh."

The grocer noticed that the clerk stopped smiling at the cashier, and that the cashier was very busy over her books.

Alfred B. Tozer.



Some Appropriate Meditations for Wide-Awake Retailers.

Now that another new year has swung in upon us, it is pardonably natural for us to sit up with the embers and take stock. What has the old year brought us? What has it failed to bring us? Of the mistakes and blunders of the year now gone, how many were absolutely unavoidable? And how many might have been escaped had we exercised a little more forethought? Has the year left us poorer in grit, less sanguine of outlook, less determined in our efforts to make good in our laudable enterprise of clothing the public's feet? Assuredly these be times for dealing right frankly with ourselves.

The wise man admonishes us that there are things which we ought to forget. Such things are they of unpleasant memory. Things that have a way of sticking in our craws and making us less aggressive and determined. Some of the battles have gone against us perchance. Some of our plans have sadly miscarried. Some of our schemes were theoretically perfect, but practically inoperative. Some of our advertisements didn't pull the business. Some of our sales didn't help us to part company with the goods in as rapid a manner as we had reason to hope.

All of us doubtless have registered such experiences during the past year. To few men is it given to make a success of every separate enterprise. Most of us fail in many separate ventures. What shall be our attitude towards the occasional failures? Suppose we forget them. To brood over them will not help matters. The damage is done. The fire's out. To linger with all manner of morbid and unpleasant memories about the scenes of our past failures is neither wholesome nor profitable. It is humiliating. It is worse than that, it is weakening. Let us face about, and put from our memories the unpleasant things.

To voluntarily forget is an active and determined business of the mind. It isn't easy. Far down in our subconscious mind there may be (and doubtless is) a hurt feeling. We can not resist the conviction that things have gone hard with us; that somehow the fates have dealt unkindly with our affairs. Really, I presume we all entertain the feeling that we have deserved better things than we have actually experienced. Consequently there is apt to be a lingering feeling of resentment in our hearts—not anything definite against any particular person, but a vague feeling of having been defrauded out of our just dues by the unreliable wheel of fortune. This is doubtless a universal trick of the mind. From the whipped dog's point of view the fight never is fair, and if the whipped dog could express himself intelligently he would probably inform you that the

results should have been quite different.

Now it is evident that the memories of such experiences have a bad effect upon a man. They handicap us. They intimidate us. Let us forget them.

Back of every failure and defeat there is an adequate reason or cause. Let us forget the sting and humiliation of the defeat, but it is well enough to remember the underlying cause upon which our plans got stranded. Such a memory need not be unpleasant, and certainly it is not morbid. On the other hand it may be made both a pleasant and a profitable enterprise. The shoe merchant who wants the experiences of the past to shed light on the problems of today and the tasks of to-morrow will seek to review these experiences in such a way as to get instruction out of them. It is not a disgrace to have made mistakes, but it is a disgrace to make the same mistake twice.

So, while we forget the sting of defeats, it is well enough to remember

in each instance the cause or causes which have produced such defeats. By so doing we safeguard against similar defeats in the future. This is a very different thing from brooding over ills that can not be cured. To brood in a dispirited and inconsolable way over blunders that are past is weak and morbid sentimentalism, but to make our blunders stepping stones to a larger and surer success in the future is both manly and wise. And this is the task to which the wise shoe retailer is now giving himself in these closing days of the old year. Something like this he is doubtless saying to himself:

"Between you and me and the findings case, business isn't as good as it ought to be. I am not selling the

It pays to handle
MAYER SHOES

"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.

RUBBERS

Winter is going to continue
into Spring.

You are going to need a
liberal supply of rubbers.

Order now and be prepared.

Don't lose any sales.

Try our
**Duck Vamp Rolled Edge
Rubber Boot**

(Rhode Island Make)

at \$2.74

Hirth-Krause Co.,
Grand Rapids, Mich.



Get On the Right Side of The Boys

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

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

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

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

**HEROLD-BERTSCH
SHOE CO.**

GRAND RAPIDS, MICH.

Makers of the



shoes that I ought to sell, and might sell, if somehow I could just manage to cut the caper. Now frankly, can't I put on a little heavier load of steam? Can't I somehow manage to pump a little more enthusiasm and aggressiveness into this work? Hang it all, this business just must go! The whole thing hinges on me. It isn't luck; for the laws of business are not amenable to any such caprices. And since I come to think about it, this thing of 'luck' so-called is a right fool's word; it's pluck, it's grit and gumption and go. Suppose I buckle down to it a little harder, plan a little more wisely and work a little more earnestly. If I can inspire a spirit of helpfulness in my salespeople; if I can somehow get them personally and profoundly interested in this business; if I can get them to advancing ideas and actively co-operating in trade-winning schemes, that will be a decided point in my favor. This I must do. And above all I mustn't let up in my advertising. Things right now are dull—deucedly, discouragingly, awfully dull. But dull days have always followed hard upon the holiday season. I will not grow weary in well doing. People must have shoes. Old shoes have a wonderful way of petering out, and people have an encouraging way of wanting new shoes when the old ones are gone. I will look up and take courage. And now in this season of enforced dullness I will occupy the time trying to figure out some way of creating and stimulating this new demand for shoes in the days and weeks ahead."

The shoe dealer who looks at the situation in this commonsense and practical way is going to discover ways of interesting the trade. He is going to encourage his salespeople in helping him to solve his problems—and by and by (and as a result of his planning) he is going to hit some devices for moving the goods. Prosperity is going to head his way. You can not keep a man like that down. He positively refuses to down.

"By all means," you say, "let us forget the mistakes and blunders and sore places insofar as these mistakes and blunders and sore places tend to make us less aggressive and determined in our efforts for trade. Sure. Let us put them forever and a day out of our nogginns. But we can remember the successes, can't we?"

No, let us forget them, too—provided they stand in the way of larger successes in the future.

There is such a thing as a man's being blinded by success. You've heard of people resting on their oars. Not an unheard of thing, by a jugful. What does that mean? Everybody that ever rowed a boat knows. A man has made a long, fine pull. He has sent the little boat skylarking through the limpid waters. But he's tired now—or thinks he is—so he eases up a bit and proceeds to inspect the landscape or indulge in day dreams. The boat slows down. Progress ceases. By and by that boat comes to a dead stop, and there isn't any more progress until that resting-on-the-oars season is at an end.

Well, now, something very similar to that may happen in a man's business. For a while a shoe dealer may be out quite actively for trade in his community. Being out after it that way he generally lands it. Having gotten a nice proportion of it, he suddenly gets satisfied with himself, his store, his methods, his advertising, and in short everything else about himself and his shop. Being satisfied with such trade as he has, he eases up. Maybe unconsciously, anyhow he eases up. What happens? Progress slows down. The business comes first to a standstill; and then it begins to go back—and continues to go back until there is another forward effort.

Once there was a very learned young man who took it upon himself to write a very learned book in two volumes. It happened to be upon a subject that this particular young man knew more about than most anybody in the country. He was a recognized authority on that subject. He announced his purpose, and then he got busy. My, how he worked! He dug up authorities and grubbed in the original sources in a way to delight the most exacting. In due time the first volume appeared. It was a hummer. The scholars of the country said to that young man, "Sonny, you are it! This is the best thing up to date!" The press comments were flattering to a degree. His society was suddenly in great demand. He was wine and dined and toasted to a fare-you-well. He was the lion of the hour and everybody and his grandparents wanted to hear that young fellow in an after-dinner speech. The young man gratified the public. He speechified. Also he imbibed huge bumpers of champagne and of various other wines. He developed a wonderful capacity for flattery—and strong beverages. What happened? Well, that second volume never appeared. The work was left incomplete. By and by the people forgot the author. He was blinded by success.

It is a bad thing to become intoxicated by our successes. If one is apt to get hampered and handicapped by the memory of past achievements he had better forget them. Success in shoe retailing isn't like an endowment policy that suddenly matures—and then dividends forever afterwards. It is a thing that has to be repeated from year to year. This year you hit it off and then again you may not. It depends—and depends, mind you, upon your efforts. So keep at it.

My advice, then, in broad and in brief is just this: as you enter upon the duties and tasks of the new year, 1908, try to forget everything—whether success or failure or somewhere betwixt and between—that will in any wise hamper you in your new year's efforts, but remember everything that will in any wise aid you in arriving at a bigger success for the year 1908.—Cid McKay in Boot and Shoe Recorder.

When a man's real estate is about to be sold for taxes he wonders where he is going to land.

Shoes for the Little Folks

We have a large line of Infants' Soft Soles.

Below we list a few kinds and prices:

Infants' Soft Soles		PER DOZ.	
White Button	}	\$3.50	
White Lace			
Red Lace			
Black Lace			
White Top, Patent Vamp	}	\$3.50	
White Top, Tan Strop			
Red Top, Black Vamp			
Chocolate Top, Patent Vamp			
Blue 2 Button, White Trim	}	\$4.00	
All Patent			
White, Black, Pink, Blue, Pearl and Red in either All Cloth or Patent Vamp.			
White, Pink, Blue or Black Lace...			

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

State Agents for Hood Rubbers



Shoes That Create Trade

The shoes we manufacture and sell are of many kinds and styles and are adapted to the foot-wants of nearly everybody, and this means that we put into them just what the wearer expects he is going to get: a good full value for his money in fit, style and service. And these qualities in our goods are such that they please from start to finish, and once you have started a man using them you have taken a step that secures you a permanent customer.

A test of a few pairs on your patrons' feet will satisfy you that our statement is true. Why not make the test? We go everywhere for business.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

SALVATION ARMY.

Some Elements of Weakness in Its System.*

Considerable light is being thrown upon the work of the Salvation Army by the recent publication of several books and pamphlets which concern themselves with one or another of the Army's activities.

The work of the Salvation Army in the United States is carried on through three distinct corporations: The Salvation Army (incorporated under the laws of New York), the Reliance Trading Co. and the Industrial Homes Co., the second and third being New Jersey corporations, with Miss Booth as President; but with a business manager who is not officially connected with the Army. When we learn that the donors of newspapers, old clothes and other salvage are not giving for the aid of the poor but to a company which pays dividends on preferred stock, and that the proceeds of the sales of the War Cry pay interest on a loan with which to finance the corporations, it is only natural that the facts and figures published by the Salvation Army should receive new scrutiny.

The fact remains that some of the figures furnished in various reports do not tally. I mean the figures in regard to the social and religious work. Then why should we not expect mistakes in other directions?

But if its annual statements are as inconsistent as its statistics the public has no way of finding it out. And while it does publish annual statements the inclusion of rent charges and "depreciation on properties" under "income and expenditures" gives the donor and the public in general no accurate knowledge of the total income and expenditures. Then it must be remembered that these statements concern themselves only with the headquarters funds at New York and Chicago. No public accounting is made of the funds collected and expended locally in the hundreds of towns and cities in the United States.

No annual report has been published during the last year unless it has been given to the public since Jan. 1, 1908. No specific statement of the contributors and the amounts of the contributions or of detailed expenditures is made.

There is no local Board of trustees; the Treasurer and Auditor are almost without exception officers of the corps. The National criticism of the Army's methods is the result of its defiance of the generally accepted principles of accounting for trust funds.

If the Salvation Army is not willing to make accurate accounting of the time during which work has been done and the money spent, can it blame the public for questioning its reliability?

For example, New York reports its Christmas dinner collections for 1903 as \$20,105.90, while the expenses for the dinner were \$15,586.09, the balance being spent during the year for general expenses.

An appeal is made for the "thousands of homeless men and women"

*Paper read by Miss Clara Kummer before class of Religion and Life at All Souls church.

who are sheltered during the year. Yet a report from the Secretary of State of New York shows that the poor and destitute who were sheltered paid in actual cash \$311,819.32, which is \$21,230.12 over and above the expense of these shelters. The Salvation Army is to be recommended for making these enterprises pay, but its failure to give the public these facts raises the question if it should ask the public for help in the manner that it does.

Of course, the Salvation Army is as much a church denomination as any Methodist, Baptist or Presbyterian, but there is this important distinction—the Salvation Army members do not bear their total expense and, therefore, the public is asked to help. To this the public might not object if the properties were held by local interests instead of by some national officer.

Important as an intelligent and adequate statement of its work and annual statistical and financial report are, the Salvation Army should, in the second place, be judged as other enterprises are judged—by the purpose it is aiming to accomplish and the measure of the success in so doing.

What and how much is the Salvation Army actually doing for the human beings for whose benefit it was called into existence? It has two aims—to reach the body and the soul. Its religious work is, however, not the basis of its appeal to the public, but rather its "social work," and it is because of the Salvation Army standing as a benefactor of the poor and needy that contributions come to it from every walk and rank of life.

The amount of money expended in the United Kingdom during fifteen years is estimated at \$30,000,000, while only about \$2,500,000 has been expended on social work—a ratio of twelve to one. It would seem that an undue advantage is taken of the public because of its misconception of the extent of this "social work."

One branch of the "social work" is the supplying the needs of the poor and distressed. The quality of this relief work rests with the officers in charge, and we are very glad to say a great deal of good work has been done. The devotion, the self sacrifice, the untiring effort of some of these good men and women is certainly to be recommended. Although the Salvation Army woman does not boast a college training, she does not refuse to enter any tenement, however poor and vile in appearance, or saloon or house of ill-repute if she thinks she can win an erring sister.

Its rescue homes are some of the most effective homes of the kind in this country. They deal with and handle this problem with more success than any other one class of people who have attempted to solve it; but it is not unfair to ask for thorough co-operation from a National organization which has assets of several millions of dollars, and expect it to work along the lines laid out by experts in philanthropic and social lines which science is clearly pointing out. The Army seems to have an interest locally in preven-

tive measures, such as the anti-tuberculosis movement, agitation against child labor, the establishing of recreation centers in large cities, but we do not know of their joining any national movement which has been clearly defined, and with a definite view of bettering conditions and thereby lessening poverty. The Salvation Army prefers to stand in a class by itself and work out the problems that confront not only a nation but the world in its own little way. That it is not an organization to effectually do this can easily be proven. Experts who have given years of study to prepare themselves for this kind of work, college graduates who have spent years in research work, such women as Jane Addams, such men as Jacob Riis, are baffled by some of the conditions facing us. Yet these people have banded themselves together through co-operation in order to create strength in their reform movements, and any and all organizations which are trying to accomplish the most good for those whom General Booth calls the Submerged Tenth are invited and urged to co-operate in such a close manner that they may not work at cross purposes.

After twenty-five years of study along these lines it has seemed best to employ only college trained people, even in the smaller communities, and a philanthropic worker has to be as much a professional these days as a physician, a minister or a lawyer. You expect your minister to have some expert knowledge to administer to the soul. Why not apply the same doctrine to the administering to the needs of the flesh or to the improvement of any of the general conditions surrounding those who live in poverty?

On the other hand, the few educated people who are enlisted in the Army's service are the ones in the national headquarters or, at least, occupying the higher positions. They are kept too busy stationing the minor officers and looking after the maneuvering of the Army to give a great deal of attention to local conditions in so many of the smaller stations. Yet they expect some poor man who is willing to devote the most or all of his life to the service of our Lord to work hard, giving his best energies and strength for a mere pittance that is sometimes hard-

ly enough to keep the local officer above the level of the Submerged Tenth. Is it right that the person who has pledged himself to the work of the Army until death should be asked to live in such a meager way that sometimes even the necessities of life are denied him, and he is given no chance to educate himself in handling these cases in a scientific way? There might be some excuse for this if the Salvation Army were not well supported, but it is.

The majority of the "soldiers" are men and women who are devoted to their work, true and loyal to the cause, but nevertheless an uneducated people. This, of course, is nothing against the goodness of these people, but you will agree that they are more

W. J. NELSON Expert Auctioneer

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



A first-class dental practice for sale in Northern Lower Michigan in a town of 1,000, two railroads, two factories, pickle salting station, good surrounding country. No competition. Address all letters to Mrs. C. D. Morgan, 31 South Pine St. Grand Rapids, Mich.

HATS

At Wholesale
For Ladies, Misses and Children



Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

liable to impositions from all sources, including the people who are at the head of this institution, as well as those they are trying to uplift.

Is there any reason why you should believe that a person in the ranks of the Army should be more humanitarian or kind or judicious in the treatment and handling of the poor than a person in the ranks of any other charitable organization? Yet there seems to be a general impression to that effect. Surely the work in a charity organization is not so pleasant that one would care to give one's life to such a work unless there were a deep feeling of sympathy and responsibility for the life of the less fortunate. The salaries are certainly not so munificent that they would be the drawing magnet to such a work.

I do not believe that the Army finds many more people in distress than any other agency; that it reaches those whom no one else can, and that people would rather accept material help from them than from other sources. Every organization has its own friends and so every organization reaches some one whom no one else knows about, but that one society or institution should have more of this than another does not seem consistent. Most relief-giving societies have some such conceited idea of their own work, but, looking at it from a co-operative standpoint, I would say that all average about the same.

While we do not wish to overlook any of the Army's good works, we do wish to point out some of the mistakes which the public so seldom hears about. In the winter of 1905-6 the newspapers misrepresented the statement of Robert Hunter so as to make him say that 70,000 children in New York City were going breakfastless to school. Without giving the matter careful consideration or investigation they opened breakfast rooms. It was soon learned that these children were not from destitute homes, but that their parents could easily provide for them.

In the spring of 1907 an anti-suicide bureau was started in similar haste. After careful study it became apparent that poverty or loss of employment had but little to do with the causes of suicide. Therefore the bureau was discontinued.

It must be said, to the credit of the Army, that as soon as they realized that they were working in the wrong direction they discontinued their efforts; but what a deal of money, what time, what energy might have been put forth in profitable pursuits if these things had been given examination in time! The establishment of such bureaus means the expenditure of money that might have been put to good use. Who should be responsible for such waste? Surely not the local officer stationed off in some remote quarter. But where was the good judgment of the man at the head of things when such mistakes were made? One would surely expect more from a person in so responsible a position. If the Salvation Army would attack these problems jointly with people who are making them a study and co-operate in the

way other organizations do much of such misdirected effort could be saved.

Nationally, they stand alone. Locally, in a count of fifteen average cities, ten do not co-operate at all; four, slight; one good. In regard to the farm colonies that were established to put the "landless man" on the "manless land," the public is still at a loss to know how this is going to solve any great problem for the pauper class. The man without any great strength of character, lack of initiative, and generally incompetent is poor anywhere you put him and, when placed on a "manless land" where he depends entirely on his own resources he is a failure. Of the three colonies which were started the one at Fort Herrick, Ohio, has ceased to be a farm colony and is now used as an inebriate home. The ones at Fort Amity, Col., and at Fort Romie, Cal., are self-supporting and have acquired considerable equity in their homesteads, but no data is given to show that these people were dependent on public or private charity previous to their colonization. There is considerable proof that few, if any, belonged to this class.

General Booth is sole and absolute head of the Salvation Army and also director of the social scheme. In becoming a soldier of the Army one must sign a pledge to carry out all the lawful orders and regulations of the Army. Since General Booth makes all rules and regulations it would seem that he had unlimited power in all directions. In England he holds all the property and funds of the Army "in trust." It is understood that he has deposited with the London solicitors of the Salvation Army his will, naming his successor and conveying to him to be held in trust all of the said properties and funds. Some such scheme as that is what first caused objection to Doweyism.

In the United States the Board of Trustees consists of five paid officers of the Army. This Board, while directing all the activities of the United States and having entire charge of the funds in this country, is itself subordinate to General Booth, of London. It is to be noted that those who contribute funds to the Army have no representation, either in its financial management or in regard to any phase of the work.

Considerate Bridegroom.

A Kalamazoo girl and a young man, both of whom had steady jobs, were married the other day. The day after they were married, the girl said to her fond husband:

"Oh, George! now that we are married, there is only one thing that I regret, and that is that I have to give up my fine position."

The fond young man stroked the silken tresses of the young wifely's hair, and soothingly replied:

"Now, darling, don't worry. You needn't give up your position. I'll give up mine."

There are those who when they hear Gabriel blowing his horn will want to know what he gets a day for doing that.

Metchnikoff Tells How To Live to 150.

You ought to live to be 150 years old declares Prof. Elie Metchnikoff. The great duty of the earlier half of your life, say, up to 75 years, is to develop the instincts of life; having learned how to live in the first half you can practice what you have learned in the remaining half. Youth is only the preparatory stage; the mind does not acquire its final development until later on. This conception should be the fundamental principle of the science of life and the guide for education and practical philosophy. Remember that your health depends largely upon the health of your dependants and keep your servants healthy in order that you may be healthy yourself. Control your temper, for anger is harmful to the health, fits of anger sometimes causing ruptures of the blood vessels. Avoid luxurious habits, heavy meals, and spending evenings in the theater and society; dose yourself regularly with Bulgarian bacilli or lactic acid in the shape of soured milk. Prof. Metchnikoff argues that hygiene should have the first place in applied morality, as it is the branch of knowledge which teaches how men ought to live.

Just as the constitution of some plum trees contains elements which make it possible to produce plums without stones which are pleasanter to eat, so also in our own nature there exist characters which make it possible to transform our disharmonious nature into a harmonious one, in accordance with our idea, one able to bring us happiness.

Norway a Poor Place for Tramps.

Tramps tramp to the workhouse in Norway. An able bodied loafer is warned by the police against his manner of life and told where to apply for work. If a person refuses to do the work assigned or leaves it without reason, or is dismissed through bad conduct and within a year comes upon the poor law for relief in consequence of his return to his indolent ways, then the authorities can send him to the workhouse for eighteen months or for three years in case of a second offense. The chief features of the workhouse are that liberty is forfeited, begging impossible, and work, hunger or punishment a necessity. The work is varied and largely for the State. Street begging is suppressed, the offender being liable to imprisonment from two to ten days. A person willfully inebriated in a public thoroughfare is liable to heavy penalty. Three such offenses in three years means the possibility of being sent to prison without the option of a fine. If a person, through inebriate indolence, neglects to maintain his wife and dependents, so that they become a common charge, he also can be sent to prison without the option of a fine.

How Did He?

A man carrying a looking glass said to a newsboy, "Come here and look into this glass and you will see a donkey."

"How did you find that out?" retorted the boy.



Two Results gained with but one investment.

First, when you have an American Account Register you do away with tedious bookkeeping, rewriting, errors, neglected or forgotten charges, disputed accounts, work, worry and trouble—in other words

You Save Money

Second, you advertise (by moving signs) the goods on your shelves every time you operate the register. You excite interest and stimulate desire at a time and in a place where all the conditions of a sale are complete. Is this true of any other kind of advertising? More sales, more profits.

This Is Making Money

"The sign that counts is the sign that moves." 24 or more changeable "ads" on every complete American.

\$\$\$ \$ \$

Investigate

The American Case
& Register Co.

Alliance, Ohio

J. A. Plank, General Agent
Cor. Monroe and Ottawa Streets
Grand Rapids, Mich.

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

Cut off at this line

Send more particulars about the American Account Register and System.

Name

Town

State

MEN OF MARK.

Dudley E. Waters, President Grand Rapids National Bank.

There is a wide difference in bankers, and consequently in banks. This difference has a marked effect, not only on the dividend end of the banking institution but also on the interests of its customers. Much depends upon whether the banker is a born and bred banking man—or, if not born to be a banker, at least properly educated for such a career—or whether he is what may be termed a banker by accident. However, of greatest value to the institution which he represents and whose destinies he directs, and at the same time of greatest value to the financial interests of his community, is the man who not only has a talent for the banking business but also has a business experience outside of the perfunctory task of loaning money. Such a man is the very highest type of banker, higher even than the banker to whom such a career is a birthright or the result of long experience behind the financier's desk.

The banker who has had some experience other than that of pure finance is broader gauged and comprehends the complex conditions of commerce to a much greater degree than the man to whom the bank has been a lone interest, who has no experience outside of that which comes to him in the bank and who has enjoyed no business contact with the outside world except that which comes to him in the stockholders' room. Such a banker, one who has gained a valuable experience in some other line besides the banking business, is the man of greatest value to the community and who brings the largest ultimate profit to his stockholders. This is a simple rule which may be said to apply to all conditions of life. Contact with man is essential to every man and is the most broadening influence that any man can encounter.

An essayist has said that the proper study of mankind is man. He might also have said that the greatest teacher of mankind is man. No book has ever been written, no picture ever painted, no lecture ever delivered which told its story and conveyed its lesson so well as actual experience. A banker can not tell the thoughts, the feelings or conditions of the business public, appreciate either handicaps or advantages under which business men labor, unless he has to some degree experienced the life of the business man himself.

The banking business is based on legitimate speculation. The bank itself is a speculator but surrounds itself with certain immunities and safeguards which render it one of the safest investments in existence. Surely nothing contributes so much to the safety of a banking institution as a proper knowledge on the part of its administrative force of the people with whom it has to deal, upon whom it is dependent for its business and who are dependent upon the bank for the vehicle of their success.

The banker has to deal with one of the greatest forces in the world.

Money and language represent two of the greatest elements in civilization. Language is the great civilizing force. Let the newly born child of highly civilized parents be cut off from communication with men and he will grow up the veriest savage, his only redeeming features developed by natural instinct. On the other hand, let a race of savages fall into easy oral communication with a highly civilized people and their progress toward better things is rapid. But if language is the advance agent of civilization, money is its handmaid. Give people the medium by which to sell their wares and their labor, with which to buy the comforts of life according to their ability and opportunity, and one creates industry and the other the beginnings of civilization.

to make a banker, for banking has been his occupation since youth. His business experience outside of the bank has been the thing to add the finishing touch to his all around ability as a banking man.

Dudley E. Waters, President of the Grand Rapids National Bank, was born in this city in November, 1863. He is a son of the late Daniel H. Waters, who died in 1894. He was educated in the public schools of Grand Rapids, acquitting himself with credit. On the death of his father he assumed the management of the \$1,000,000 estate left by his deceased relative in behalf of his mother, two sisters and himself, under the style of D. H. Waters, Son & Co. The elder Waters was one of the original stockholders of the Grand Rapids

he himself being of the sound money variety.

Mr. Waters lives in one of the handsomest houses in Grand Rapids, which he built for himself near the old Waters mansion at Oak Hurst. He has a charming family, and his particular fancy is divided between choice editions of the famous authors and mastiff dogs. He has one of the finest libraries of standard literature in the city, and his kennels are famous as producers of prize winners. While his favorite is the mastiff, yet he is very fond of the collie, and has several fine specimens of that breed. Some years ago the Waters kennels included as many as 200 collies at one time, all blooded animals. Latterly, however, Mr. Waters has been withdrawing from the list of prominent breeders, although he has as sharp an eye as ever for the good points of the canine family.

Although one of the younger bankers of the State, Mr. Waters is an active one, and has, moreover, impressed himself upon financial matters in this State. In 1905 he was elected President of the Michigan Bankers' Association, which was a distinguished honor for one so young. For years he has been one of the leading Michigan investors in Michigan Telephone stock, having been a Director of the old company, as he is of its successor, the Michigan State Telephone Co. Personally he is a genial, wholesome man, with as good a liking for a bit of a commercial scrap as any man one could find in a day's walk, and with a lot of qualities which make him many friends.

Will Have Another Buyers' Excursion.

Detroit, Jan. 28—It has been decided that the Wholesalers' Association of Detroit will give the next buyers' excursion in the last week of February. The dates will run from February 24 to March 4. It is expected that there will be a very large attendance, as the last excursion proved to be popular.

At the last weekly luncheon at the Penobscot Inn, a gentleman, who had just come in from a tour of the State, said that the active campaign the Association is making to place Detroit to the front as a market, as to price, goods, quick delivery and treatment of customers, with the united effort being made to give the buyers of the State and adjacent territory every opportunity to do business here, is attracting considerable attention in interior towns, and that the buyers' excursions are favorably commented upon.

James Schermerhorn delivered a short address, in which he complimented the wholesalers on their energetic tactics, harmonious action, and the sinking of individual rivalry for the general good. He said that Detroit had long been famed for advantages nature provided, but that during the past few years there had been an awakening that is acquainting the country with the fact that it is also a live city, and that every visit made to it by an outsider, on business or otherwise, meant another if it could possibly be brought about.



Dudley E. Waters

Looking at the matter from an ethical standpoint, it will be seen that the filthy lucre is not such an unclean article after all and that the profession of the banker is a high one. However, it is much more so when the banker is a man in sympathy with his customers and possessed of a business experience which enables him to deal with them intelligently, with fairness and helpfulness to them and with justice and at the same time with advantage to himself. One can search in vain for a better type of the banker with business experience than the subject of this sketch. Mr. Waters combines all the three essentials which have been mentioned in this article. One is tempted to believe that he was to the manner born. It is certain that he has had the necessary experience which goes

National Bank and became one of its Directors early in its history. On his death the son was elected as his successor, and in 1901, when he was only about 37 years of age, he was elected President of the bank, which office he still holds.

Outside of banking circles he is well known in his home city as a former member of the Board of Public Works, a position he held for four years, three of them as President of the Board. Under his auspices the haphazard method of water rate collections was supplanted by a system under which quarterly payments were enforced. He also introduced other improvements in the Board's methods. He was mentioned as a mayoralty possibility in 1902, but did not accept. He is a Democrat, as was his father before him.

SEEN AND HEARD.

Sidelights on Incidents Which Occurred in Detroit.

Written for the Tradesman.

I.

She wore as big a pompadour as her head would carry. Back of it was perched a black taffeta bow exceeding the lateral dimensions of the pompadour by some inches. At the nape of her neck was the duplicate of bow number one, and all this expanse of hair and ribbon was a background for that type of face which always carries any prevailing style to a burlesque.

When the patient entered the dentist's operating room, she was before the glass trying the effect of a lace collar. She allowed the lady to remove hat, coat and gloves, finding a place for them where she could, while she continued operations before the mirror.

The dentist, entering, said to her: "Ella, call up Main 927 and tell them to send me two gold shells, number 18."

"What number did you say?" moving slowly toward the telephone while she cast a backward glance into the mirror.

"Main 927."

"Did you say Main 927?" She was halfway to the telephone now.

"Yes, Main 927."

"What did you tell me to ask for?"

"Two gold shells, number 18."

"Two gold shells?" She had reached the telephone.

"Yes."

"What number did you say?"

"Number 18."

"Yes, but you call them to the phone and I'll come and give the order myself."

"What was the telephone number?"

The dentist did not answer but, stepping to the phone, called the number and gave the order. The girl was not in the least disturbed and some day she will wonder why she can not keep a place or doesn't get more pay, and she will doubtless have much to say in bitterness of the injustice of the world.

II.

Just as the Trumbull car left the corner of Congress street and Woodward avenue, an old man climbed slowly upon the platform. He was poorly dressed and carried in one hand the regulation paper dinner box. He dropped into the corner near the door and sighed as though he was glad of a little rest ahead of the day's work that was evidently before him. As the conductor came along he reached a blue ticket towards him.

"I can't take that on this road, my good man," said the conductor. "That is a Fort street ticket."

"Isn't it good?" asked the old man.

"Not on this car," said the conductor. "That's for the road that runs on the other street," and he took pains to explain the situation.

In the meantime the car was rushing along and Woodward avenue was blocks behind. With weariness in look and motion the old man started to rise.

"You sit right still," said the conductor, placing a hand commandingly on the old man's shoulder. "You don't have to get off." And he promptly rung up the fare and passed out on to the platform.

There was one lady on the car who saw it all. As she rang for her street and passed out she remarked to the conductor, "That was very good of you."

"I can't put an old man off. I'd rather stand the fare myself. Wait until the car stops, lady," and he lifted his cap as he helped her off.

III.

The Woodward avenue car was filling rapidly as it stopped at the Fort street crossing. An old man carrying a heavy sack slung across his shoulder climbed wearily up the step, and, seeing that the car was nearly full, slipped the sack from his shoulder on to the platform and leaned against the railing.

"Let me off at Witherell street," he said, as the conductor passed him.

"All right," said the conductor, and went on into the car to collect fares.

The car made its usual stops until Grand River avenue was reached, then whizzed on, leaving the expectant 6 o'clock fares standing in the street. Occasionally the voice of the conductor could be faintly heard from within the car, followed by the staccato "ding, ding" as a passenger got off. By the time Edmund Place was reached the fares were collected and the conductor returned to the back platform.

"How much farther is it to Witherell street?" timidly ventured the old man.

"Witherell street? Did you want to get off there?"

"Yes, I told you so when I got on the car and I don't know where it is."

The conductor impatiently jerked the bell-rope.

"Witherell street," said he, "is five or six blocks back. I called it when we reached it. You'll have to get off here and go back."

The car stopped, the old man gathered up his heavy burden and climbed slowly down into the snow with that plodding patience, that dumb, pathetic patience of the poor which has no parallel.

The conductor scarcely waited for the man to get his footing when he jerked the bell-rope and muttered something about the people expecting him to take all the responsibility and his wondering why they can't listen when he calls the streets.

IV.

She had just been on a mission of mercy to the House of the Good Shepherd and stood at the trolley station waiting for an uptown car. It began to sprinkle and she raised a handsome umbrella to shield her tailored suit while she scanned the approaching car. It was an open one and, as it was just after six, bound to be crowded with workmen. It was her habit to avoid the cars at this time, for she felt that they belong to the men who toil all day, but to-night the delay was inevitable.

When the car stopped she saw one seat at the end. As she took it a pleasant faced workman sitting

next her said: "Let me change seats with you, lady. It will not be as wet here."

"No, thank you," she replied with a smile. "I shall be all right here."

The Fort street line was not a familiar one to her and she offered for her fare one of the red tickets good on the other lines.

"Can't take that," said the conductor.

She didn't quite understand, for she had used them before at this time of day, but she began looking in her pocketbook for a nickel which she knew was legal tender on all lines at all times.

"Here," said her neighbor, producing a blue ticket, "let me trade with you. I have to use both kinds."

She had found her nickel and it was on her lips to refuse the offer, but her wits came to her in time. "Thank you," she said. "That is very kind of you. Here is my red ticket."

There was more to the transaction than the exchange of tickets. He had offered a courtesy straight out of the kindness of his heart; she had been wise enough to accept it in the spirit in which it was offered, and so they were friends for the few minutes that they rode through the rain to Woodward avenue.

V.

The train west on the Wabash had been called the usual number of times, the crowd passing through the gates boarded the train, and that instant of quiet before the train starts had been reached. A traveling man hurries across the platform and

stretches out his ticket to the man at the gate, who punches it without stopping the belated passenger. The signal to start the train is given; the porter takes in the step and the train gathers itself up for the start. Just then the station man discovers a woman sitting calmly on the bench just outside the door, surrounded by numerous encumbrances in the shape of children and chattels.

"Isn't this your train?" he asked.

"I want to go to Dundee."

He grabbed the baby with one hand and two satchels with the other. "Get your ticket ready!" he called.

The train began to move, but the station master, taking in the situation, rang a bell to stop the train and then rushed for an armful of wraps and children as they happened to come to hand. The man at the gate did not stop them, but joined the procession and punched the ticket as they ran. Reaching the back platform of the rear car, woman, baby, bundles, children, bags and wraps were tumbled promiscuously upon it, and the train again started with its added load.

Perhaps corporations have no hearts, but countless individuals who work for them have and their days are filled with kindly service to the general public. Only we don't hear much about it. Florence Milner.

The best way to get rid of an enemy is to make him a friend.

The highest in humanity is the best we know of divinity.

Attention! Grocers and Butchers You Need Good Scales

They are your most faithful servants and you place a lot of confidence in them, therefore you want and should buy only the very best—the kind you can depend on.

A poor scale is a bad investment at any price, but have you not paid high prices for unsatisfactory scales because you had to do it?

You could not buy a first-class scale at a price you felt it was really worth, could you?

We can satisfy you with both scale and price, for our method of selling places the best within the reach of all.

Do not buy a scale without first seeing the ANGLDILE.

Angldile Computing Scale Company
Elkhart, Indiana



Dress Schemes in the Balance This Year.

Nineteen-eight will be a significant year in the realm of men's dress. The agitation for greater diversity and elaboration which first manifested itself in this country some months ago struck a responsive chord on the other side of the big pond. London and Paris have thought the matter over seriously—that part of them, at least, to which fashion means more than a frivolous turning of popular fancy—and have announced their verdict in unmistakable terms. Sartorial students in various countries are agreed that the prevailing standards are too severely plain, that they are unworthy of comparison in grace and dignity to those of the past, and that modern skill and resource justify a keener appreciation of the ornate and artistic in clothes. Indeed, that such a sentiment exists in the centers where the mode for men has its origin and development is quite beyond dispute. Likewise, it will be admitted without argument that the tendency in recent years has been directly opposite. Comfort and utility have been the determining factors and those who prize these attributes are firm in the opinion that a return to elaboration would be a step in the wrong direction. To revert to my original statement, the new year will doubtless define the modern attitude clearly and positively. Not that we may expect any revolution in men's dress, but that the trend of things will serve as indication of what the near future will bring. Looking backward over the past twelvemonth, one can scarcely determine which spirit will prevail. This fact stands out prominently: the formal scheme, in which change first asserts itself, has been robbed of some of its wonted simplicity by the introduction and acceptance of the figured tie and waistcoat, the self-patterned shirt and braid and button embellishments to the evening suit. If these innovations may be said to lean in any direction, it is certainly toward enriching by means of costlier and sprightlier fabrics, which now enjoy exceptional vogue.

The desire for something different has been specially noticeable of late in connection with the evening jacket. While the colored materials have not as yet received endorsement, there is a proneness to vary the garment in cut and finish, while the accessories have become considerably more picturesque. So far as the jacket itself is concerned, the newest fad is the use of velvet on collars and cuffs. Several of Gotham's foremost figures in clubdom lend their sanction to this idea, which, while in a sense a revival of a mode detail of former days, may be taken as evidence of the striving for richer effects.

Otherwise, too, the accepted model of the current season differs from

that of a year ago. The most notable departure in outline is seen in the lapels, which are now but slightly longer than on the lounge suit. In fact, the evening jacket's contour scarcely differs from that of the day jacket. The double cuff has gained in favor, the notched collar is preferred to the shawl collar, and the front edges have a generous curve at the bottom. It is semi-fitting in the back, measures thirty-one inches for the man five feet eight in height, and is usually made without vent.

Inasmuch as the evening jacket retains its accustomed place in the scheme of clothes, and has not been elevated to the dignity of a formal garment, as some were inclined to think it would, we may accept it as the standard informal dress for nineteen-eight. For, although the jacket is more used in the summer months than in winter, because of the number of country affairs at which it "goes," the new features get approval when the club season in town is in full swing. Men who observe the best usage do not wear it at any ceremonious function this season, as they did not in the past. By that I mean any gathering attended by women except the dinner in one's home. Nor is it correct at a club event for which invitations are issued. There is only one exception to this general rule, namely, a meeting of close friends, either for dinner at a restaurant, to the play, or a party for games, where the informal spirit prevails by common consent and the stiffness of formal dress would tend to put a damper on the occasion. In brief, it's still a mere lounge coat.

Even thus early we get some foreshadowings of fashions for spring. That it will be a season of bright colors in both clothes and accessories is well established. Having seen the selections of fabrics of the foremost Gotham tailors, I am confident that color will be omnipresent. Instead of solid greys, blues and browns in lounge suitings, we shall have mixtures in which these and other colors are combined. The color that gives greatest promise of attaining high vogue is purple, and this despite the fact that the darker shades are usually most conspicuous in winter. Many of the cloths to be offered to the exclusive set for spring contain an abundance of purple, especially in combination with green in stripe and small check designs.

Whether the crowd will take to purple as it did to brown is a question open to debate. However, the cue, I fancy, may be of value. For I recall that a year ago this month I spoke of browns as "coming," and I recall, likewise, that although some scoffed because attempts to revive it some months previous were entirely unavailing, the manufacturers of all lines affected by color—hats, suitings, cravats, half-hose and boots—were unable to meet the demand when it came. We shall not hear of the tailors' supply houses going down into sub-cellar to resurrect purple materials, as we heard in connection with browns a year ago, for the very simple reason that they wouldn't be likely to find any there. Purple has

been regarded heretofore as impossible for the hoi polloi because of the difficulty of making it so as to "stay." There have been some experiments since then which in a measure overcome this objection. And it may be noted here that purple is as well liked by particular men in cravats as it ever was, and that is equivalent to saying that it still holds first place as the color of fashion.

There will be more floral and foliage treatments in the best shirts and cravats. Whether it be stripe, plaid or other design, the contrast has ousted the self-effect. An innovation in shirt construction recently brought over from the other side is a pleated front in which the pleats extend not more than two inches below the waistcoat opening. The short-bosom shirt has been tried out with some success and the application of the idea to the pleated variety is but a natural move in recognition of the chronic craving for comfort. In cravat shapes the folded-in four-in-hand graduated has come markedly to the fore. It has this decided advantage over others, that the knot may be small or large as one may elect, and thus is as well suited to the fold as to the wing collar—an appreciable merit.—Haberddasher.

He Made an Impression.

"Ah, I have an impression!" exclaimed Dr. McCosh, the President of Princeton College, to the mental philosophy class. "Now, young gentlemen," continued the doctor, as he touched his head with his forefinger, "can you tell me what an impression is?"

No answer.

"What—on one knows? No one can tell me what an impression is?" exclaimed the doctor, looking up and down the class.

"I know," said Mr. Arthur. "An impression is a dent in a soft place."

"Young gentleman," said the doctor, removing his finger from his forehead and growing red in the face, "you are excused for the day."

Our Travelers are now out with our new line of

**Fur Coats
Blankets
Robes
Rain Coats
Etc.**

It's the best line we ever had.

Hold your order for our representative. It will pay you.

Brown & Sehler Co.

Grand Rapids, Mich.

WHOLESALE ONLY

WABASH STRIPE RAILROAD OVERALLS

THE IDEAL CLOTHING CO.
38
WABASH STRIPE RAILROAD OVERALLS
NOT TO RIP

COATS AND CAPS TO MATCH
MADE OF THE CELEBRATED GERMANIA
PURE INDIGO DRILL, THE STANDARD
INDIGO CLOTH FOR SEVENTY YEARS.
BUY THE BEST AT

Your Name and Address
Here

If you
wish the
above cut
mortised
for your
name and
address, to
run in
your
local
newspaper,
please
write us

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

THE MODERN FLAT.

Its Present Popularity Indicates New Social Conditions.

Written for the Tradesman.

"Trade conditions," observed the hardware merchant, "are changing faster now than ever before in the life of the present alleged civilization."

The book man, the grocer and the furniture man yawned.

"It seems to me," said the book man, "that I have heard something like that before, and not long ago, either."

"A few years ago," continued the hardware man, ignoring the observation of the other, "when a couple got married we used to hustle around to sell 'em things, stoves, ranges, garden tools, and all that. Now, when a couple get married the loving young things buy a set of dishes, a folding bed, a couple of tables, half a dozen chairs, a combination bookcase, and go to keeping house in a steam-heated flat. They cook on a gas stove and confine their gardening operations to a oblong box in a south window. The deadly flat is destroying the American home, and don't you ever forget it, me children."

"You needn't look around for an argument," said the book man. "The modern flat hasn't a friend in the crowd. The only people who favor the flat-life, that I know of, are the doctor and the undertaker."

"I think you are off there," put in the grocer. "Modern flat-life does away with the old-time funeral, and the undertakers don't like it. When a person dies in a six-room flat there are, as a rule, only a plain coffin, a short service at the undertaker's chapel, and a cemetery procession of about four carriages. The flat scrimps the dead as well as the living."

"It scrimps the living, all right," said the book man, "and scrimps them where they ought to be permitted to expand—in the intellect."

"Do the low-browed people all live in flats?" asked the furniture man.

"Flat-dwellers will bring forth a low-browed race if this thing keeps on. A few years ago people used to buy books for the family library. No man who thought anything of himself, or cared for the future of his children, would attempt to keep house without at least a share of the standard histories, essays and works of fiction at hand. Biography was studied as preachers study their Bible. Macaulay, Gibbon, Prescott, Bancroft, Dickens, Scott, Thackeray, Hawthorne, Irving and Cooper were in every home of any account, and there was a pleasant library where one might sit in communion with the great ones. Now it is all changed, and the modern flat has done it. The modern flat will eventually destroy the American home."

"What is taking the place of the books?" asked the grocer.

"Ten-cent magazines," replied the book man, in a tone of disgust. "There is no room in the flat for the old-fashioned library, handed down from father to son, and doubled in size by every succeeding generation, but the ten-cent magazine can sprawl

around anywhere and go to the garbage can when the baby has torn out the pictures. The flat-dweller is a nomad. He wanders about from flat to flat, ever seeking the unattainable in flat-life. He wouldn't have the patience or the time to move such a collection of books, if he had room to store it in his steam-heated flat.

"The ten-cent magazine has come to stay for a time. It constitutes the library of the flat-dweller, that and the muck-rake newspaper. You have no idea how many magazines are published. I think I must handle about fifty brands, from cheap fiction to high art. It is needless to say that the cheap fiction puts it all over high art when it comes to sales. There is one magazine which is noted for its rotten stories, and that is the best seller I have.

"The flat-dweller can't spend time to read good literature. He wants something to interest him. He doesn't want to be made to think. He demands something wild and very woolly. Of course his children get hold of the stuff he reads, and it is the meanest kind of dope for the mind. Why, the more improbable the plot, the more absurd the characters, the better a story takes. They are even cutting strong plots out of modern fiction. All that is needed now is a thread of plot to hang sensational scenes on. Just assemble the call of a night-bird, a cat asleep on a rug, a row of flowers by the road, and a girl who asks impertinent questions, and you have the material for a modern magazine story.

"And the flat gives nothing in return for this condition which is certain to wreck a race," continued the book man. "It is not cheap, it is not healthful, it is not even convenient. It sends children out into streets and alleys to play, and it sends the daughters out into parks to meet their gentlemen friends. People are so in each other's way in the flat!"

"Then why is the flat so popular?"

"Because people are getting too impatient and too nervous, too self-centered and too lazy, to bother with the details of a home where there are a garden and beds of flowers. They object to walking a few blocks. They want to roll out of bed into a hot bath, hustle on their clothing, swallow a cup of coffee and a little breakfast food, and get down to work, without once filling the lungs with pure air. At night they want to step from their rooms into a place of entertainment, and drop in at a lunch place after the show is out. It is too much bother to live in the outskirts, where there is pure air and where there are things to do about the house!"

"But the women seem to like the flats," suggested the grocer, "even if they are small and unhealthy."

"They like them because they are getting the masculine habit of not wanting to be bothered. They prefer to throw a few victuals on the table and eat while dressing, or while reading. Besides, about half of the women have to work in order to keep the family out of debt. All the girls usually work, and sometimes the

wife. They wouldn't know the meaning of an old-fashioned garden, with plenty of fruit and flowers."

"I have another indictment against the steam-heated flat," said the furniture man.

"Of course," observed the grocer. "The flat-dweller doesn't have to buy a thousand dollars' worth of furniture to set up housekeeping."

"That's the point. The flat-dweller sleeps on a folding bed and puts his fancy things in a trunk that is made to open like a chest of drawers. The parlor couch is a bed, and, as the hardware man says, the cook stove is not a cook stove, but a flat thing that burns gas—and also almost everything you put there to cook."

"They don't put much of anything there to cook," growled the grocer. "They buy ready-to-eat food."

"Now, here's the grocer with another howl against the flat," laughed the book man.

"We started to talk about changed domestic and social conditions," interrupted the hardware man. "I guess the case is proven."

"We haven't told half the mean things that might be said of the soul-destroying flat," observed the book man. "It brings about a superficial life. It leads to intense selfishness. It makes a person lazy."

"You might add," drawled the grocer, "that life in the modern steam-heated flat is not conducive to the purchase of hardware."

"Nor books," grinned the grocer.

"Nor groceries," added the book man.

"You are all correct," continued the hardware merchant. "I said that domestic conditions were now changing faster than ever before during the life of our present alleged civilization. According to your own complaints, I am right, and it is the flat that expresses the changed conditions. It is not the flat itself that is doing the harm. It is the modern demand for the flat that is knocking things."

"The flat habit is like the drug habit: It is easily acquired, and is hard to get away from. The very existence of the flat shows what the race is coming to, just as the blight on a tree indicates a bad fruit condition."

"The real estate men won't agree with you," said the grocer.

"Real estate men? I'll bring one over some day and let you hear his kick on the big apartment buildings. I guess every business man complains of the changing conditions of the day, except the rent man."

Alfred B. Tozer.

Conditions Are Changed.

Mistress (angrily)—How dare you talk back to me in that way? I never saw such impudence. You have a lot of nerve to call yourself a lady's maid.

New Maid—I don't call myself that now, ma'am; but I was a lady's maid before I got this job.

No Cause for Wrong.

Dejected Traveler—I say, Pat, did you ever make an idiot of yourself about a woman?

Pat—An idiot, is ut? Sure I've made mesilf an intire asylum.

A HOME INVESTMENT

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

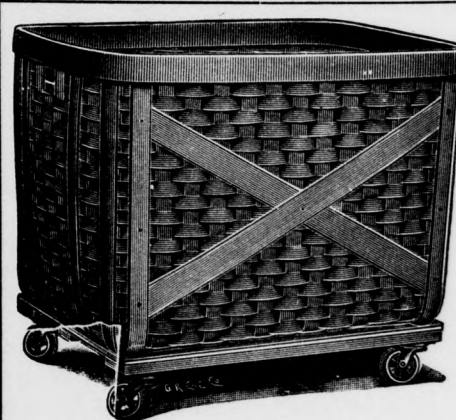
HAS REAL ADVANTAGES

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.

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.



The Interrupted Career of Mary Ellen.

The other day I received, through the same mail, two letters, which seemed to me to be deeply significant of a phase of evolution through which my sex is passing.

One of the letters was from a man, and in it he said:

My wife is a young and pretty woman who has become stage-struck. She has had some success playing in amateur theatricals, and the indiscreet and indiscriminating praises of her friends have caused her to believe herself a Julia Marlowe or a Maude Adams. If she were a genius, I would be willing to sacrifice myself to her ambition, but I am sure that she has nothing but a very ordinary talent, of the kind with which the stage is over-run, and that meets with scant pay and no fame. Nevertheless, my wife's belief that she is a star that is being hidden under the domestic bushel is spoiling all the sweetness of our life. What course do you think is wisest for me to pursue in regard to the matter—for her as well as for myself?

The other letter is from a mother, and its plaint is virtually the same:

I have only this one child, and she is an unusually bright and attractive girl. For four years her father and I have denied ourselves the pleasure of her society in order that she might have the benefits of the best education a famous Eastern college could give her. All of that time we have looked forward to her return, when we would have the sunshine of her presence about us, and the loving care of a daughter to bless us, and when she would fill our dull old house with the laughter and gayety of youth. She has just been graduated and come home, but she tells us she could not think of wasting her life merely going into society; that she intends to study some profession and follow a career that will rob us of her forever. So far as money is concerned, we are amply able to give her everything she desires, so there is no question of her necessity to work. Her happiness is, of course, ours, but it is so hard to give her up. What shall we do?

The career craze among women is one of the problems that is a comedy or a tragedy, according to the way you look at it. It is funny when you see the futile and finicky way in which most women set about doing things, as if fame were an apple that grew on every tree and all that one had to do was to go out and gather it some day, when they were not too busy going to parties or marked-down bargain sales. It is heart-breaking when you think how universal is the desire of women to do something outside of the home.

To anyone who looks only on the outside of things it seems the most contradictory thing on earth that a woman should be willing, not to say anxious, to leave her home and go out into the world to make the hard, grinding struggle for bread unless she was forced to it by the direst necessity. Yet there is no working woman who has achieved even the most moderate success who does not daily have some woman clothed in purple and fine linen openly envy her and the working woman knows that

it is the lifting of the curtain that hides the familiar domestic tragedy—that it is the heart cry for freedom, the rattling of the shackles, that are still shackles, no matter how much they are gilded.

For hundreds of years we women have been taught that we must make home pleasant if we wanted to keep our men in it. It is time that men should wake up to the fact that they have got to do their part at making home pleasant if they want to keep their wives and daughters in it. I do not blame any woman who has the health and sense enough to earn her own living for refusing to have her car fare doled out to her and her bills grumbled over. No man who had a grain of self-respect would be willing to be the dependent on a person who indicated in every possible way that they considered him a burden, and there is no reason for a woman standing it, either. If a girl's father is not able to support her, she certainly ought to get out and hustle for herself. If he is not willing to do it, surely her own womanhood demands that she should refuse to receive grudging alms.

I believe that a wife should be, in the fullest possible sense, her husband's partner, and that, when it is necessary, there is no limit to the work, the economies and the self-sacrifices she ought to share with him, but when she has done it, she is entitled to a fair share in the perquisites.

Whenever women are granted independence—when the wife and daughter have their own bank account, no matter how small, and liberty to spend it as they please—we shall hear no more of the unrest of woman-kind and of discontent with the domestic sphere. There is no other work so easy as house-keeping, and women are not fools. They know a good thing when they see it, but no job that merely pays board and clothes, and involves a fight over the clothes, is attractive. No man would take it, even if the clothes were as gorgeous as General Miles' full dress uniform, and he had a seven-course dinner every night, and it is folly to expect women to be satisfied with it.

That is one side of the question. No one can deny, however, that there are plenty of women, like those referred to in the letters I have quoted, who have been bitten by the prevalent career craze and who are anxious to leave the home nest and try their foolish wings in the great world. My advice, every time, would be to let them do it. There is nothing else on earth so wholesome, and so chastening, and so convincing, as bumping right hard into the actualities of life.

Every stage-struck girl in the world believes that when managers see her they will fall over each other in their efforts to secure her to play Juliet. Every girl who wants to write for the newspapers thinks she will receive a check for a thousand dollars by return mail for her poem on spring. Every callow maiden who paints an object that her friends recognize, without being told, as a cow expects to have her picture hung on the line in the salon the first year.

*Simply
Sells Itself*

Karo

CORN SYRUP

Never was the popular ideal of a truly perfect syrup so thoroughly appealed to as with Karo Corn Syrup. This healthful extract of corn possesses every quality of purity, wholesomeness and food value, with an exquisite flavor and genuine goodness that make it irresistible. It is a sure self-seller.

No better way to prove its popularity than having it in stock. The big Karo publicity campaign now in the papers will help you.

CORN PRODUCTS MANUFACTURING CO.,
Davenport, Iowa.



Which Means the More to YOU

To sell a package coffee which you must create the demand for, and which brings you nothing but the profit—or to sell Ariosa which is *already sold for you*, leaving nothing for you to do but hand it out? If there is any question in your mind it will be settled when you find you can get *absolutely free*, in exchange for the vouchers coming to you with every case of Ariosa, almost any article of merchandise you may need for your store or your home. We'll send you a catalogue if you haven't one.

ARBUCKLE BROTHERS
NEW YORK

Let her go and try her strength. Let the stage manager call her a dummy and tell her she does not know enough to walk across the stage. Let a cruel city editor call her cherished effusion "rot" and cast it in the waste basket. Let the art teacher inform her that she does not know the first thing about even how to see things, let alone draw them, and my word for it, if she has a good home, she will take the first train for it and you will never hear anything more about careers from her.

And that reminds me of a little romance in which I have had the pleasure of assisting, in a way. In a certain Michigan city there is a certain worthy gentleman, whom we will call Mr. Blank, and who possesses a charming and lovely young daughter. Mr. Blank has thriven in the grocery line, and, like a good American parent, he lavished his substance on his daughter. He sent her—her name is Mary Ellen—to a big Eastern school, where she acquired, among other things, the belief that she was destined to be a second Rosa Bonheur.

Last year Mary Ellen graduated and went back home, but, to her father's consternation, she announced that she proposed devoting her life to that art that spells itself with a big A and that in the fall she intended going to New York, where she would study for a few years before going abroad to the French studios.

Mr. Blank pished and pshawed. It wasn't at all what he had planned. He wanted to enjoy his pretty young daughter and in the end he hoped she would marry Tom Graham, who had grown up in his business and was now junior partner and who had been in love with Mary Ellen all his honest young life. So Mr. Blank argued, and Tom pleaded his cause, but all to no avail. Mary Ellen affirmed her decision that she was wedded to art and that she had espoused a career, and quite turned up her superior nose at the girls who only cared for parties and beaux.

Now, Mr. Blank knew this world pretty well, and so one day he called Tom into his private office and held a long consultation with him, closing with the remark: "She wants a career. Well, I'm going to let her go up against it good and hard, and see if it won't knock some sense in her."

That night he astonished Mary Ellen by telling her that he had been thinking it over, and he had decided that if she was sure she wanted to leave home and devote her life to art he would raise no further objections, but that he would only make her a very small allowance. This amazed Mary Ellen, but as she had loudly proclaimed that the vanities and luxuries of life were nothing to her, she was too proud to ask for more money.

Still more to her surprise, Tom seemed to coincide with her father, and told her that he perceived that she was right and that, while he could never love anyone else but her, he didn't feel that he had any right to stand in the way of her happiness and success in the career she had chosen.

It wasn't exactly what Mary Ellen had expected, and when she left home, with the smallest check in her pocket she had ever had, and Tom's cheerful good-bye ringing in her ears, she began to doubt if an artistic career was all that she had fondly imagined, and in the succeeding months that impression gained force.

She ascertained that real artists held quite different standards of criticism from the teachers at her school and that they did not seem very enthusiastic about her gifts. She also made acquaintance with New York hall bedrooms and cheap table d'hôte restaurants and ready-made clothes and she forgot how theater tickets and long-stemmed roses and all the little indulgencies she had been used to seemed. Neither did it raise her spirits to hear that Tom was going about a deal with that pretty Gray girl. Finally Mary Ellen sat down and took counsel with herself. It was the day the art critic told her that in about six years' more study she thought she would know enough to teach beginners, and the end of her meditations was the following wire to her father:

"I am sick of art. Send me enough money to come home on."

Tom answered the telegram. He found her a homesick little bundle of nerves, in a dingy back room she called a studio, and he gathered her into his arms and she sobbed out the story of her troubles on his breast.

That night I went around to the hotel to say good-bye to her.

"When you resume your career—" I began.

"Career!" she cried scornfully; "I have just found the greatest career on earth, and I am going to freeze to it." Dorothy Dix.

The Careful Grocer Makes Money.

How often have we heard it said that there is no money in the grocery business? This is a false position. It is just as lucrative a business to-day as it ever was. Looking back over a period of twenty-five years, we find that goods on the average sold for more than they do to-day, with the wages of the mechanic one-third more at the present time. True, the expense of doing business has increased over former years. The public demands better store equipment, better service. Telephonic communication and a great many other expenses are attached to doing business. Add to this the expense of business and then a fair profit.

A silver-tongued drummer walks into the store and tells the proprietor that he can pay \$1 a dozen for goods, sell them for 10 cents and make 25 per cent. profit. This is known to be the most misleading statement ever uttered. Goods costing \$1 a dozen, with an added 15 to 20 per cent. fixed charge, makes the goods cost \$1.15 and \$1.20, and instead of making 25 per cent. the merchant is probably making not more than from 2 to 3 per cent.

Is it any wonder that so many merchants fail? It is but a few days ago that a proposition of that kind was put to me. A drummer said that

merchants are well off to-day when they realize 25 per cent. on goods that cost \$1, selling them at \$1.20.

John A. Green.

No Doubt of His Fate.

Some weeks ago the wife of Judge Blank, of San Francisco, lost her cook, and, since she had no other resource, she rolled up her sleeves and for a week provided such means as the Judge had not enjoyed since those happy days when the Blanks did not keep a cook. The Judge's delight was so great that, by way of appreciative acknowledgment, he presented Mrs. Blank with a beautiful ermine cloak.

Quite naturally the incident was a good deal noised about among the social acquaintances of the Blanks, and a spirit of envious emulation was developed in certain quarters. It was in this mood that Mrs. Danvers recited the story to her husband.

"What do I get, Harry," she asked, "if I will do the cooking for a week?"

"Well," said Mr. Danvers, "at the end of a week, my dear, you'll get one of those long crepe veils."

In trying to get a prospect to change his views, be careful not to make him feel that you regard him as a fool. Show him how to become wiser without letting him see the excessive folly of his former methods judged by your standard. It makes a man crusty, and incites him to obstinacy, to be shown up for bad judgment.

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



MERCHANTS and their families attending the Tenth Annual Convention of the Retail Grocers' and Merchants' Association of Michigan, to be held in Jackson February 4, 5 and 6, 1908, are cordially invited to make their headquarters at the laboratory of Foote & Jenks, 222-224 W. Cortland street. Long distance telephone in our office to all points. Mail may be addressed in our care.

Foote & Jenks Jackson, Mich.

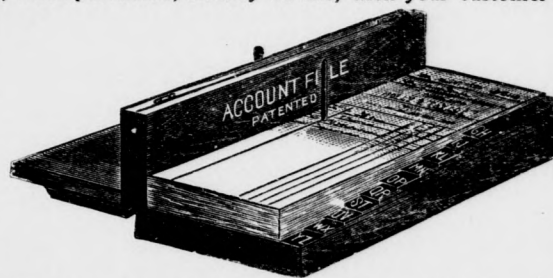
Mfrs. of Jaxon and Coleman Flavoring Extracts and of Soda Supplies and Swastika and other perfumes.

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



Thoughts Suggested by Comparison of Seasons.

At the dawn of a new year one naturally looks back over the past and reviews and weighs the possibilities it presented and the accomplishments it achieved. Are you any better off than you were a year ago? Have you "made good" during 1907? If you can answer affirmatively you should be proud of your advancement. If you must admit that you have "fallen down" during the past year remember that 1908 comes in with just as many possibilities and just as many opportunities as did the year just past. Square back your shoulders, take a firm grip upon yourself and upon things in general, avoid a repetition of your past mistakes and start the new year as if there was no past to reckon with.

Moralizing is usually most unwelcome to the men of the present age but it is almost impossible to refrain from doing so in preparing articles for this department. We want to be helpful, to point the way to better things for the thousands of clerks who read this paper.

Will you take your place in the forefront this year instead of remaining in the background? Have you not served long enough in the ranks to deserve promotion? Has your service been faithful enough to warrant promotion? If it has, promote yourself. If you can not become all that you wish at once, take a step towards its attainment. It is only by slow steps that we can rise to the top. We must continue to build as we go, and solidly, or our superstructure may become top heavy and come tumbling down upon us.

Perhaps you have been "playing second fiddle" to some other salesman in the store who has been getting credit for a great deal of the work you have done. This may prove your generosity but it does not help you to advancement. A clothing salesman in a general store took such a liking for one of his brother clerks that he turned over a great many good customers to him, thus allowing the clerk to make up a good "book." The clerk thus favored was not at all thankful, but, as he was under the former's instructions, said nothing. The firm began to take notice one day and to realize that the junior made more sales than his chief. A conference of partners was held, and the chief is now seeking a position, while the junior is senior in the clothing department. This was a case of generosity which finally brought about dismissal. The other salesman never did and perhaps never will realize the kindness done him by his late chief, and has no gratitude for him at all but is offering himself congratulations.

It is not our intention to urge a clerk to be less generous to his fellow clerks in other ways, but don't

let them get the credit you deserve and require to further your advancement.

You can have anything you want in this life if you are ready to pay the price. You can soon become head of your department if you will pay the price. You can soon become head of an establishment of your own if you are willing to pay the price. What is the price? Effort—action. Twenty years ago a young man was told this same thing. He asked for further explanation. He was told that he must give up a great deal of his social life to study business, books and men. He was told he must cut out a great many of his luxurious habits so that he could save a maximum amount of his salary. He was told that he must apply himself to his task without interruption, and in due time he would be at the head of a business of his own, but that he must pay that price. He did not care to pay that price and to-day he is like lots of other "whiners" who go about complaining of luck being against them. They point to those who are more successful and call them "lucky." Luck plays no part in the business world. Pluck does. It takes pluck to pay the price. Some of us are almost too old now to begin to pay the price in this way, but we are paying the price for what we are and what we have done. So in the end we pay the price anyway.

A great many men lack the will power and persistence necessary to a successful career. How often we hear men describing brilliant plans and schemes that never go beyond the mental or planning stage? Their plans are good. If carried out they would in many cases lead via the short cut to fortune. The great trouble is they lack the will power to put the plan into execution and the persistence to carry it out. We have all listened to the great and glowing plan of life that the youthful clerk has schemed out. In a very few years he intends to have a business of his own and he even picks out some of his seniors as his staff of clerks. What becomes of his plans? A fellow clerk, maybe, or a former school companion soon leads him into the paths he little knew. He cultivates a taste for tobacco, perhaps alcoholic beverages and women. His plans are forgotten in the pleasures of the present. He has lacked the will power and normal sense necessary to carry out plans that would lead to a successful career.

What are the qualifications in a salesman necessary to make his calling a success? This and similar questions are being asked and answered in many trade papers, and some of the writers are giving their own experience. One of the answers is in part as follows:

The absolute essentials to success in a clerk or salesman are strict attention to details, business energy, courtesy and a pleasing personality, unaffected desire to work for employer as if working for self, and ambition to succeed in whatever he undertakes. He should extend a cordial but not too effusive greeting to every customer, meeting him as near the

door as circumstances will permit, enquire the need of each visitor and supply that need in the shortest possible time. By making it plainly evident that it is no trouble to show goods, there is more likelihood of effecting a sale. Every salesman meets many amiable persons, on whom it is a pleasure to wait, but sometimes he encounters notional individuals who are little short of exasperating. Forbearance and patience are indispensable with these. To be easily discouraged is unbecoming a salesman. He must possess tact and pertinacity and a knowledge of human nature as well. Confidence gained by a salesman will lighten his work by nearly half so that honesty in act and word is absolutely essential to success. Self improvement is an admirable watchword for any young salesman who really desires to achieve prominence in his chosen calling.

Real values are always difficult to secure. Therefore the line of least resistance is likely to be the poorest line to follow. Look into the daily acts of every salesman and it will be found that in a vast majority of cases they are merely following the line of least resistance. A customer comes in and asks for a certain article or brand. "No, we do not keep that brand," says the average clerk and allows the customer to depart, if he will. The man who will eventually reach the top takes the "bull by the horns" and tries to sell the customer something else. In many cases he succeeds. Not only in making sales does the average salesman follow the line of least resistance, but in his routine work as well. This is often to the great disadvantage of the store where he is employed.

There is a certain store in New York City where a high class of goods is sold in a cheap neighborhood. One of the salesmen in speaking of the way trade is made said: "Because a clerk is 'broke' it does not necessarily follow that his customer is, too. We go on the opposite principle. We assume that the

customer has the money and we get a share of it. I've just sold a customer nearly a hundred dollars' worth of goods. I sold him some fine qualities of neckwear and underwear, and he bought more than perhaps he first intended to, but I appealed to his best taste, believing he had the money to pay for the best. Oh, how did I know he'd buy the best? That's easy. I think everybody who comes in here has the money and I just get it." Don't follow the line of least resistance during 1908.—Clothier and Furnisher.

Mark Twain on Advertising.

Mark Twain says: "When I was editing the Virginia City Enterprise, writing copy one day and mining the next, a superstitious subscriber once wrote and said he had found a spider in his paper. Was this good or bad luck? I replied to him in our 'Answers to Correspondents' column as follows:

"Old Subscriber—The finding of a spider in your copy of the Enterprise was neither good luck nor bad. The spider was merely looking over our pages to find out what merchant was not advertising, so that it could spin its web across his door, and lead a free and undisturbed existence forever after."

Associated Sales Managers

The Best Modern Merchandising Method for Reducing or Closing Out Stocks at a Profit. A Season's Business Done in Ten Days.

The only method guaranteeing to make your sale a huge success and realize a profit on all merchandise sold.

The largest and most competent staff of Sales Managers in the world.

Write today for particulars

Regarding our responsibility, etc., we can refer you to such houses as Wilson Bros., Cluett, Peabody & Co., Kahn Bros. & Co., Carter & Holmes. Bank references on application.

Leonard & Company

(Associated Sales Managers)

68 and 74 LaSalle St. Chicago, Ill. SUCCESS GUARANTEED

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.

QUIET TIMES.

Golden Mile-Stones on the Journey of Life.

Written for the Tradesman.

That the recent financial flurry was mainly a scare and that there really were no sufficient grounds for the almost prostrating fear with which many were seized seems to be the opinion of those who have clear insight and level heads. The hope is now very generally expressed that the present financial stringency will soon give way and that we shall again be favored with prosperity and good times.

But, despite these wholesome assurances, these cheering "rainbows on the clouds of war," the fact remains that very few merchants who read the Tradesman are doing as large a business now as they were doing a year ago, nor can it reasonably be expected that financial equilibrium will be perfectly restored for some months to come.

Advertising is all right, rustling is all right, being cheerful and acting as if nothing has happened is all right, but every one who has considered the subject seriously knows that in every man's business, while there are some factors which are subject to his will and energy, there are conditions which are entirely beyond his control. When mills and factories run on part time or shut down entirely, even the shrewdest and most enterprising merchant feels the result. He can no more help his business being affected by disturbed monetary conditions than he can change the weather.

Different men will look upon a few months of lessened activity in business from different points of view. Some will regard such a period as calamity, pure and simple, without alleviation or recompense. Others, taking a wiser and more philosophical view of the situation, will see an opportunity for making improvements which do not get made in times of uninterrupted prosperity and for doing things which there never seems time to do when business is at its high tide.

It is the experience of many a merchant who has built up from small beginnings that his business has grown faster than his system of handling it. He has been balled up with work all the time. Instead of controlling his business, his business has controlled him. He has known this was not as it should be, but he has never had the time to think out how he could change it. When every moment is crowded full of work imperatively demanding to be done, there is small chance to inaugurate better methods.

There is a great deal said nowadays to the effect that it is unwise for the chief to give his attention greatly to detail. This is very true, but before any branch of work can be turned over to a subordinate, the subordinate must first be trained to some kind of skill in performing it. The present slackening of the wheels gives opportunity for just this kind of training.

Now is the time for the man who has been over-busy, perhaps for years

past, to take a more leisurely and comprehensive view of his affairs than he has hitherto been able to do. New methods of doing work can now be tried and such as are found better than the old adopted. All the different branches of the business should be looked into to see whether there are any which need to be brought up in efficiency and profitability.

Where a business, taken as a whole, is yielding adequate returns the natural tendency is to continue along the same lines year after year. This may be the part of wisdom and it may not, according to circumstances. If any branch is not yielding proper returns or is being carried on at an actual loss it is well to know it at least.

It is a good time to curtail waste and stop leaks. This is not intended as advocating penny-wise and pound-foolish economy or irritating and absurd parsimony and niggardliness, but wherever there is a needless loss of time and money or goods it should be discovered and remedied.

For the merchant who has worked early and late for years perhaps the thing most absolutely essential of all is that he take some rest now while lighter business will permit it. A vacation with entire change of scene, even a day off now and then at home, will work wonders in restoring energies that have been too long overtaxed. The fair-minded employer will also see to it that his faithful assistants and clerks are allowed time for needed rest and recreation.

If he has not done so before, the merchant may now get acquainted with his help. Possibly he may discover traits and abilities of which he has not dreamed. Better yet, he may come to know something of the hopes and aspirations, the joys and the sorrows of those who are using their brain and brawn to forward his interests.

Probably there is no man who reads this who may not well take some time to ponder on his own life, his habits and tendencies, physical, mental and spiritual. Is he becoming a dyspeptic, a nervous wreck or a grouch? Has he gotten so absorbed in his own business and affairs that he is becoming careless and indifferent to his duties as a friend, a neighbor, a citizen, a member of the community?

Perhaps even in his own family he is coming to be regarded as but the power behind the check-book, supplying the money generously or otherwise, but having little more real life than a machine that is kept going simply for the production of certain definite results.

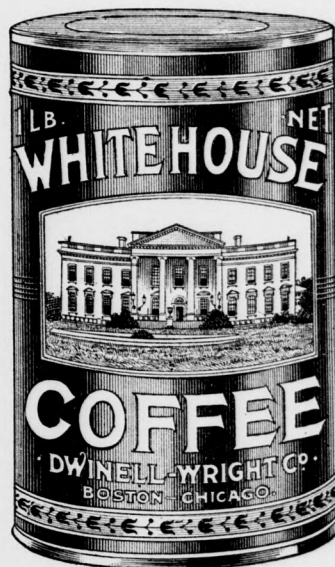
The man who takes a cheerful view of the situation and employs his leisure to the best possible advantage may come in after years to regard the present time of financial depression as a golden mile-stone on his journey of life, a starting-point toward better and higher things.

Quillo.

Our idea of a fool man is one who is so busy putting something by for a rainy day that he hasn't time to enjoy the sunshine.

Symons Bros. & Co.

Saginaw



recommend the purchase of the reliable old

White House Coffee

simply because experience has taught that this superb brand never disappoints anybody.

"White House" is a sort of peacemaker in the family and a "soothing syrup" to the worried head of the household and a blessing to the cook, who is proud when she "hits it off" just right.

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



Do Not Crowd Your Windows.

A good window display is a work of art, inasmuch as it depends for its effectiveness upon the skill of the trimmer in selection, based upon a knowledge of human nature. All works of art are nothing more than this, combined with skill in handling the tools and materials.

The poem, the picture, the architect's plan and the show window depend as much upon what is left out as what is put in. The great poem is simply the right word in the right place. The great poet is one skilled in selecting words which will produce in the minds of his readers the same thrills he experiences while under the influence of the original thought. The successful painter does more than reproduce objects as they are—he paints things as he himself would like to see them. No matter how complete his knowledge of fact, he colors all his work with his fancy. The great cartoon is only the right line in the right place—no more or less than is necessary to convey a certain impression. Every blessed thing which will detract from the scene or will not contribute to the action thereof is discarded as valueless, no matter how interesting and artistic it may be in conception.

The great architect works on a foundation of well-known fact. His talent is simply the intelligent selection and blending of the works of men who lived before him into one harmonious work which he is pleased to call his own.

And all men accept it as his own. We gaze enraptured at the building, or painting, and we read the collection of words while our hearts beat the faster and the tears spring to our eyes. Why should we be affected? We ourselves, every day of our lives, use the same words the poet has used, but in different combinations, that is all.

The secret is in that word—combination. A window which will influence trade by meeting the ideals of the greatest number of men and women who pass the store is surely worth the mental effort necessary to plan and the physical effort to carry out.

In trimming a successful window the prospective buyer must be included in the plan. Human nature is the foundation upon which we all, whether artist or artisan, base our efforts. The only difference is that the artist does this consciously; the artisan unconsciously.

The artist lays out his work after well-defined plans. The amateur tackles the job first, and details develop in haphazard fashion as the work progresses.

Let us work consciously. Do we trim our window next week, or some other time? Good. Go out and walk up and down in front of your store—become a spectator of your own methods and a prospective cus-

tomers for your own goods. Put yourself in his place as absolutely as you can.

Now strip yourself of all technical knowledge of the hardware business and imagine, if you can, what would be required in that window to make you stop and rubber at things which you had no special desire for? Not only this, but what would develop your desire to buy? Both of these qualities are as necessary in a successful window display as a successful advertisement, and the most successful window or advertisement is the one which will so influence the greatest number.

Would you become interested in a conglomeration of miscellaneous goods placed indiscriminately, or in confusion, or in chaos? No. Nor would anyone else. Then banish this method, and never go back to it, if you have ever been guilty of it.

Would dirty windows or a rough or uncouth background to your window contribute much to your interest, and would anyone expect an unusual display to keep company with dirty surroundings? Of course not. The works of God only can boast of such privileges—a great man in rags, the gold nugget and the diamond obscured by the coats of earth which Nature gave. Yet place all three on Broadway and they will be passed in contempt by millions of people, who can only see these things as they glitter.

Wash your windows and put in a background which shall smack of neatness or elegance—preferably the latter.

Now that this is done it is time for you to exercise your taste at selection of goods to be displayed, and how to display them.

It is a good thing to know the least that can be contained in a window and at the same time cause people to stop and look. One single and conspicuous spot will do it. A large centerpiece is more attractive to the average person than a poorly arranged mixture of miscellaneous goods. This centerpiece, then, is a good thing to start with. It should be larger than any other article or group in the window, and may consist of one article of ornamental design, or a pyramid—stationary or revolving—built up out of a number of small seasonable articles, not crowded together, but placed far enough apart to allow the features of each to be readily seen. Put the largest articles at the bottom and the smallest at the top.

Other groups in a window of this character should be second in importance, as far as size is concerned, to the main idea, or centerpiece. Add these groups gingerly and in good taste, without trying to show a sample of everything contained in the store. If a cutlery window, arrange each class of articles singly, placing the knives, forks, spoons, etc., by themselves in either rows, circles, or pyramids, leaving each group separated by a generous amount of space in which nothing is contained. Do not hide one article by another, either on the floor, shelves, walls or ceiling of the window.

If it is to be a sporting goods window, make it a sporting goods window, pure and simple, and do not detract from the interest of it by adding a row of bird cages, or cooking utensils, or any other foreign feature. Go to a picture store and rent a fine hunting scene, building your display around it. Have some central figure to attract attention.

Do the unusual things others will not think of—but keep the balance of interest on the buying side. Windows must create customers through stimulating interest in the goods. Avoid the grotesque, giving preference to the dignified and elegant display in good taste. Expend a little money in beautiful window trimming goods and display helps. It will pay you. Even in as large a place as New York City there is not a fine hardware window display but that is talked of among the trade the entire city over, as well as in suburban towns, as a feature of great interest.

The advertising value of the extraordinary is enormous, but for the ordinary not much can be claimed.

Make a carpenter shop of your window and show the tools suggested in actual use, with clean shavings scattered over the floor and on the bench, with a piece of carpenter work under way. Turn it into a small kitchen and show stoves, cooking utensils and kitchenware. A porch for hammocks and porch furniture. Dining room for silverware and cutlery. Cover the floor with earth and sod and show garden tools. Laundry

Foster, Stevens & Co.

Wholesale Hardware

Fire Arms and Ammunition

33-35-37-39-41 Louis St.
10 and 12 Monroe St.

Grand Rapids, Michigan

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

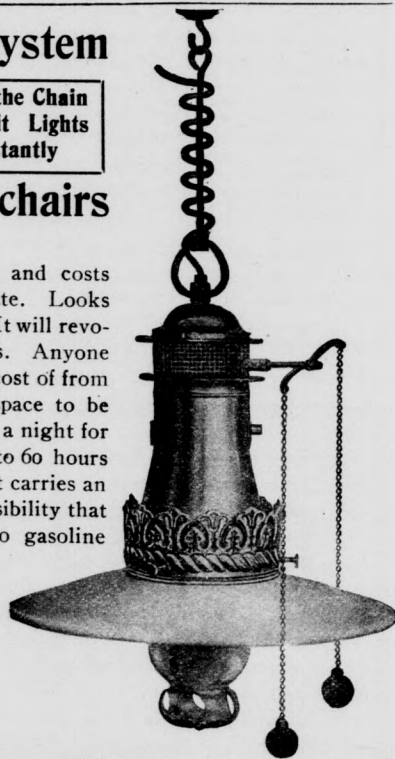
The Weatherly Co.
18 Pearl St. Grand Rapids, Mich.

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



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.

supplies, carriages, buggies, whips, lap robes and horse goods, automobile sundries—in fact, an endless variety of hardware goods may be shown in this way. The idea is old, but will never wear out. Line the back and sides of the window thickly with the goods shown in use. Do not use wax figures or dummies, as they are seldom lifelike and must therefore seem out of place.—Bent Twigley in Hardware.

To Silver Divers Objects by Dipping.

This is a purely chemical method, the galvanic current not being used for depositing the silver on the objects. It is especially adapted for small objects made of brass and copper, such as buttons, nails, wire, screws, pins and needles, etc. The bath is made as follows:

Silver nitrate25.5 gm.
Potassium cyanide90.6 gm.
Water distilled2.25 liters

Dissolve the salts separately in the distilled water, then mix the solutions and warm on a water bath to about 50 deg. to 60 deg. C. The objects to be silvered are placed in a basket or hung from a wire frame, and dipped in the warm bath. If the objects are perfectly clean, presenting a metallic surface, the silver will be deposited immediately. If the metallic surface of the objects present a mat surface, a mat silvering results. When the surface to be silvered shows a bright metallic surface of high luster, the silvered articles come out with a polished and bright surface. If the operator finds the bath gives poor results, it is useless to add fresh salts; the liquid must be thrown away and a fresh solution has to be made. This method of silvering depends on the greater solubility of the copper and zinc over silver, and these metals must replace the silver in solution. Unfortunately, when an object is silvered by this method only a very thin film of metal is deposited. When a heavier plating is desired the electro-plating method must be resorted to, but for small pins, trinkets and the like, where only a thin deposit is required, this method is advantageous, since so many objects can be treated at one time.

Something New in Tablecloths.

She had come into the store to buy tablecloths, and she stated in the beginning that she wanted something "new."

The salesman was patient and showed her everything in stock, but nothing suited.

"Oh, dear!" she exclaimed, fussily, "haven't you anything different?"

The clerk brought out one of the discarded tablecloths that he had put back on the shelf, and said with an air of interest:

"Here is one of the very newest designs, madam. You see, the center is in the middle and the border runs right around the edge."

"Why, yes! Let me have that one," she said, eagerly.

When a man tries to hide his religion he is wasting time covering up an invisibility

Why the Moth Likes the Flame.

The mysteries of the moth and the flame are solved by Prof. Jacques Loeb. The moth, like many other insects, flies to the flame for the same reason that the sunflower and other plants turn to the light. Heliotropism is the awesome name in which this tendency of plants and animals rejoices. It explains also the merry antics of a June bug, as well as the apparently aimless squirming of a new born vermin.

Insects move in the direction of the light rays that fall upon them. Change the position of the light and the insect changes his position. Expose the insect to a diffused light and it will move toward the brightness with measured pace and slow, but expose him to a brilliant glare and he hastens with cheerful alacrity. That is why winged insects flutter gayly about in the direct sunlight. Heliotropism actually aids an insect in its struggle for existence.

Certain caterpillars, just after they are hatched and when they are ravenously hungry, are compelled by the mechanical effect of light to crawl to the tips of the branches, where they find their first nourishment in tender buds. After their first meal the caterpillars lose much of their sensitiveness to light. Their heliotropism explains much that has been attributed vaguely to instinct. Prof. Loeb ventures the idea that the periodic migrations of many animals, such as those of the spring and summer flights of birds of passage, may also be attributed in part to heliotropic irritability.

Tarantula Not So Bad As Painted.

The terrible tarantula is said to be more abused than abusive. It is not aggressive upon man nor is it often intrusive even, although every old miner and prospector has shaken one out of his boots or blankets in the morning, and always the size of a saucer. It avoids the hot sunshine and remains well down in its burrow under the ground. About sundown it sallies forth and lies in waiting just below the opening of the burrow. It assumes this position whether it desires food or wishes only to get a bit of fresh air. It does not travel about in quest of food even when hungry, but remains quietly in the attitude described often for hours at a time. At the near approach of a caterpillar, grasshopper, beetle, or almost any creature of like size, other than its enemy the wasp, it rushes out and seizes it, but rarely goes farther than a few inches from the opening. One fair sized insect a week is sufficient to satisfy its hunger because of its inactive existence, while it can live several months without food even when most active provided it has water. In autumn the spider closes the entrance with a crudely spun web. It is then ready to pass the winter in a semi-lethargic state, partaking of no food. In the spring it digs its way out. During the entire growth of the tarantula, which requires about twenty years, it sheds its entire skin about once a year in midsummer. The event is an

important one to the spider, and as it is then quite helpless the entrance is previously closed by a sheet of silk. In June 200 or 300 eggs are produced. Nature will favor two out of as many hundreds and protect them until they die of old age at about the end of twenty-five or thirty years.

Legal Excuse.

"Rastus," said the neighbor, "I'd like to borrow that mule of yours."

"Goodness sakes, boss," was the rejoinder, "I'd like to 'commodate you; but I's had some 'sperience. wif de law. If a man is 'sponsible foh de acts of his agent an' I was to lend dat mule out it wouldn't be no time befo' I was arrested for assassina-tion!"

VULCANITE ROOFING

Best Ready Roofing Known

Good in any climate.

We are agents for Michigan and solicit accounts of merchants everywhere. Write for descriptive circular and advertising matter.

Grand Rapids Paper Co.

20 Pearl St., Grand Rapids

FRANKLIN

You want a motor-car. Not a white elephant.

You want to go anywhere any time, speedily, safely and comfortably without fuss or needless expense.

You want all the power you can use, and plenty of room but not useless power to waste and to pay for; nor excessive weight that only makes operating cost.

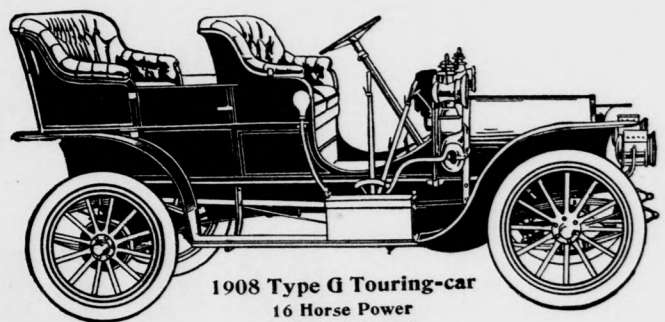
Franklins are powerful, capacious and full of style; and the strongest, most comfortable of automobiles; but they have no useless over-weight; no heavy complicated plumbing; no stiff steel frame to jar the passengers and interfere with power.

They give you all you want without making you pay for what you don't want.

We are ready to show you if you'll let us.

Adams & Hart

47 N. Division St. Grand Rapids, Mich.



1908 Type G Touring-car
16 Horse Power
Price, \$1,850

Sherwood Hall Co., Ltd. Iron and Steel

Horseshoers' and Blacksmiths' supplies at lowest market prices

26 North Ionia St., Grand Rapids, Mich.

CROWDED OUT.

Women Sell More Goods Than Men Clerks.

Chicago, Jan. 27.—When modern woman, pursuing physical culture as she has been doing, finally finds herself fit to compete physically with the catch as catch can requirements of the mercantile world, we shall see the last of the man salesman in the department store.

This is the ultimatum of one of the shrewdest heads of the State street department stores. He is a man, too, favoring the idea of men as the real lords of creation. He is a business man, however, and as a business man at the head of a great department store he doesn't see how man to-day keeps his place as a salesman save as his physical strength allows him a monopoly of certain departments where strength alone may be counted.

Already his employees are 75 per cent. women. Hardly more than half a dozen departments in the great establishments to-day are calling for men exclusively because they have the frames and strength of men. The woman as a sales person is more adaptable to the making of sudden and unexpected changes from one department to another. If she is a first class saleswoman she is more likely to remain in the service of the house than is the first class salesman. And as a first class saleswoman she doesn't expect within \$5 a week of the wages paid to the first class salesman.

In the departments of men's clothing, dry goods, furniture, linens, furs, and in the departments of men's and women's shoes, the salesman has a monopoly of sex; but solely because of his superior physical strength. In the beginning, the presence of the woman salesman in any of these departments might have been hotly resented. But this is custom, merely custom, which has been founded in physical necessities required in the showing of the goods in these departments. On the other hand, however, there are almost as many women's departments in the store in which the presence of the man salesman would be objected to merely because he is a man.

No store manager would dream of putting men behind the counters displaying women's lingerie, although women seem to prefer men at their shoe counters. Yet this particular head of this particular State street store doesn't doubt for a moment that saleswomen sufficiently muscled would be tolerated and become successes at almost any counter in the store save, possibly, in the department of men's clothing. He believes that only for the lifting up and down of bolts of dress goods and heavy linens, women could invade these departments now and crowd the men salesmen into other lines of work. He knows that he has one woman in his general offices who is a better "furniture man" than is the male head of his furniture department.

Oddly enough, there is one economic drawback to the employment of women as sales people in the department stores. The appearance of

prosperity in marked degree drains the big store of its best saleswomen, and they are hard to replace; and if the saleswomen are hard to get and to keep, the problem is far harder with the cash girls.

There are several explanations of the phenomenon as affecting the saleswoman. She may be engaged to be married and the prosperous times may cause her fiancé to insist upon the wedding; or she may be living with her parents and her services be more needed at home at a time when the home can best afford to do without her salary. As to the good times affecting the cash girls 14 to 17 years old, the parents in times of prosperity are inclined to keep them in school, not needing the small salary which they are capable of earning.

The last two years have been especially hard upon the State street stores because of the lack of competent saleswomen and cash girls. It has been a period of good times for the average salesman, however, and more men have been behind counters of the department store in these years than in years before at any given time.

There are two great reasons why the saleswoman of the best type is a better investment than is the salesman. In the first place a good saleswoman is likely to be satisfied with a salary of \$10 a week, and a man who will long accept such pay is dubbed a "dead one"—he doesn't care and he merely acts as a time server until pay day. To get a man who compares with the \$10 woman he must have at least \$15 a week, and even at that he isn't likely to be satisfied for long. He can quit and get another job easier than she can, and for this reason alone he doesn't average in activities with the woman.

In spite of these advantages which the saleswoman possesses, however, the young man who enters the modern department store with the idea of learning the business of merchandising and who will make himself felt in his department has an opportunity to learn such as doesn't come to the average salesman in the country store. He may have made a local reputation in the country house which he has just left, or he may be city bred and ignorant of his work in any sense. But in any event he will have wider opportunities in the department store than he can command anywhere else—if he be active in earnest.

There are departments in the great city store where salesmanship is not a necessity. The man who wants a pound of wire nails can be served by any one who knows the notches of a scales and who can twist up the top of a paper bag. But at scores of other counters in the department store the competition of the shopping streets and the necessity for quickness, mentally and physically, on the part of the salesman who must hold his possible customers in the rush hours are conditions which call for every qualification which he can command.

In almost every small store, whether in city or village, the customers who come to shop depend upon the personality of one or two salespeople. One shopper will tell you that "I simply won't let that snippy clerk wait on me," while, on the other hand, there is a clientele which likes the "snippy" type of salesman and won't have the services of the sedate and sober one. In this manner the clerk in the small store, where he knows from 60 to 90 per cent. of his customers, has his work more or less laid out for him by the buyer.

In the great department store the salesman does not know 2 per cent. of his customers. In his particular department he has a stock of goods ten times bigger than he would have under his hand in a small city and he knows absolutely nothing of his constituency as they crowd up to his counters. At once he has the incentive to "size up" his customer quickly and accurately, and as quickly and as accurately to show the goods which will effect a satisfactory sale. For it is essential that the sale shall be satisfactory when it is made—this is an axiom in business which is having more sincere stress laid upon it every year.

When a salesman has learned the way of the buyer at large and when he has learned to make a fair estimate of people moving at the hurried pace of the crowded city, he has mastered a large part of salesmanship. If he knows his goods a little better and keys his mental and physical activities up to concert pitch with earnestness and tact commensurate with his knowledge of his buyers, he may call himself a salesman.

The plaint of the head of the great department store is that too many men who, with the personal encouragement of the head of the small house, can keep to this concert pitch fall far short of it in the great store where the individual is too disposed to regard himself as simply "Salesperson 2,564" and feel that he is lost to all opportunity.

"This is an absurd position," said the head of a big State street house. "The man forgets that he is under the eye of a floorwalker all the time; that the superintendent of the department may walk past him twenty times a day, solely that he may make mental note of what each salesman is doing;

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

HAND SAPOLIO

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

that even the heads of the house never pass down an aisle without observing that individual who shows in his manner and bearing that he is one of the 'live ones.'

"I go through this house three or four times a day, perhaps, but I'll bet I can call most of the 'live ones' in this house by their full names after two weeks or so here. How can I do this? It is a process of elimination. When I see a person who is at the dull level of all these 'dead ones' that we have to hire and keep for lack of better material, I don't look at him again. It is when I see a 'live one' on the move that I take notice. If he's alive the next time I see him, I'll remember the face. If he's still alive at the end of two or three weeks, I find out about him—where he came from, what he is doing, what pay he is getting, what his name is. If at any time that person speaks of leaving us, he is invited to come up and see me before he goes. And I needn't tell you that he doesn't go if we can see our way to prevent it."

While the department store is looked upon largely as lacking in training possibilities for the best type of salesman, it may be made the best of training schools for the salesperson who wakes to its wider opportunity. The really live salesman is alive to his own best interests. If he has proven himself alive, he may have any department place in the store for his training; he may take the best, anywhere, for the asking. He is never given a counter where a dead one will serve, for the reason that the house couldn't afford it, even if he could. Making his own choice, he may move through as many departments as appeal to him for a general schooling in general merchandising; or he may stick to the one line in which he may have a wish to specialize, either as an independent merchant in the line of his tastes, or as buyer and head of that particular department store line.

Whether his ambition be to become an independent merchant or the head of a single line in the modern department store, his sales apprenticeship gives him familiarity with the cost price of everything he sells. He has reason to know that the big house has been buying economically and wisely. He must buy as well if he shall become buyer for the house, and he must buy nearly as well if for a small store of his own. Unconsciously in selling goods he is learning to buy goods, according to the scales set by the most experienced and highest salaried that are available for the work.

In general, it may be said that the opportunities for salesmanship in the department store are for the live ones only. Fifteen dollars a week for the average man salesman in the department house is about the limit; \$25 a week is for the live ones only. But from the \$25 a week places men move up to the positions commanding \$100, \$200 and \$300 a week as experienced buyers and managers, or into the small individual ventures of their own out of which comfortable fortunes are to be made.

The department store needs the

half dead ones. They can get a "job" always after the usual competitions of their class. But every dead and half dead loafer behind a counter should be regarded as a living "boost" to every live one who is alive and keeps alive. Hollis W. Field.

Nuggets of Business Truth.

Better to sell a customer too little than too much. The man who buys too little will come back for more. The man you oversell will never come back.

Just remember that people may think of the price while they are making the purchase, but they think of the quality while they are using the goods. Sell the highest possible quality every time.

It doesn't pay to recommend goods a bit higher than they will stand. A customer fooled that way once won't give you a second chance.

Read every trade journal that comes into the store. It will do you no harm to have the boss see that you are interested, and it will do you no end of good to see what's going on elsewhere in your line.

Greet every customer as soon as he comes in. If you can't wait on him at once, at least find out if possible what he wants so as not to keep him waiting needlessly.

If you work in a slipshod store, see that no suspicion can attach to you for any money that may disappear. Avoid even the least appearance of evil.

Misrepresenting goods is taking chances with your reputation. There may be ways in which it is worth while to take chances, but never with your reputation.

Frank Farrington.

Outlet for Meat Food.

All through the strenuous financial times for the past two months no serious complaint has been made about an insufficient outlet for meat products. This shows that in spite of "hard times" the consumption of meat has not been materially weakened, but packers all over the country have become more conservative, and are not accumulating as much of the product as usual. The main trouble with the packers' business is that the outlet for the by-products has suffered a bad crimp. Tanners were not able to get the usual financial assistance from banks, and they practically quit buying, except in a very limited way. This caused a stagnation in the hide market and resulted in an accumulation of hides almost unprecedented. Hide values went down surprisingly, and their depreciation made a difference of about \$4 on every steer. Other by-products were just as hard to move, and the meat trade had to practically stand the brunt of the whole loss.—Drovers' Journal.

Woman's Idea.

Mr. Stubb—It's queer, but the great men on bank notes all seem to have long whiskers.

Mrs. Stubb—Then they should put the pictures of smooth-shaven men on them. I have just found out why bank notes carry so many germs.

Mean Trick on the Butcher.

Two men went into the butcher's shop together the other afternoon. "Give me a 40-cent sirloin steak," said one. The butcher cut off a piece and placed it on the scales.

"Just 45 cents' worth in that piece," he said doubtfully.

"All right. Now a pound and a half of your best breakfast bacon."

"Two pounds in this piece already cut. That too much?" asked the butcher.

"I guess I can use that much. It doesn't spoil."

"Anything else?"

"Have you got a nice spring chicken for 40 cents?"

The butcher took one from the counter and weighed it.

"Forty-five cents," he said.

"All right."

Taking his packages under his arm, the man walked out of the shop with his friend. "Did you ever notice how a butcher goes up on you?" he asked.

"Rather. What do you want to let him 'do' you that way for?" asked the friend.

"I don't. I always order a little less than I want," said the other.

Keep Him.

If you have a man in your employ that is a little slow—slower than you like—but he does his work well, is always looking after your interests, doing his work methodically, picking up and caring for little things, careful that his time is occupied in your service, does not object if he works a little overtime, if any emergency arises, in fact, approves of it, never grumbles at his tasks, but ever does with care whatever is set apart to him, never encourages the insubordination of others, but rather discourages it, keep him. You might get a better man, but ten to one you

will get a worse one when all the little things are taken into account.—Clayworker.

We Are Millers of

Buckwheat, Rye and Graham Flour. Our Stone Ground Graham Flour is made from a perfect mixture of white and red winter wheat. You get a rich flavor in Gems from this flour not found in the ordinary mixed or roller Graham. Give us a trial. Your orders for St. Car Feed, Meal, Gluten Feed, Cotton Seed Meal, Molasses Feed, etc., will have our prompt attention at all times.

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

Economy

is the result of eliminating the unnecessary.

A single telephone system having a universal development is the best example of it.

"Use the Bell"

IT
PAYS

CALL
MAIN
330



Jennings' Extracts

Are you supplying your customers with Jennings Flavoring Extracts?

These are guaranteed to comply with the food laws and to give satisfaction in their use.

Jennings Extract of Vanilla Jennings Terpeneless Lemon

None better, and they have proved themselves to be exactly as we claim.

Direct or jobber. See price current.

Jennings Flavoring Extract Co.

C. W. Jennings, Mgr.

Grand Rapids, Mich.

ESTABLISHED 1872



PLUGGING PARKER.

Pays To Look Around Before You Sit Down.

Markham and Parker came into the big office at the same time, and everybody who troubled to size them up agreed that they had an even start. If they had known more of the pair than was to be gained from a mere cursory observation of them after they had got on to the pay roll, everybody would have been certain that never were two men more equally fitted to fight for a position of importance and good salary in the office of Going & Co. than were these two. That they were accounted as being on a par when they entered the office was proof that up to this time both had profited in the same measure by the advantages that their youth had held forth to them.

As similar as such things may well be were the advantages possessed by Markham and Parker in the days which are devoted to the training of the man. Parker came from the family that owned the big house on the northeast corner of the two principal residence streets in the small town where he was born; Markham came from the family that owned and lived in the house on the northwest corner. Markham was born on the 7th of July; Parker saw the light of day on the 10th. At school they began in the same term, graduated on the same day; Parker delivered the class poem, Markham was responsible for the class prophecy.

Then, with their high school days over, they were ready to face the world together, for they both possessed the great advantages of owning parents who were comparatively poor, and Markham got \$5 a week to begin with as book-keeper in the sawmill office, while Parker, not to be outdone, was granted the same remuneration for attending to such clerical work as was needed in the establishment of the one grain buyer of the town.

So they were off on an even start on what high school had taught them to call the perilous seas of business life, and their parents patted themselves on the back and thought of the noble positions achieved by their sons at the outset of their careers, and knew that nothing remained but a few years until the time when their names—the sons—should be ones to conjure with at the note window of the bank.

But the sons thought differently from their parents, as sons have a way of doing, and the title of prominent citizens in their old home town appealed to them not at all. They were born to a newer age than their parents and their dreams were broader and reached farther away. So far away did they reach that they made their way even unto a big city, and little by little they increased in might, until one bright day they pulled the two boys off their stools in the offices back home and put them aboard the cars bound for the city and the broader destiny.

It was hard work for them to tear themselves loose; their parents predicted utter ruin in the city; their

girls wept; their respective employers opened the bounty of their hearts and offered to raise their salaries to \$7 a week. But even this golden temptation would not stay the ambitious ones. To the city, read their resolves, and to the city, and to the office of Going & Co. did they go, as well matched and even a pair as ever squeezed on to the pay roll of the soulless corporation.

Being equally inexperienced they were put to work in the invoice department, where the raw material is taken in and tested to see if it is worth working into something of importance, and their salaries were \$10 a week.

As far as the outward signs go there can be no doubt that Markham and Parker started in to climb the ladder of preference in the big office on an even basis. If the aim of fate had been to put them to a test in the matter, had sought to put two men on the first rung of the ladder, neither having any advantage over the other, it could not have done better than to have picked up this pair just as circumstances had made them. Old Going, who saw all things and noticed a few, noticed the combination.

"Sort of keep an eye on those two new men in the invoice," he said to his private information man. "I want reports on their progress every once in awhile."

Thus they had attracted the same sort of attention at the beginning; fate persisted in keeping them even at the start.

And now witness the beginning of the change, for at the end of the first four months of their employment in the office the private information man came to old Going and said:

"About those two new men in the invoice department: Parker has done so well that he has been given a \$2 raise, while Markham is holding his job and no more."

"Good," said Going. "They're going to make an interesting pair. Keep watching them."

They no longer were experiments but accepted and regular clerks. No longer were the errors which they perpetrated or the work which they failed to do excused upon the grounds of lack of experience. They now were judged as experienced men; the standard which they must measure up to was raised proportionately; and the result was that the difference between Parker and Markham became more and more pronounced.

Parker, it was easy to see now, was the man who would make his mark. He was the plugger of the pair, the ambition driven individual who would let no obstacle stop him, who would permit no delinquency on his own part to hinder him in achieving the purpose to which he had set his mind. Doggedly and persistently he was improving in his work, steadily and systematically he was learning the routine business of the department in which he had been placed.

He was no common clerk; he was not content to wear the seat of his trousers out on a stool without getting more to show for it than \$12 a week; he would gather experience and business knowledge and in the

end he would profit by it. All this was to be seen in the set, nervous expression of Parker and in the slavish manner in which he applied himself to his work.

And now it was to be seen that Markham was the dreamer. He was the impractical, unfixed, irresolute member of the combination. While Parker in a leisure moment was delving into the mysteries of invoice checking Markham was wandering about the office talking with whomsoever happened to be at leisure and willing to talk with him, or standing around watching the people in other departments at their appointed tasks.

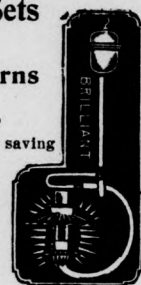
It was plainly apparent that he wasn't the kind of a man who can concentrate himself upon his work and apply his energies to it in the way which brings success. For if he was would he not be more interested in the invoice department? Would he not spend his spare time, as Parker did, in learning all about the work that he had to do?

Of course. So Parker, noticing his friend's disposition to ramble and pay attention to other things besides the work of invoicing, would have felt sorry for him if he had had the time or if his interest had not been so engrossed in learning how to bill.

Of the three years which lay between their entry into the office and the parting of their ways little need be said here. Parker, of course, by this time had clearly demonstrated that he was to be the big success; Markham, it is to be feared, had shown a capacity which promised nothing better than mediocrity. Par-

The Sun Never Sets where the Brilliant Lamp Burns

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



BRILLIANT GAS LAMP CO.

24 State Street

Chicago, Ill.

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

Walter Baker & Co.'s Chocolate & Cocoa



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

48 HIGHEST AWARDS
in Europe and America

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

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.

ker was head checker in the invoice department; and Markham was only one of the clerks. The old rule had proven itself; the plugger had won, the other fellow was left behind.

Parker was considerably embarrassed when the day came for telling Markham the big news. It would bring such a big change in their relations; he would be Markham's boss; and, as Parker reasoned it, their friendship must then cease. He approached his friend diffidently.

"Old man, I've got something of a little boost," he said. "I—they've taken and made me assistant to the head of the department."

He paused to let the significance of this statement sink in and to allow Markham to recover from the same. It was a big boost, this; it meant that he would be one of the officers instead of a private, that he would draw \$22 a week instead of \$16. And Markham would be one of the privates under him.

"When do you go up, Bill?" asked Markham nonchalantly. Parker was shocked. He had expected more surprise on Markham's part than this. Besides, he was beginning to think of himself solely as Mr. Parker, and the other's rude familiarity shocked him.

"I begin as Mr. Foraker's assistant next Monday," he said, stiffly. "I hope there aren't any hard feelings. You know, Markham, you had the same chance to get up there as I did; you could have done what I could—if you'd wanted to."

"So you go up Monday, eh, Bill?" said Markham, paying no attention to the other's last words. "That's funny. It's Monday that I go into the legal department—the same day."

"What?"

"The legal department. You see, I didn't see much of a chance for a fellow in this department even if he got to be the head of it. So I kind of looked around and saw what I could see, and I decided that the legal end of a corporation was the one where a man could get in his hooks the deepest. Yep. And so I went to work and studied law nights and the other day I had a talk with Old Blackstone, the head, and he said to come to work in there Monday."

"How much, how much a week to start with, Markham?" gasped Parker.

"Twenty - nve," said Markham, cheerily. "But that's nothing; the start's the thing, the chance to get at something big. Don't you think so, Bill?"

"Yes," said Parker, faintly. He thought of the weary years before him as a chief sort of clerk. "Yes, I think so—now."

Moral: Look around and dream a little before you sit down and begin to plug. Allan Wilson.

Even a pessimistic liquor dealer manages to keep his spirits up.

Possibly more men would want to smoke if it was against the law.

Every time a man puts his foot in it he feels like kicking himself.

Capacity Not Genius Needed in Selling Goods.

Most of our salesmen are remarkable for their ability to hustle, and what is rather more to the point, for their willingness to exercise such ability. We have occasion to congratulate a good many of them on the results they are getting—on the increase, week after week, in their orders.

It was said of one man by an admiring competitor that he must be a wizard to get the amount of business he had secured under certain adverse conditions that he had had to meet. But he is not a bit of a wizard. He hasn't any supernatural powers—merely the strength of mind to "keep hard at it" all the time, to put in an honest day's work every day in the week. He is not a conjurer, but merely a persevering, persistent worker with grit and determination. Any one else on the force could do as well if he applied himself to the task with the same resolute purpose.

Too many men accept defeat because they think they lack some special qualification—some spark of genius which really is not needed at all. It is not genius which they are in need of, but the bourgeois, commonplace, every-day capacity to buckle down to work. This capacity could be cultivated if they put their minds to the task. And they would find it immensely more worth while than the "spark of genius" which they credit to other men, complaining because they themselves were not endowed with it.

One of the chief stumbling blocks to successful salesmanship is lack of method. In all departments of business the value of method is universally acknowledged. The manager, the clerk, the book-keeper—all must work on systematic, methodical lines or their labor is a dead failure. The salesmen must have method if they want to get, not only fair results, but all the results that could be expected from their efforts. Regular hours for working, which weather conditions must not interfere with; previously thought-out and well-planned lines of talk on the merits of the goods; and a system for keeping in touch with every customer and keeping a finger on the pulse of his trade—these things are as imperatively necessary to the man on the road as an accurate system of accounting is to a book-keeper. The salesman should not allow himself to depend on inspiration; he should not trust that a happy thought will occur to him on the spur of the moment when it is needed to clinch an argument.

The principal object of the salesman should be to convince the prospective customer that it is to his interest to purchase, and that the investment is a profitable one. You may interest Jones, the grocer, in the beauty of a "subject" or in the superiority of the finish of your goods, but what makes him anxious to give you the order is the conviction that such a line as yours will increase his net profits. If you can show him that forty other grocers (or even four) to whom you have sold have

regarded your line as a good investment, he will begin to think that he needs your goods himself. It should not be difficult to collect a number of short testimonials on these lines, and use them to great advantage.

L. Leigh.

Jewels Made by Radium.

Radium's latest miracle is the discovery by Prof. Frederick Bordas of the College of France of a process by which ordinary adamantite spar may be converted into rubies, sapphires, topazes, and other gems by exposure to the action of radium. The discovery is the scientific sensation of the moment in Paris. It was suggested by the fact that the minute glass tubes in which radium is confined and kept for scientific use take on gradually a beautiful azure color resembling the sapphire. Prof. Bordas placed crystallized spar of several tints in contact with minute tubes of radium, laid them away in a dark place not subject to the changes of temperature, and found after a lapse of several weeks that the white corundum had become yellow like the topaz, the blue crystals had become green like emeralds, and the violet had turned to blue like the sapphire. Prof. Bordas took his newly created gems to a leading lapidary jeweler, from whom he had purchased the crystals. The jeweler identified and tested them and found that they had been converted into a topaz, a ruby, and a sapphire which fulfilled all the tests and requirements of natural stones.

When you come to Grand Rapids drop in and see us. We sell automobiles

The Franklin The Peerless The Babcock

and always have on hand some **good bargains** in second hand cars. We also handle carriages and harness and gasoline engines. Write us if interested.

ADAMS & HART
47-49 North Division St.

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

OUR grades of
Flour are the
highest and our
prices are fair.

CERESOTA
FANCHON
BARLOW'S BEST

Judson Grocer Co.

Grand Rapids

MAN'S CREDIT BUMP.

The Department Store Knows It Is Sensitive.

Conducting the credit department of a great house dealing in dry goods and the myriad sundries of the department store is one of the most particular and trying duties which devolve on a great organization.

"Touch the question of credit with one of your customers and you have drilled into the most sensitive nerve in his body" is the summing up of the credit situation in the big department house. This is applicable to the department store in the shopping district far more than in the centers of wholesale manufacture and trade. It comes about, too, through "woman, lovely woman"—and the husband is an aside and on the side.

In the department store the woman is the buyer. Hubbies don't care for the job at all, and even to be dragged into their swirling crowds of skirted shoppers is likely to try the temper of hubby more than falling down the basement stairs with the ash can. Therefore the department store shopping is divided up at home—hubby establishing the credit account and spending twenty-six days a month getting the wherewith, while wifey does the buying for the whole family at thirty days.

This "credit account" that is established with the modern retail house doesn't mean all that has been injected into it by so many people either shy of understanding or impervious to it. It isn't designed for the person who hasn't the money to pay for his goods and who needs credit; rather it is for the convenience of the man who has so much money to pay out in the course of a month that it is easier for him to have all his bills come at once so he can set apart a half day for writing out the checks. Incidentally, as the system progressed, the man who receives his salary in a lump on the first of the month was read into the eligible lists. After which came many and other persons who could and couldn't establish a credit account according as they could show the credit man "from Missouri."

Under present conditions, therefore, a collection department has become an essential part of the department house. And with the collection department a necessity in connection with the credit department, the opportunity opens at once for hurting the feelings of certain types of customers.

Most department houses render a bill as soon as possible after the first of the month. It is payable before the fifteenth of that month. When such a bill has been rendered and passed beyond the fifteenth, a statement is mailed to the debtor. Unless that receives attention directly, a house collector is sent to the office of the head of the house.

Here is the opportunity for the beginning of trouble. The customer's credit may be good, but tangles in his business may be troubling him. He may be grouchy and offhand may consign the collector to the deuce. The collector may be a man of limit-

less tact and of good judgment and he has a report to make to the house when he has retired. If he thinks best, he may go back the next morning and the debtor may write out a check, smiling and commenting on the glorious weather we are having.

But there is another type of man who is due to be "sore" on the bill question generally about the first of the month. The accumulating bills of his business must be met; he gets the idea that the bills which are presented at the house can wait. He tells the collector as much. When he is summoned to appear before the credit man of the store he repeats the assertion. When he is referred higher in the management he still knows exactly what the house will have to do about it. Some time ago an official in a State street, Chicago, house met a man of this type.

"You needn't explain what we'll have to do on this occasion," said the official. "Our law department always tells us that. But in the future I'm sure we sha'n't have the slightest trouble."

"Do you mean you don't want my custom?" demanded the offended citizen.

"On the terms you've been naming—distinctly not!" returned the merchant, and the man was bowed out. The old account was settled, however.

Where lovely woman enters sharply into the problem of the credit and collections of the big house is when hubby decides that she has been spending too much money, and notifies the credit department that her expenditures are to be limited to a certain fixed maximum. Often this type of hubby hasn't said a word of this to wifey; it's so much pleasanter for the house to notify her.

But even here the judgment and tact of the house has opportunity to prove itself if the credit department knows the man. If the sum has been fixed by hubby at \$100 a month flat, wifey may buy \$112 or \$116, or \$125 when she shows discrimination, and rather than bring it up himself at home, the hubby pays it without a word. But where the man is known to mean all he says, and has said it plainly and specifically, wifey receives her excess purchases at the house stamped plainly, "C. O. D." and, unless she pays at the door, the driver has no other choice than to return the goods to the store.

Which may bring wifey downtown on the jump, filled with indignation against the meanness of the house, and prepared to give the credit department large pieces of her mind straight from the shoulder. And it is one of the saddest experiences of the credit man, that—in the store at least—wifey exonerates hubby of all blame possible in the matter; "so there!"

When a bill and statement have been unheard from at the home and the collector as a first distinct choice in the matter appears at the office of the hubby, he discovers a something in the air that suggests the shadow of wifey.

"Um—hoom—yes; better take that out to the house," he says, rubbing

his chin as he glances at the bill, returning it with a quick movement and whirling around in his office chair to his desk again.

Going to the house troubles the average collector on such conditions. The door may be flung open suddenly and he may receive a dressing down for his impertinence before he has a chance to introduce himself. Or the calm, icy maid in her white cap may announce that the lady of the house is not in, has not been in, and probably won't be in for several years or so.

Appeal to the courts for settlement of a bill isn't liked particularly by the average department store. To force a man to settle a month's account is of no earthly value to the house as an example. The man who allows the case to go to court for settlement will be wiped off the books of the house suing him. He won't ever speak of the fact that the house of Jones, Smith & Co. went right after him and forced him to time in the matter. Instead, he and his fami-

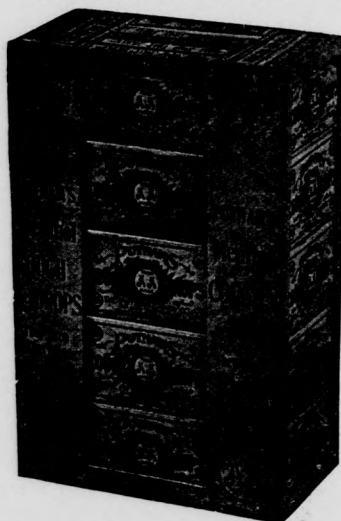
Timber Is Money

Lumbermen and Investors Note the Following

I have an option on a complete lumbering plant with 55,000,000 feet of standing hardwood, cedar, hemlock and pine timber, located in the Upper Peninsula of Michigan with both water and rail shipments. This outfit consists of a large band mill, large planing mill, three camp outfits, machine shops, boarding houses, hotel, store with stock, barns, docks, tug, narrow gauge railroad, and thirty dwellings and other buildings. 350,000,000 feet of timber tributary ONLY to this point.

The best opening in the United States at the present time. If you wish to buy outright, or to take stock in a stock company to operate this plant, write me at once for particulars. The best reasons for selling. Everything is exactly as outlined. Plant can commence operations in ten days. 1,000,000 feet of peeled hemlock ready to saw. The chance of a lifetime for the man with the money. Act quick.

Address M. G. D., care Michigan Tradesman.



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.



The common verdict of your customers after they have tried

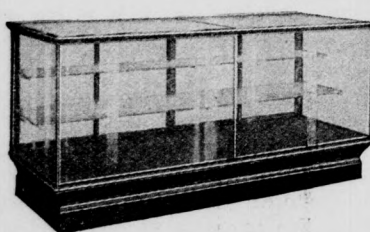
Holland Rusk

the prize toast of the world: "There is only one thing just as good—MORE."

Order a case from your jobber today and you'll regret not having done so yesterday.

HOLLAND RUSK CO., Holland, Mich.

Our trade-mark, a Dutch Windmill, insures against imitation.



Our Crackerjack No. 25

Ten years of prosperity lies before us

Up-to-date Fixtures Spells Success

Write for our new catalogue "A" showing the latest ideas in modern store outfitting.

GRAND RAPIDS SHOW CASE CO.
GRAND RAPIDS, MICH.
The Largest Show Case Plant in the World

ly will nurse this grievance and when the house is mentioned will put in a "knock" on an entirely different basis.

In the experience of credit men for the big stores many wives who are kept in ignorance of the incomes of their husbands are led through this state of affairs into "extravagances" that make trouble. On other occasions a "shindy" between hubby and wifey just before a bill is due makes hubby intolerant of his wife's "extravagances" and in trying to make it interesting for her he makes it hard upon the house and likely upon himself—before the thing is settled.

But however these exceptions to a general rule of credit come about, the chances are strong that the credit account given the family will be rescinded. It doesn't pay the house from any local point of view to sell goods in this way. The house must meet its bills and if the customer doesn't do so the house can not.

Frequently a customer goes to the credit window of a big house, complaining a little that a bill just rendered was a week later than usual, the disposition of such a person being to clear up the month's accounts as soon as possible in order to determine where they stand for the month that is beginning.

There are some big accounts occasionally in the big Chicago department stores. The purchase of a rug or of a single piece of furniture occasionally runs the account of a well known customer into the hundreds of dollars. But ordinarily a credit account that will average \$100 a month in sales is regarded as a distinctly desirable account, provided it is met month after month in a business way and without trouble to the house.

But ordinarily any account of any size which makes trouble in the collecting as a regular thing isn't worth the while.

Jonas Howard.

SIMILES.

As wet as a fish—as dry as a bone,
As live as a bird—as dead as a stone,
As plump as a partridge—as poor as a rat,
As strong as a horse—as weak as a cat,
As hard as a flint—as soft as a mole,
As white as a lily—as black as a coal,
As plain as a pikestaff—as rough as a bear,
As light as a drum—as free as the air,
As heavy as lead—as light as a feather,
As steady as time—uncertain as weather,
As hot as an oven—as cold as a frog,
As gay as a lark—as sick as a dog,
As slow as the tortoise—as swift as the wind,
As true as the gospel—as false as mankind,
As thin as a herring—as fat as a pig,
As proud as a peacock—as blithe as a grig,
As savage as tigers—as mild as a dove,
As stiff as a poker—as limp as a glove,
As blind as a bat—as deaf as a post,
As cool as a cucumber—as warm as a toast,
As flat as a flounder—as round as a ball,
As blunt as a hammer—as sharp as an awl,
As red as a ferret—as safe as the stocks,
As bold as a thief—as sly as a fox,
As straight as an arrow—as crook'd as a bow,
As yellow as saffron—as black as a sloe,
As brittle as glass—as tough as gristle,
As neat as my nail—as clean as a whistle,
As good as a feast—as bad as a witch,
As light as is day—as dark as is pitch,
As brisk as a bee—as dull as an ass,
As full as a tick—as solid as brass.

Safe Chauffeur.

Redd—I see you've got a new chauffeur.

Greene—Yes; he's all right, too. "Come well recommended?"

"Oh, yes; he doesn't know a single chorus girl."

Attending To Minor Details.

One of the most important qualifications in a successful salesman is careful attention to what might be called the minor details of his work, and probably the most important of these is to exercise the most painstaking care in taking and making up his orders for the house. This is especially so on orders coming from new trade. Orders should be written in such a way that there can be no doubt on the part of the house as to what the customer desires on his shipments, and, if necessary, a special letter should be attached, calling attention to any item over which there is the slightest chance of a misunderstanding. This insures, at least so far as the salesman is concerned, the orders being filled just as requested and avoids the possibility of dissatisfaction between the customer and the house when shipment is received by the dealer.

A customer is inclined to be critical when placing his first order with a firm, and for this reason, if for no other, the necessity of satisfactorily filling his order is obvious.

No matter how accurate the system employed by a firm in handling their orders, errors are bound to occur from time to time, but they can be reduced very materially if the salesman will do his part thoroughly on the road.

Another feature of the salesman's work is to see that his customers are liberally supplied with the advertising matter the house may furnish from time to time, and this is particularly advisable on orders from new trade to assist him in more thoroughly establishing his line. The man on the road should learn just what advertising is satisfactory to his customers, in what way it can be most effectively displayed, and make it a point to see that a sufficient amount is advantageously distributed in his territory to bring the best results. Not only should he look after the advertising from his own house, but he should also study the methods and policies adopted by other houses in all lines, and offer such suggestions to his firm, from time to time, which might make their advertising more effective.

Another suggestion is to give the house any information regarding the financial condition of the dealers in his territory which might induce them to extend a larger line of credit or enable them to protect themselves against a loss. While this information is frequently obtained from the mercantile agencies, a salesman may be in position to furnish it more promptly. All information of this kind should be absolutely correct or given in such a way that it will not be misleading.

All progressive business firms are glad to obtain any suggestions from their men on the road which will place them in position to obtain a larger share of the trade, and salesmen who can offer valuable suggestions along these lines will surely receive the encouragement and rewards they deserve. The faculty of observation gets results.

Salesmanship hinges on brains and

veracity. That is one of its claims to a high place among the professions. Its usefulness is another.

H. B. Gray.

Speak good English. It upholds the dignity of your profession and lends to your prestige. One auditor out of a hundred perhaps will notice the double negative or the split infinitive, but that one will have his finer sensibilities disgruntled. Numbers of men who write fluently and accurately allow themselves to stumble in oral expression. It is a bad habit—quite as shoddy and shiftless as untrimmed finger nails and stingy cuffs.

Some people make an awful lot of fuss about a man being his own worst enemy—but why should they care?

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.



20¢
—THE—
POUND.

Mo-KA COFFEE

A Trade Winner

The Best High Grade Popular Priced
Coffee Ever Offered to
the Trade

Sales 100% more than last year.
25,000 sample packages given out
at the Detroit Pure Food Show.

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.

BE POLITE

To the Children as Well as To Adults.

Written for the Tradesman.

Did quite a goodly many merchants realize the incalculable injury they are doing to their business interests by carelessness or positive rudeness displayed in waiting upon little children, methinks they would change their tactics so quickly that a "home run" would, for celerity, pale by comparison!

So many dealers argue in their own minds, even if they do not voice the idea, that it makes but insignificant difference how they treat a child, all the while forgetting the axiomatic fact that, give them time, children will attain their own stature, and it never seems to enter their noddles that a slight put upon a child now is going to rankle through long years to come, peradventure never—nay, probably never—to be eradicated. And all the time the hurt, instead of getting better, is growing worse, until the sentiment against the storekeeper has metamorphosed itself into something for which there is no remedy.

The dealer may go along entirely ignorant of this feeling on the part of a youngling. The latter forget the episode as soon as it occurred? Ah, no; the memory of it will stay by him so long as life shall last.

Such a case happened to a person whom I well know. She is a grown woman now, is happily married and has children of her own.

When very young she was once sent alone by her mother to a grocery where the family occasionally traded. The fact that they bought things at other stores as well might have had something to do with the subsequent event; I can not say. At any rate, the merchant was unparadonably rude to almost an infant. The child was between 4 and 5 but was tiny of her age.

Her mother commissioned her to bring home a dozen of eggs, giving her what she knew to be more than enough to pay for them, and telling her she might buy candy for herself with what was left after they were paid for.

She repeatedly cautioned her to return with only eggs that were "strictly fresh," saying the words over and over and making the little one repeat them several times, to make sure that she would get what was wanted. Her Saturday's baking was well under way and she had unwittingly allowed her supply of eggs to become depleted. And the child must be very careful not to stub her toe and fall down and break the new ones.

Arrived at the grocery, the child timidly opened the big door. It was a herculean task but was finally accomplished.

Entering, she saw, grouped around the stove, in attitudes betokening a great ease-taking, half a dozen or more roughly-garbed farmers. They were nothing to frighten elders, but to the child's vivid imagination they looked like giants—veritable Titans!

These grinned at her as she approached the counter at which stood

the proprietor in a scarcely less lazy position.

"Good morning, Mister Brown," piped a baby voice. (Her mother had told her she must be very polite to the store-man.)

The farmers at the stove had all turned towards her and were eyeing her with the curiosity of their ilk.

It was very embarrassing for her to go on after the gentle "Good morning." However, she managed somehow to say the rest:

"My mamma wants a dozen eggs, Mr. Brown, an' here's the money, an' I'm to have the rest for candy, an' I want choc'lates, an' she wants 'em very 'stric'ly fresh'—'stric'ly fresh', that's jess what she said. Have you got 'em 'stric'ly fresh,' Mr. Brown?"

The child's face was flushed scarlet, as she delivered herself of the enjoined speech, jumbling the "choc'lates" and the "stric'ly fresh" eggs in one breath.

Grocer Brown saw opportunity to make himself a hero of wit with the expectorating farmers around the stove.

Slyly winking in their direction, he said, in a loud and sneering tone:

"Well, kid, I suppose they're fresh, but I never was inside of 'em!"

A coarse guffaw fell gratifyingly on the cruel grocer's ears and he felt well repaid for his attempt to "keep in with them," for these tillers of the soil were all rich, in spite of their uncouth appearance as to apparel and manners.

If that were possible the child's face grew redder yet.

She silently waited for the eggs to be counted into her tin pail, then sprang to the door, whose big heavy latch she never knew how she unfasted, and fairly flew over the ground.

Reaching home, she burst into the house and threw herself in her mother's arms in a perfect paroxysm of grief.

Thoroughly alarmed, the loving mother tried to get out of her child the cause of all this excitement.

Finally, when the little arms could loose their hold of the mother's neck and the tear-wet face could lift itself from its pillow of the mother's soft breast, the story was told.

The child was comforted as only a mother heart tells how, and by and by it was sleeping in arms of love, the cake in the kitchen waiting long for its "stric'ly fresh" eggs that had been the origin of such a disturbance of childish sensibilities.

Do you think any member of that family ever entered that man's place of business again? Never once. Other stores that had not had all of their trade now got the transient part that had been Grocer Brown's. It was not such an awful lot, but still ten or fifteen dollars' yearly profit that was his until that ill-timed remark never saw his coffers again.

You may say that such a small unpleasantness ought not influence an entire family. Perhaps not, but people are quite apt to take up the cudgel for their clan. If more grocers and other tradesmen bore this continually in mind some of their con-

versation would take on an entirely different tinge.

This incident is only one of similar hundreds that are transpiring daily in stores all over the land.

Every sort of dealer should put a stiff bridle on his tongue at all times—with children just as much as with grown-ups. Jo Thurber.

Sulphites Not Pepper.

A butcher in Kansas City charged with using a preservative in hamburger steak sought to prove that he had used only Hungarian pepper in the meat to give it color and produced a certificate from the city chemist stating that the pepper, if pure, was harmless. An analysis submitted as evidence by the prosecution showed that the meat contained about 3½ grains of sulphites or sulphur dioxide to the pound, which gave the meat a bright red color and acted as a preservative.

The judge said he could not get around the analysis, which showed the presence of preservatives, however. He said he was not going to say how they got there, but fined the defendant \$500.

When grafter meets grafter honest men may come into their own.

The life soon ceases to rise when you forget to often look up.

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

SPECIAL DEPARTMENT DEALING
IN BANK AND INDUSTRIAL STOCKS
AND BONDS OF WESTERN MICHIGAN.
ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999

BELL 424

411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

Cameron Currie & Co.

Bankers and Brokers

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

Michigan Trust Building

Telephones

Citizens, 6834 Bell, 337

Direct private wire. Boston copper
stocks.

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



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets
\$7,000,000.00

Commercial and Savings
Departments

Some Trials of the Sporting Goods Dealer.

Written for the Tradesman.

The customer had just gone out with 10 cents' worth of fish hooks that he had spent ten minutes in buying. "Say," said the sporting goods dealer, "you can talk all you want to about what the grocer, the butcher and the candle stick maker are up against, but the sporting goods dealer has got them all faded when it comes to dealing with the downright crank customer.

"This fellow who has just gone out is a sample. You noticed that he brought in a certain style of hook. Well, yesterday he was out fishing through the ice for perch. He made a good haul with the kind of hook he brought in to-day. Other days he had used a different kind of hook. The catch was not so large. At once he jumps to the conclusion that this particular kind of hook is what has done the business and he jumps in here for some more. As a matter of fact, the hooks he has been using are just as good and the fish bite them just as readily as they do the kind he bought to-day, but you can't make him believe it. I showed him some hooks that you could lay alongside of the sample he brought and the difference could not be told, but he must put one on top of the other and because there was the smallest fraction of an inch difference he wouldn't take them. I have a thousand and one different kinds of fish hooks in stock and you can guess how happy it makes me feel to waste twenty minutes looking for a hook with a certain kind of curve in it when there are four or five other kinds which are equally if not more successful in landing fish and then to have the customer say, 'Yes, that's it it last. Gimme a nickel's worth.' The least he could do would be to buy a quarter's worth, which would give him enough hooks to last him all the rest of his life pretty nearly, and then I would be making a fair margin of profit. But five cents' worth of fish hooks for twenty minutes' work is the limit.

"Then there's the gun crank. There are all kinds of cranks, but the gun crank is the absolute limit. I can have seven or eight guns in the case all of the same identical make and build—as near alike as guns can be—and yet nine men out of ten will take every separate and individual gun down, break it open, squint through the barrels, test the hang and generally manhandle it and rub their hands all over the metal parts, so that every time I sell a gun I have to spend half the day cleaning up the stock so that the metal parts won't rust. The gun crank is surely the limit. He will criticize this, that and the other thing and, when I have finally satisfied the man, I feel as if I had done a big day's work, when, as a matter of fact, I have only made about three or four dollars, for that is about all the profit a man makes for selling the average shotgun. I like to be nice and obliging, but, on the square, when a man comes in here and wants a gun,

I just say, 'There's the case. If you see anything you want pay me the money and take it.' That's the way I sell guns. The same man will probably be back in a day or two to buy shells for his gun. He will want shells with seven and one-half shot. Suppose I don't happen to have that particular size. Nothing else will do him. He must go some place where they have seven and one-half shot in stock. Now I have hunted ever since I was big enough to hold up a gun and I have always been more successful than most hunters because I was brought up in the business—about the first thing I learned after my letters was how to shoot game. When I go out hunting I take all the broken boxes of shells and dump them in my pockets or load up my belt with them. I don't know when I shoot what kind of a shell is in my gun—whether it is six and a half, seven or seven and a half—yet I usually divide up my game with the fellow who has been very careful in getting just the exact size of shot he wants. These gun cranks sure do give me a pain.

"We sell a lot of stuff to ball players here. Some of them want this kind of a glove and some that. They always want a different kind of a bat than any one else in town ever used, but at that I would rather do business with them than the gun cranks, because their reason for wanting some particular kind of equipment is usually based upon some physical peculiarity. No matter if a hunter has got one leg that is a trifle shorter than the other, a half size of shot won't make any difference one way or another.

"The high school foot ball boy is the real chap. He wants everything that has ever been invented to play the game with and he is willing to pay for it. He wants harness of every kind to brace up weak places with and he never gets sore if a particular kind of apparatus does not do the business. He plays a hard game and he knows it and he is generally a good sport and willing to take chances.

"But the hard people the sporting goods man has to deal with are not all the dealer has to go up against. Take three years ago, for instance. There was a revival of skeeing as a winter sport here. Everybody wanted a pair of skees. I could hardly get them fast enough! Then I got a chance and loaded up with a whole bunch of them. The snow went off the hills and for the last three years there has not been enough snow to slide on and me loaded to the guards with skees that I have about as much chance of selling as a split bamboo would have of landing a whale."

"Say, this sporting goods business must be rotten," said the other man. "I should think you would get out of it and go into something else."

"Well, it ain't so awfully rotten as I have painted it, perhaps," said the dealer, "but, on the square, I get such a grouch sometimes that I feel like touching off a few kegs of powder and letting the whole shebang

go out through the roof. But at that I guess there're a lot of guys in worse business than mine is."

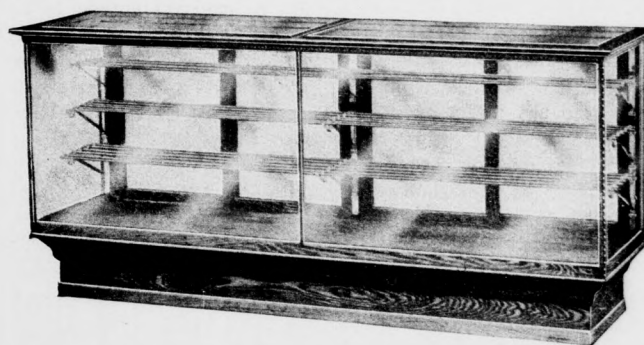
Glenn A. Sovacool.

Those who have accepted the idea that the Japanese are ready for war with the United States and only awaited a favorable pretext may moderate their apprehension when they consider the present crisis in the Japanese ministry caused by financial considerations. Japan is under tremendous expense to maintain its military and naval establishments and the ministry proposes a reduction in the budget. While this proposition is not popular it appears to be necessary if funds are to be available for internal improvements which are essential to the industrial welfare of

the country. The Japanese are a wonderful people and they are destined perhaps to occupy an even larger place than they now do among the great world powers, but they must become far richer than they are to-day ere they undertake to further extend their dominions. Money is the sinews of war, and long periods of peace are necessary to fill the treasury of a nation. There probably is no reason to anticipate that the Japanese will be especially aggressive in the present state of their finances.

It doesn't pay to bunko a woman whose only asset is a gift of gab.

In the game of life a good deal depends upon a good deal.



Spot Deliveries

is our slogan for 1908. You who know what it is to wait and wait and still wait, will appreciate the service we can render.

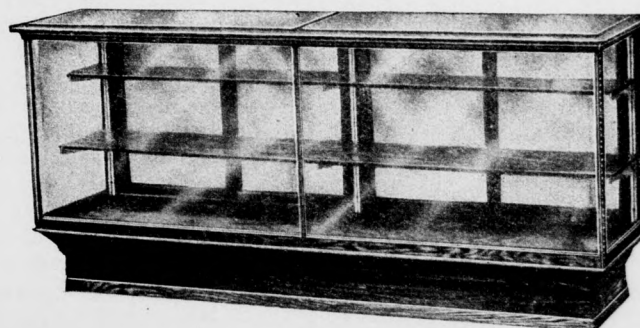
Our mammoth new factory makes this possible; also enables us to emphasize our constant policy of "the best for the least."

THE CASE WITH A CONSCIENCE and DEPENDABLE FIXTURES appeal to the buyer who feels that he has got to get something extra for his money this year.

Write us all about it.

Grand Rapids Fixtures Co.

819 Jefferson Ave., Grand Rapids, Mich.





Judge West's Opinion in Armour Sausage Case.

Complainant manufactures and sells to retail dealers in this State meat products called sausages. Defendant Bird is the Dairy and Food Commissioner of this State and the other defendants are employees of the Commissioner, and I shall, in this opinion, treat Mr. Bird, the Commissioner, as the defendant. In the manufacture of sausages sold in this State, complainant with the meat used employs from 1 to 10 per cent. cereal and some water and this product is sold to customers over the meat counters by retail dealers as sausage without any information to the customer that he is buying other than chopped, spiced meat. Defendant claiming to act under the provisions of the pure food laws of this State has declared such product to be in violation of such food laws and has threatened to prosecute persons selling the same, unless they desist. Complainant contends its sausages are composed of pure and healthful ingredients, and that the dealer buying from it is informed they contain cereal and that the defendant has no warrant for his action against the sale of the same. Upon the filing of the bill of complaint an order was made requiring the defendant to show cause why he should not be restrained from warning dealers in this State that sausage with cereal can not be sold without such sale being a violation of the pure food law. No food law can prevent a man from buying meat—cereal—sausage—watered—if he wants to, but food laws can prevent the sale of a well-known food under an untrue name. The federal inspection and approval of complainant's sausage products as between the maker of the same and the retail dealer with notice on the package of cereal in its makeup may protect such maker and purchasers under the law of inter-state commerce, but can not be invoked against the laws of this State regulating sales between citizens of this State. May this sausage be sold as such in this State by retail dealers without any disclosure to the consumers that they are buying meat, cereal and water? What the law ought to be has nothing to do with this matter, for what the law is determines the question of injunction or no injunction. The Food Commissioner as such, being but a creature of the statute, has no authority except by statute and we must look to the provisions of the food law in order to ascertain whether in doing the acts complained of he has exceeded his authority. The law makes it the duty of the Commissioner to carefully enquire into the food products and their constituents offered for sale in this State, to take samples and have same analyzed, and if the same are adulterated, impure or unwholesome in contravention of the laws of this State to prosecute the manufacturers

or venders thereof. He may seize and by proceedings pointed out in the statute cause adulterated food products to be condemned and destroyed. The Commissioner is required by law to prepare an annual report to the Governor, covering the doings of his office for the preceding year, and also prepare, print and distribute to all the papers of the State, and to such person as may be interested or may apply therefor, a monthly bulletin containing results of inspections, the results of analyses made by the State Analyst with popular explanation of the same, and such other information as may come to him in his official capacity relating to the adulteration of food and drink products so far as he may deem the same of benefit and advantage to the public. The statute defines what constitutes adulteration and one of the principal things condemned is the mixing of any substance with a well-known article of food so as to lower or depreciate its quality, strength or purity, and also condemns as an adulteration the substitution of any inferior or cheaper substance in whole or in part for the article it purports to be. Cereal is cheaper than meat, and water cheaper than cereal, and to sell chopped meat and cereal and the water it will take up as sausage, to people who have a right to understand sausage is chopped meat seasoned, falls so clearly within the term of a cheaper substance than the thing it purports to be, that if sold it must be under its true name. If, as claimed, the proviso of the act permits the sale of such article of food, it only does so upon the condition that each and every package sold bear the name of the manufacturer and be distinctly labeled under its own distinctive name, and in a manner so as to plainly and concisely show it is a mixture or compound, and it is not enough in order to comply with the law that the information stop with the retail dealer, for it is the consumer the food law also attempts to protect. This court should be slow to assume supervision over the administrative duties of a departmental official of the State, and the case must be clear and for the correction of an abuse before the strong arm of the court reaches out and stays the Dairy and Food Commissioner from the exercise of what he claims to be a duty of his office. In case the Food Commissioner goes beyond his authority and, through a mistaken notion of his official duties, injures one within the law, then the court's plain duty is to put him right, and by injunction to stay right. It is very doubtful whether the Commissioner has first the power to find out an offender and then forgive him upon the promise to offend no more. The law itself leaves him no such alternative; it in plain language directs him to prosecute, and the object of the law is too plain to deserve explanation. If prosecutions follow when offenders are caught, dealers will not leave it for inspectors to determine whether they are observing the law or not, but will take it upon themselves to determine to sell within the law. But this does not help very much, for we

Be Conservative

and ship to a conservative house—you are always sure of a square deal and a prompt check.

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York

J. sizes Phone 5166

We are in the market for

Bell Phone 2167

Onions, Apples, Potatoes, Cabbage, Etc.
(Car Lots or Less)

Write or wire us what you have to offer

Yuille-Miller Co., Grand Rapids, Mich.

Apple Butter and Tomato Catsup

Are Seasonable Appetizers

We Manufacture and Sell Both

C. D. CRITTENDEN CO.

41-43 S. Market St. Both Phones 1300. 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

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

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

Have You Any FRESH EGGS?

We want all the strictly "fresh gathered" eggs and good dairy butter you can ship and will pay highest prices. Phone when you have any to offer. Ship us your rabbits.

References: Commercial Savings Bank, Michigan Tradesman.

Bradford-Burns Co. 7 N. Ionia Street
Grand Rapids, Michigan

Get my prices on Popping Corn, Fresh Eggs and all grades of Dairy Butter. Or if you want them sold quick at full value and a check right back, mark to

F. E. STROUP, Grand Rapids, Mich. Successor to Stroup & Carmer

References: Grand Rapids National Bank, Commercial Agencies, any Grand Rapids Wholesale House.

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.

must get back to the question of whether the sausage made by complainant may be retailed in this State as sausage without notice to the consumer of cereal and water in its composition, for if the sale is in violation of the food laws, it makes but little difference whether it is the Dairy and Food Commissioner, a newspaper or an individual that warns the public and the retail dealers of that fact. The statute against the adulteration of food products is not as limited in its scope and operation as argued for complainant. Its purpose is to prohibit adulteration and to prevent fraud and deception in the manufacture and sale of articles of food. With this generation largely reared upon farms and in small villages and who remember the home-made sausage or the sausage made at the village meat market, there is no occasion to look at the dictionary in order to define sausage. The common understanding of sausage is, that it is chopped meat seasoned, and this understanding must control as against the manufacturers' process of adding cereal and water until the dealers by publicity of their change in its make-up let the purchasers know that their sausage is chopped meat, cereal and water seasoned.

The court has endeavored to reach a solution of the question of whether the preliminary writ ought to issue without touching so much upon the merits of the case, but the bill of complaint and the showing against the granting of the writ and the arguments of counsel upon the hearing have made it necessary to do so and touch upon the law applicable to the case, but it is to be understood that this opinion in no way forecloses the consideration of the merits upon the final hearing, and the determination then and not now will finally govern the parties and their rights. I am of the opinion that the preliminary writ of injunction ought not to issue and therefore deny complainant's application for such preliminary writ, and the restraining order heretofore granted is revoked. This case should be heard upon the merits at an early date and that this may be done the court now directs that it be heard early in January, and if the parties can not agree upon a date, the court will, upon the application of either party, fix a date for the hearing, and in the meantime, it is recommended, rather than commanded, that the Commissioner refrain from doing the things complained of.

Observations of a Gotham Egg Man.

It may be interesting to compare the receipts of eggs from Jan. 1 to 18, as reported at the leading markets with those of last year. The figures are as follows:

	Increase or 1907	1906	Decrease
New York...	126,254	92,121	+34,133
Chicago ...	48,499	58,298	- 9,799
Boston	29,118	40,008	-10,890
Philad'lphia.	38,099	27,623	+10,476

Totals...241,970 218,050 +23,920

The comparative figures are about as we should expect to find them excepting at Boston. As the supply of fresh gathered eggs so far this

month has been comparatively moderate for the season we should naturally look for some decrease in receipts at Chicago because of the relatively heavy stock of storage eggs carried over at that point; and as the Western holdings of storage eggs at the close of the year were relatively greater than the Eastern, leading to a free Eastward movement of these, we should expect to find larger January receipts at all the large seaboard cities. We do, in fact, find a liberal increase at New York and at Philadelphia, but Boston figures are again seen to be contrary to expectations, showing a considerable decrease as compared with last year and being out of line with the other Eastern markets. Boston's statistics of receipts for ten months past have shown this marked variation from the general trend of receipts at the other Eastern cities and, taken in connection with the reports of storage accumulations and output these can only be assumed as accurate upon the conclusion that the trade output at Boston has been much smaller than in the preceding year, while there is every evidence that at all other points where statistics are kept the trade output has been shown to be considerably greater. Yet I notice by our Boston correspondence that the merchants there are satisfied with the accuracy of their figures and as long as this is the case I suppose there will be no disposition to investigate the matter.

From the first day of September to December 31 New York received 798,323 cases of eggs and reduced storage holdings 640,000 cases, indicating a trade output of 1,438,323 cases in 1907, against 1,309,543 cases at the same time the previous year, an increase of 128,870 cases, or 9.8 per cent. Figured in the same way Boston's output in the last four months of 1907 was about 526,000 cases, against about 561,000 cases during the same time in 1906, a decrease of 6.3 per cent. Some of this difference between the two cities might be accounted for, perhaps, by the fact that New York's chain stores made a drive on storage eggs during November and December, retailing good stock at 13 to 15 for a quarter, while Boston's retailers may not have done so. But no such reason could be assigned for so great a difference in relative trade output earlier in the season. According to the statistics of receipts and storage accumulations New York's trade output from March 1 to August 31 was 256,945 cases greater in 1907 than in 1906—the increase amounting to about 12 per cent., while Boston's was 55,921 cases less, a decrease of over 6 per cent. Such a difference as this in the actual trade conditions of the two cities is so difficult to account for that its existence in the figures would seem to justify a doubt of their accuracy sufficient to warrant a careful investigation.

Of course considering these figures alone there might be as much ground for suspicion of the statistics in New York as in Boston; but when other cities show increased trade output also and Boston alone shows a decrease, there would seem to be rea-

son to look carefully into the cause of the anomaly.

In view of the long continued absence of severe wintry weather in the principal winter egg-producing country it is somewhat surprising that fresh gathered eggs have not shown a quicker increase than has actually been realized. In former seasons, under weather conditions such as we have had this year, we have usually had a much greater increase of receipts by the middle of January. It has been thought possible that farmers and country merchants were holding stock back as a result of the reduction in country prices about Christmas time, but this is disputed by shippers. We are now, apparently, at the edge of better supplies, but if no bank of eggs has accumulated between producers and shippers we can not yet depend upon it that all chances of a shortage before the spring flush have been passed. But there are still a good many storage eggs to be sold and the volume of trade is showing the effect of their depreciated quality.—N. Y. Produce Review.



Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

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.

Largest Exclusive Furniture Store in the World
When you're in town be sure and call. Illustrations and prices upon application.
Klingman's Sample Furniture Co.
Grand Rapids, Mich.
Ionia, Fountain and Division Sts.
Opposite Morton House

A Good Investment
PEANUT ROASTERS and CORN POPPERS.
Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.
KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

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.

Strangers Only Need to Be Told That

L. O. SNEDECOR & SON (Egg Receivers), New York
is a nice house to ship to. They candle for the retail trade so are in a position to judge accurately the value of your small shipments of fresh collections.

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

L. J. Smith & Co., Eaton Rapids, Mich.

Manufacturers of

Egg Cases and Egg Case Fillers

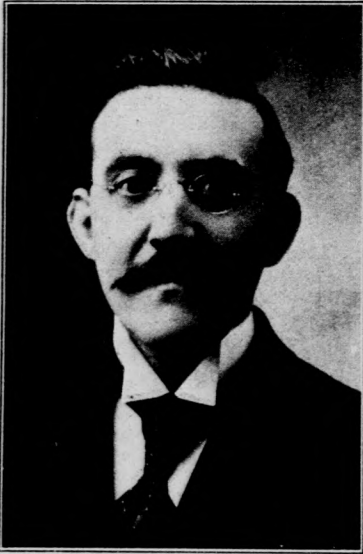
WE can always furnish Whitewood or Basswood Sawed Cases in any quantities, which experience has taught us are far superior for cold storage or current shipments.

Fillers, Special Nails and Excelsior, also extra parts for Cases and extra flats constantly in stock. We would be pleased to receive your inquiries, which will have our best attention.

MEN OF MARK.

Robert Johnson, Manager Peck-Johnson Co.

Three important elements enter into the formation of the human character, namely, heredity, early training or discipline and environment. Writers of biography are in the habit of laying great stress on ancestry in determining the characteristics of the individual. Undoubtedly hereditary traits go far in the make-up of the man. Each specimen of the genus homo is a congeries of hereditary traits and strains that really constitute the individual as he makes his appearance in the world, but modifications are effected by training and environment, and sometimes violent



departures from the original ensemble result from contact with obdurate or forceful things and influences in the journey of life. Left without any potent struggle for existence, the adult would be but the development of his hereditary characteristics, physical and mental. Thrust into a world of combat, with soul and body trying influences, the character becomes more or less modified, warped, changed and developed away from its heredity.

In childhood and youth the physical and psychical constitution of the individual are tender and plastic. It is at that stage of development that a lasting shape can be given to character. By suitable exercise and indurations the osseous frame can be solidified, the muscles hardened and the digestive organs habituated to a healthy action. By well directed mental activity the intellect can be quickened and its capacity enlarged. By the cultivation of the moral sense the better impulses can be made to dominate in the motives and purposes of the individual. But if the child or youth be thrown into an environment of vicious and demoralizing influences, especially if the restraining influences of home training be weak, vacillating and illy sustained, there will be nothing to save the individual from going to the bad, save inherited traits that may be strong enough to resist and surmount such evil influences.

The child is especially fortunate who is descended of a sterling ances-

try and born of an excellent parentage. Coming into life with such advantages, the child needs only a careful and thorough training in the principles and activities along right lines to become a man or a woman of character strong enough to withstand besetting evils and shape a successful career. With the right kind of heredity to start with, and proper training until the adult stage is reached, any after environment, in nine cases out of ten, will cause but little change in the character of the individual. There may be some aberration at times, under severe strain of the moral fiber, but reaction is almost sure to follow, like the straight-

malevolent shock. Such people are the bulwarks of society; and woe to our communities when degeneration, indolence, extravagance, immorality, dishonesty and a subserviency to pleasure and to money as the price of self-indulgence shall sway the multitude unchecked by any elect to save them by a stalwart, continuous and strenuous striving for the right.

This brief homily has been suggested by contemplation of the life of a man who from birth was surrounded by conditions favorable to the better life. Springing from sturdy Irish-English stock of the old school, his parents were industrious, self-respecting and devoted to that

the Sabbath, of church services and general conduct in conformity to sobriety and the moral code, it was a good discipline for their children; and, say what we will in these days of latitudinarian and liberal views, the children brought up under the influence of the religious and moral life of North Ireland are to-day the steadfast supporters of all that makes for good order in society and the well being of state and nation. It was then only in the order of sequence that the man whose record is traced in the following lines should exemplify the principles laid down in the foregoing paragraphs. From the beginning his life has been a signal exemplification of thoroughness in every undertaking and an admirable illustration of unswerving fidelity to the cause of good citizenship and the fullest performance of every duty that has met him in life.

It may be a radical departure from the ordinary practice of biographical writing to say that the boyhood of a man is the most important part of his career. In this age we are so prone to measure a man's success in figures as to get the idea that his being a good citizen at the age of 35 is of more importance than his having been a good son at the age of 10. Yet he could hardly have been the one without being the other. The days of youth and training, of acquiring of experience, ideals and habits are really the days which make the future success or failure of the man. Biography, therefore, can present no more interesting chapter than that which has to do with the habits, ideals and ambitions of the boy. The man who has a good deal of the boy left in his make-up will not go far wrong in his conduct as a man. To write the story of such a life should be a pleasure, because his later life reflects so clearly the trend of the sterling influences which dominated his youth.

Robert Johnson was born in Richhill, County Armagh, Ireland, May 29, 1873. His father was an Irishman. His mother was an English woman, having been born in Yorkshire. At the age of 8½ years Robert was admitted to the Ulster Provincial School at Lisburn, a college conducted under the auspices of the Quakers. He remained in this school until 14 years of age. The hours of study were from 6:30 a. m. to 8:30 p. m., with the usual intermission for meals and athletics. Mr. Johnson completed the study of Latin and took a scientific course, which included a knowledge of chemistry, both practical and theoretical. He then entered the employ of Pelan & Co. as an apprentice to learn the drug business in all its branches. A facsimile of the indenture which was entered into at that time is published in connection herewith. He finished his apprenticeship in June, 1887, and a month later sailed for America, landing in Quebec and proceeding immediately to Grand Rapids, where he had three brothers and two sisters. He arrived in Grand Rapids Wednesday evening and the following morning he secured a position in the drug store of Scribner & Ald-

This Indenture MADE the 26 day of June, in the Year of our Lord One Thousand Eight Hundred and Eighty Eight BETWEEN Robert Johnson son of Robert & Mary Johnson in the County of Auburn of the one part, AND Pelan & Co - Chemists & Druggists of Auburn in the County of Auburn of the other part, WITNESSETH, that the said Robert Johnson by and with the approbation and consent of his mother Mary Johnson doth put himself Apprentice to the said Pelan & Co Chemists & Druggists to learn the Art and Mystery of a Chemist & Druggist after the manner of an Apprentice day of course 1887

and with them to serve from the 26 day of June 1887 for and during the full term and space of 4 years from thence next ensuing, to be fully complete and ended. During which time the said Apprentice his said Master faithfully shall keep all lawful commands everywhere, gladly do, he shall do no damage to his said Master's goods, chattels, or estate, or know or procure any to be done by others; but which he shall know, or have any reason to suspect any such being intended, he shall forthwith give warning to his said Master of the same; he shall not waste the Goods of his said Master's, or give or lend them unlawfully to any; or contract matrimony, within the said term; hurt to his said Master's person or family he shall not do, cause, or procure to be done by others; he shall not play at cards, dice, or any unlawful game, with his own or others' goods, whereby his said Master's may have loss during the said term. Without license of his said Master's he shall neither buy nor sell; he shall not frequent taverns, ale-houses, or play-houses, or absent himself from his said Master's service day or night unlawfully, under the forfeiture of one pound for each day he absents himself, or serving two days for one at the expiry of his said Apprenticeship, at the option of his said Master's, but in all things as an honest and faithful Apprentice, he shall behave himself towards his said Master's and them during the said term. And the said Master's shall teach, instruct, or cause to be instructed, with due correction; and unto the said Apprentice shall give or cause to be given One Hundred pounds sterling to be distributed as follows:

For the first year £10.00 (Ten pounds)
 Second year £10.00 (Ten pounds)
 Third year £10.00 (Ten pounds)
 Fourth year £10.00 (Ten pounds)
 Fifth year £10.00 (Ten pounds)
 Sixth year £10.00 (Ten pounds)

IN WITNESS whereof, the parties above-named have hereunto respectively set their Hands and Seals, this 26 day of June 1887.

Signed, Sealed, and Delivered in the presence of

John S. Ward
John Radley

Robert Johnson

Apprenticeship Papers of Robert Johnson

ening of a tree that is bent by the blast after the passing of the storm. All over the civilized world—and even in barbarian lands, at times—we find that there are men and women who stand like towers of strength mid the ruins of human kind. If we knew their origin we should find that they inherited harmonious and substantial traits that were so built in with the very fiber of their physical and moral being that they dominate in all the thoughts, motives and activities of their lives. While others fall they stand erect; although others fail under stress of environment, temptation, passion and inherent vicious tendencies, they resist every

form of religion that means integrity, purity of life, industry, good order in the community and loyalty to God and country. Not ambition nor extravagant living nor self-indulgence, nor wealth, except that which comes of honest effort, to be used wisely for the benefit of the household, the church and the worthy poor, was the motive of his parents' lives. They were satisfied to work hard for the ordinary comforts of life if in doing so they retained the respect of their neighbors and were faithful in the discharge of parental duties. Although their religious faith and practice were of the old-fashioned kind that exacted a strict observance of

worth as assistant in the prescription room and helper at the soda fountain. The following March he appeared before the Michigan State Board of Pharmacy and received his papers as a registered pharmacist. About this time he wrote an article for the Tradesman on Pharmacy in Ireland, which was reproduced in and favorably commented on by many of the leading drug journals. He remained with Scribner & Aldworth and their successor, John Muir, for two and one-half years, when he removed to Chicago and entered into copartnership with A. E. Dore, under the title of Robert Johnson & Co., to engage in the manufacture of high grade beverages. This copartnership continued for one year, when the business was merged into a corporation under the style of the Robert Johnson Co. The corporation continued for another year and a half, when, for lack of sufficient capital to extend the business to the necessary proportions, the plant and stock were sold and Mr. Johnson went to Mineral Wells, Texas, to take charge of a plant manufacturing mineral water products. He remained with this house two and one-half years, when he returned to Grand Rapids to accept the position of prescription clerk for Church & West at 99 Monroe street. Two years later he resigned from this position to take the management of the manufacturing department of Peck Bros. The business grew to such proportions that in July of last year it was merged into a corporation under the style of the Peck-Johnson Co., with an authorized capital of \$40,000, all paid in. The officers of the company are as follows:

President—John E. Peck.

Vice-President—Percy S. Peck.

Secretary and General-Manager—Robert Johnson.

Treasurer—Percy S. Peck.

The additional stockholders are B. C. Davis, who is sales manager, O. H. Streett and W. G. Glimm. The laboratory is now making about 3,000 different articles and the company is covering the trade of Michigan, Wisconsin, Minnesota and Missouri. The traveling force is composed of B. C. Davis, O. H. Streett, W. G. McGregor, L. E. Davies and H. B. Wilcox.

Mr. Johnson was married June 27, 1897, to Miss Catharine Gallagher, who was born in Queens county, Ireland. They have two daughters, one 6 years old and the other 6 months old. They reside at 263 Paris avenue.

Mr. Johnson attributes his success to diligence and hard work and to a disposition to treat people fairly and honestly.

The Pennsylvania Railroad Company has placed an order for 10,000 tons of rails with the Carnegie Steel Company, delivery to be made as rapidly as possible. The order is somewhat unusual with reference to weight, as the specifications call for 60-pound rails. It is understood that the Pennsylvania intends to relay many of its sidings with the lighter rails, bringing the heavier 100-pound rails to the main tracks, where more good will be had from them.

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	Gauge	Per
120	4	1 1/2	10	100
129	4	1 1/2	9	2 90
128	4	1 1/2	8	2 90
126	4	1 1/2	6	2 90
135	4 1/2	1 1/2	5	2 95
154	4 1/2	1 1/2	4	3 00
200	3	1	10	2 50
208	3	1	8	2 50
236	3 1/2	1 1/2	6	2 65
265	3 1/2	1 1/2	5	2 70
264	3 1/2	1 1/2	4	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 00			
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. 3/4 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 16 17				
Discount, 70.				
GAUGES				
Stanley Rule and Level Co.'s	60 & 10			
GLASS				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
HAMMERS				
Maydole & Co.'s new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40 & 10			
Mason's Solid Cast Steel	30c list 70			
HINGES				
Gate, Clark's 1, 2, 3	dis. 60 & 10			
Pots	50			
Kettles	50			
Spiders	50			
HOLLOW WARE				
Common	dis. 50			
HORSE NAILS				
Au Sable	dis. 40 & 10			
HOUSE FURNISHING GOODS				
Stamped Tinware, new list	70			
Japanese Tinware	50 & 10			

IRON		rate
Bar Iron	2 25	rate
Light Band	3 00	rate
KNOBS—NEW LIST		
Door, mineral, Jap. trimmings	75	
Door, Porcelain, Jap. trimmings	85	
LEVELS		
Stanley Rule and Level Co.'s	dis. 50	
METALS—ZINC		
600 pound casks	8 1/2	
Per pound	9	
MISCELLANEOUS		
Bird Cages	40	
Pumps, Cistern	75	
Screws, New list	87 1/2	
Castors, 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 16 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 3/4 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 70	
Nos. 18 to 21	3 90	
Nos. 22 to 24	3 06	
Nos. 25 to 26	4 00	
No. 27	4 10	
All sheets No. 18 and lighter, over inches wide, not less than 2-10 extra.	30	
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	

Crockery and Glassware	
STONEWARE	
No charge for packing.	
Butters	
½ gal. per doz.	52
1 to 6 gal. per doz.	6 ½
8 gal. each	60
10 gal. each	75
12 gal. each	90
15 gal. meat tubs, each	1 28
20 gal. meat tubs, each	1 70
25 gal. meat tubs, each	2 38
30 gal. meat tubs, each	2 85
Churns	
2 to 6 gal. per gal.	7 ½
Churn Dashers, per doz.	84
Milkpans	
½ gal. flat or round bottom, per doz.	52
1 gal. flat or round bottom each.	6 ½
Fine Glazed Milkpans	
½ gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	7
Stewpans	
½ gal. fireproof, bail, per doz.	86
1 gal. fireproof, bail, per doz.	1 10
Jugs	
½ gal. per doz.	68
¾ gal. per doz.	51
1 to 5 gal., per gal.	8 ½
SEALING WAX	
Pontius, each stick in carton	Per doz. 40
LAMP BURNERS	
No. 0 Sun	40
No. 1 Sun	42
No. 2 Sun	55
No. 3 Sun	90
Tubular	60
Nutmeg	60
MASON FRUIT JARS	
With Porcelain Lined Caps	
	Per gross
Pints	4 40
Quarts	4 75
½ gallon	6 65
Caps	2 10
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
Anchor Carton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	4 85
No. 2, Crimp top	2 85
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10
Best Lead Glass.	
Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
Pearl Top—1 doz. in Cor. Carton	
	Per doz.
No. 1, wrapped and labeled	75
No. 2, wrapped and labeled	85
Rochester in Cartons	
No. 2, Fine Flint, 10 in. (85c doz.)	4 60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)	7 56
No. 2, Lead Flint, 10 in. (95c doz.)	5 60
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie, 1 doz. in Carton	
No. 1, Sun Plain Top, (\$1 doz.)	1 00
No. 2, Sun Plain Top, (\$1.25 doz.)	1 25
575 Opal globes	1 40
Case lots of 3 doz.	1 35
565 Air Hole Chimneys	1 20
Case lots, of 3 doz.	1 10
OIL CANS	
1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 60
2 gal. galv. iron with spout, per doz.	2 50
3 gal. galv. iron with spout, per doz.	3 50
5 gal. galv. iron with spout, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	4 50
5 gal. galv. iron with faucet, per doz.	5 25
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacaf	9 00
LANTERNS	
No. 0 Tubular, side lift	4 60
No. 2 B Tubular	6 75
No. 15 Tubular, dash	7 00
No. 2 Cold Blast Lantern	8 25
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	3 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each	55
No. 0 Tub., cases 2 doz. each	55
No. 0 Tub Ruby	2 00
No. 0 Tub, Green	2 00
No 0 Tub., bbls., 5 doz. each, per bbl.	2 25
No 0 Tub., Bull's eye, cases 1 dz. e.	1 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0 ¾ in. wide, per gross or roll.	28
No. 1, ¾ in. wide, per gross or roll.	38
No. 2, 1 in. wide, per gross or roll.	60
No. 3, 1 ½ in. wide, per gross or roll.	90
Cold Blast wf Bull's Eye	1 40
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
COUPON PASS BOOKS	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
CREDIT CHECKS	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	



Weekly Market Review of the Principal Staples.

Domestics—The market for these goods is without incident of special note, as regards the receiving of new business, although the prospects are much improved. Some salesmen are now upon the road and orders are being received from them, although in comparatively small volume. Some prices were made on ticks and shirtings, both of which compare favorably with last year. The latter are perhaps fractionally under the quotations referred to. Gingham is doing a reasonably good business, although the orders do not come in, as might be expected, as rapidly as they did at the opening of the season a year ago.

Bleached Goods—The market on these goods is necessarily dull; little else is expected of them at the moment. Prices on Fruits are being looked for and as this and a few kindred lines usually indicate the market, little more than speculation will characterize this market until they come out. Numerous quotations are offered in a speculative way, but as at the best they are nothing more than mere conjecture, they are worthless.

Gray Goods—There is no particular activity in the gray goods market, although a fairly good quantity of business comes in right along. Bids are freely offered fractionally under the market and almost every house has quantities of these. They are regularly turned down. Coming from brokers, however, they indicate the existence of a spot demand which the market may find it necessary to take care of later on. Believing in higher prices, however, sellers for the most part do not feel inclined to part with their goods and therefore are holding them. Not all houses are inclined to meet the quotations set by second hands, particularly on the wider constructions, such as 39-inch 68x72s. As these were very closely sold earlier on it is doubtful if a considerable quantity of stock exists, therefore if a spot demand should spring up there is every possibility that they will be found to be valuable property before a great while. While they have been variously quoted at and around 6c, they are being held by some sellers for a half a cent advance over that price, which it is believed will be easily received later on.

Prints—These goods have been the center of interest during the past week and it is believed that the outlook for these goods shows more promise than it has done for three months. Prices of standard prints have been revised, as forecasted in these columns, 6c being the standard rather than 7c, which price has been maintained for the past few months. It is exceedingly doubtful if any were sold at that price and

the revising of the schedule was a matter of necessity. Now that this has been effected, the market has a more cheerful tone than it has had for some time, the belief being general that a basis has been adopted upon which business may in the future be done. The purchase of the large quantity of print cloths at a cent under the prices which were in vogue last year indicated what might be expected had this move been made a month ago. It is believed by the competition that it would have been of material advantage to the trade as many of the salesmen have already covered the country, finding it impossible to do business. Jobbers, it is stated, are loaded up with prints, not, to be sure, at the extreme high prices, for at these prices few were bought. However, many were purchased above 6c, to which price they will be reduced, which it is believed will make it possible to move them.

Dress Goods—The developments of this market will perhaps be somewhat longer in making their appearance than in other lines, although the past week has not been altogether without feature in this direction. Perhaps the most notable activity was the spurt in foreign broadcloths, which has been fairly general throughout the market. The effort to produce business activity by means of special sales has been responsible for this and large retail buyers have operated to a considerable extent. Not all houses have gone in for this sort of thing however; those that have have furnished something in the way of activity. Developments can not be long in coming and the immediate future is expected to produce results looked for for some time back. The story told salesmen has been the same in this connection that sellers of other textiles have met with in the course of their canvassing of their trade. This is, to be sure, after the middle of the month, sellers naturally expecting results. Some duplicate business is being received by certain houses who placed a good quantity of business before the first of the year and although an amount which would be considered good at the present time would under ordinary conditions, seem infinitesimal, it points to a better feeling among buyers and substantiates their belief in a better trade in the near future. If the various houses are going to do even a fair proportion of their regular spring business they will of necessity be compelled to begin very soon.

Hosiery—The policy of buyers toward these goods is almost identical with that toward underwear. The fact that this is true would seem to support the belief that there is an understanding with these buyers to hold off for the purpose of breaking the market. Comparatively little is being done anywhere throughout the market and sellers are waiting for business to turn up. Salesmen have now been canvassing their trade for some little time with very indifferent results. Staple are practically the only thing that are selling and these in small lots only. Large orders are almost unheard of and when re-

ceived, according to one seller, they are looked upon with more or less suspicion.

Underwear—Large buyers from every quarter of the country are now in the city, but as far as the transacting of any considerable quantity of business is concerned, were they absent there would be no appreciable difference in the result. To be sure, there is some scattered buying being indulged in, but it is a very small character, and the attitude of buyers in general gives the sellers the impression that there is an understanding between the former to withhold purchases for the purpose of breaking the market, if such a thing is possible. A meeting has been held, but little is known of what took place other than what may be termed the

merest conjecture. So far it has the appearance of a waiting game, and if such is the case it promises to be a long one. One of the things under discussion is the f. o. b. mill terms of sale and another is the new order blank recently adopted by the New York State Knit Goods Manufacturers' Association. Both of these topics are of prime importance to both seller and buyer alike, and each is committed apparently to do all that he can to make or break the scheme.

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.

BUTTONS

It pays to have a good assortment of pearl buttons.

We have a large and complete line of fresh water and ocean pearl in plain and fancy, put up in one gross boxes and cabinets.

Common Buttons in 100 dozen and 12 gross cabinets \$2.00 and up.

Trimming and coat buttons in 2½ gross to 4 gross cabinets \$3.00 and up.

Be sure to see our line before placing orders.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Our Spring Lines

are now

Ready

for

Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

SMALL HINTS.

They Have Frequently Resulted in Big Things.

At one time, far back in antiquity, thorns were used to fasten clothing. By degrees this makeshift gave way to less crude devices until in 1817 Seth Hunt, an Englishman, patented the machinery for manufacturing the fastener which has been gradually developed into the present day pin with its little head. Less than a century has elapsed since that time, yet Seth Hunt's pins have found their way around the civilized world and billions of them are being manufactured every day by automatic machinery built for that purpose. In the United States alone the pin industry amounts to millions of dollars a year.

If such a trifling thing as a pin can furnish employment to thousands of men, yield millions of dollars of profit, and be a convenience to the people of all nations, what possibilities there must be in other devices for the comfort of mankind which have yet been undreamed of. Ever since the day of Seth Hunt the inventive minds of men and women in all countries have been busily engaged in devising articles for the advancement of civilization and the comfort of the human race.

Big results often come from small hints. Bright men do not have to go afield to seek fame and fortune; frequently it is found in the most commonplace incidents that occur in our daily intercourse with our fellow-men. It was while a watchmaker's apprentice was holding a pair of spectacles between his thumb and finger that he became surprised at the suddenly enlarged appearance of a church spire nearby. Out of this came the power of the lenses as applied to telescopes.

The discovery of felt hatmaking is generally credited to Saint Clement, who is assumed to be the patron saint of the craft. Once, when he was about to take a long journey to Rome, he put wool in his sandals in order to ease the discomfort of his feet, and when he arrived in the Eternal city found that the wool had been welded together, and thence came the process of felting.

Everybody knows the story of Jonas Hanway, the Londoner, who aroused the curiosity and amusement of his fellow townsmen by appearing on the street with the first umbrella. It was a clumsy, ungainly thing, and Jonas Hanway, like all pioneers, had to endure much derision. Originally the umbrella, or the form of the umbrella, was the insignia of royalty and power, and the canopies as used over thrones and pulpits first suggested the idea of the convenient article now carried by individuals. Once the carrying of umbrellas by men was regarded as a mark of effeminacy.

Samuel Williston, of East Hampton, Mass., was a country storekeeper who had great difficulty in making ends meet. He was frugal and industrious, but in spite of these admirable traits found life a severe struggle. His eyes had failed him while studying for the ministry, and

this added affliction made him morbid and disconsolate. His wife thought she could add to their scanty income by covering, by hand, the wooden buttons of the time, and while engaged in this work, the possibility of an improved button suggested itself. The couple put their wits together until they invented and perfected the machinery for covering buttons. It was the first factory of the kind in America, and at one time it was said that Williston was making half the buttons in the world. He was 80 years old when he died, and his fortune—made from buttons—was estimated to be from eight to ten millions of dollars.

The invention of envelopes is attributed to S. K. Brewer, a stationer and bookseller, who lived in Brighton, England. He sold small sheets of paper which, on account of their size, were inconvenient in writing addresses. In order to remedy the defect he put the sheets together, and was surprised to find the result to be a small envelope. Immediately he had metal plates made for cutting them to the required shape and size, and since that event hundreds of fortunes have been founded on the envelope industry.

John Walker, an humble druggist of Stokton-on-Tees, in England, in 1827 produced the first friction matches. The old method of producing fire was by means of flint and steel. He evolved a tinder box with sulphur tipped splints of wood, and out of it came splints or sticks of cardboard coated with sulphur and tipped with a mixture of sulphide of antimony—chlorate of potash and gum. Eighty-four of these matches retailed for a shilling, and a folded bit of glass paper went with each lot.

It is a curious fact that many, if not most, of the inventions that have helped to revolutionize the labor of women, and have added to their comfort, and opened new possibilities to the sex, have been the work of men. It was so in the case of Elias Howe, the inventor of the sewing machine, and it was a man who shaped the device by which dishes may be washed by machinery. But it is a mistake to hastily assume that women have not inventive minds. Some of the most important patents in relation to household work have come from the brains of those who can best appreciate the value of such labor saving machinery.

In the last ten or twelve years there has been a marked increase in the number of women inventors. It is roughly estimated that in that time at least 300 profitable inventions have been patented by women. A list of these things would fill a column, but among some of the best known things are a glove buttoner, a fire kindler, a buttonhole cutter, an alarm clock, a carpet stretcher, blackboard eraser, a handy schoolbag, waist supporter, and an envelope opener.

It will be noticed that these devices apply to the features of life with which women are brought in the most intimate contact. It is safe to assume, therefore, that as the sphere of woman in the business world

broadens, the importance and number of patents taken out by the fair sex will grow from year to year.

Some inventions are almost absurdly simple, and these are the ones that have brought the greatest returns to the patentees. The person who first thought of erasing tips on lead pencils was driven to it in desperation as a means of relief from constant searching for rubber every time it was necessary for him to make an erasure of his work.

Not every person who has the desire to be an inventor can succeed in amassing a fortune. There are two sides to the shield. We are told quite airily that the man who invented the return ball is riding about in his own automobile, but what is to be said of the bitter poverty of the thousands of failures of men, who, neglecting home, family and business, became wholly absorbed in the development of ideas which were without any commercial or utilitarian value.

Not long ago a young man, holding a remunerative position with a big corporation, invented a novelty that had many meritorious features. Like Col. Mulberry Sellers, he saw "millions in it." He figured that every man, woman and child in the United States and its possessions would have to have the article sooner or later. After exhausting the home field he would go abroad. These feverish figures were interlaced with visions of marble halls, country homes and private yachts.

He first resigned his position—one

that was permanent and desirable. He began to manufacture the article on a small scale. This was too slow for his impatient soul. He managed to scrape together a few thousand dollars and induced his friends to go into it to the extent of \$100, \$500 or \$1,000 each. A factory was built and considerable money spent in advertising. In the beginning all looked lovely; the sales were fairly good. After a few weeks they began to drop off. There was less and less demand for the article. In one brief year came the rude awakening—money gone, health broken, obligations piled up right and left, and not even his former modest position to fall back upon.

Many splendid ideas have died in the patent office because of the inability of the patentees to exploit them. One of the most serviceable devices ever put on the market had to do with woman's dress. It was a clever idea and made a big hit, but the manufacturers insist that they made a fortune out of it solely because they spent hundreds and thousands of dollars in giving the idea publicity.

The business impracticability of inventors is a rule proven by its exception in such cases as that of Thomas A. Edison and George Westinghouse. Some men, with ideas capable of revolutionizing certain lines of industry, are hopelessly idiotic when it comes to the practical side of the question. George Barton.

Your use of your leisure often determines the usefulness of your life.

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.



Relation of Traveling Salesmen To Jobber and Retailer.

For centuries the merchant went to market. During that period the pack and wagon peddler was to the retail merchant what the catalogue house is to him to-day. Then with the advent of quick transportation, rapid transit and better mailing facilities, came the salesman system, the salesman with his samples visiting a hundred merchants; whereas in the old system, the hundred merchants went to market. It is this present system, or the relationship of the traveling man to the jobber and the retailer, upon which I have been asked to contribute an article. The new system proved much more economical than the old, and more satisfactory both to the jobber and the retailer. There are those who believe that this system must now give way to that of the "silent salesman" or "dummy drummer" system, but of this I will speak later. The traveling man, in his relations between the jobber on the one side and the retailer on the other, is that of both advocate and judge. While advocating the sale of goods or the merits of his house, he must at the same time act as judge or arbitrator upon which many differences may arise. The successful salesman who for a period of years can keep both the retailer and the jobber in friendly relationship must be a good diplomat. His education in the school of diplomacy is such that the Government might find it advantageous to recruit from the ranks of the traveling salesmen its consular service. The traveling man is equally dependent upon the jobber and the retailer, and he thus serves two factions, who look at his work from different points. The one looks at the balance sheet each month as to his profits. The other looks at his invoices and says, "Have I bought right and are the goods on the shelves salable and well sorted?"

The salesman is supposed to sell whatever the house desires. This may do well for a specialty man who, perhaps, never makes the same town twice, but the regular salesman who visits his customers every two or four weeks, or even every sixty days, year after year, may well hesitate before loading up a dealer with something which he can not move. I have seen stocks of goods invoiced which would foot up, say, \$4,000, with not less than \$1,000 dead or unsalable stock, but to the credit of the regular man be it said the bulk of this dead stock was sold by specialty men. The jobbers, it should be remembered, are very naturally watching the profits account. In fact, it is necessary to scrutinize the salesman's orders very closely, as the tendency is always downward. Most of us are as prone to meet a cut price as are sparks to fly upwards. Here again comes up the question of what is a profitable margin. The motto of one of the best

advertisers is that "A medium margin makes a fat bank account." I once saw a letter written to a salesman wherein the question was asked, "Can you not increase your per cent. of profit next month?" He replied, "I can increase my profit for the next two months at least 6 per cent., but at the end of that time I have lost my most desirable and best paying customers."

The salesman who holds his trade must make himself invaluable to his customers. There never was a time when there was such a demand for intelligent, well posted, up to date salesmen as at the present. Competition is fierce, not alone because of the mail order houses, but among the local dealers themselves. The traveling salesman who enjoys the confidence of his trade can do much in the way of preventing a demoralization in the way of prices. It is his business to study the methods and systems of the most successful merchants upon whom he calls, and in a tactful way brace up and strengthen the weaker or less experienced merchants. Here we find a weak brother, too careless about credits and collections; there we find a poor stock-keeper, or again the dealer who overbuys in certain lines and underbuys in others. With such as these, intelligent traveling men can do real missionary work. The credit man in any jobbing house is familiar with the weak spots, and often attempts through friendly letters to reform the customer, but these letters are often misinterpreted, and offense is frequently taken, whereas the same thing could be said by the salesman at the right time, or a little at a time, without giving offense. In fact, the dealer may conclude that the traveling man really has his interest at heart.

In a hundred ways the salesman can draw from his observation and experience profitable lessons. He can sow the seeds, some of which, it is said, may fall upon stony places, but again some will take root in the mind of the hearer. The more valuable we can make ourselves to the retailer the more valuable do we become to our house. I once heard a dealer say of a certain salesman, "I like to see him come, I hate to see him go." The relations of this salesman must have been much closer to the dealer than that of a mere order book copyist. In the relations of the salesman to the jobber, he should never omit to throw out the danger signal when he finds a customer to be on the toboggan slide. I do not mean that he should advise shutting off a dealer who happens to be temporarily slow on account of adverse local conditions. The traveling man of discernment who calls regularly will soon come to know the habits as well as the ability of his customer. As coming events cast their shadows before, he can tell with certainty whether his customer is on the up or down grade. Herein we often fail to do our duty to the house. The merchant is a "good fellow," sympathy comes in while courage goes out, and, too often against our own better judgment, we hold a customer up with the

house, vainly imagining that something will happen to pull him through. If we all would study as hard to save losses as we do to sell goods we would become vastly more valuable to our house. It is a positive reflection upon a salesman's good judgment when he permits his house to get badly caught with a dealer upon whom he has been regularly calling. It is not enough to sell the goods, but the point is, can we sell them to men who are fairly good pay and can we continue to hold their trade year after year?

I now come to a question of vital interest to the jobber, traveler and retailer. There are those that believe that the profession of the commercial salesman is doomed, and, like Othello's, their occupation will soon be gone. Possibly I meet this opinion in a prejudiced way, but I do not believe it. It is a time when the art of printing, together with cheap postage, has made possible the growth of several large mail order houses which sell direct to dealers. While some of these houses have made marvelous growths, many others can be named that tried the experiment and failed. If the catalogue and mail order system is to supersede the present system, then it means a revolution in business. Every merchant is fighting in one way or another the mail-order-direct-to-the-consumer system, and yet it is but a logical step from one to the other. The retailer who says to the farmer, "Don't you want to keep your town up?" "Don't you want to build a home market?" can not consistently order from a "dummy drummer" house, even although it advertises to sell to dealers only.

There is another and very demoralizing feature in this system: The blacksmith, the baker and the banker can order dry goods, groceries, hardware or anything. Let me illustrate. The hardware dealer makes a selection of a little stuff, which, according to the pictures and the prices, looks good to him. Then he concludes to add to the order a couple of suits of underwear, and a set of dishes for the home. He forgets that every dealer in town will probably do the same thing. The merchant who, through a mail order house, cuts a brother merchant out of a little profit has no right to complain if the farmer tries to cut them both out. The merchant who habitually buys of a catalogue house has no right to complain of the customer who does the same thing. The fate of the traveling man may hang in the balance, but not more so than the fate of the merchant, for when the traveling man goes out the mail order comes in, and the certain logical outcome is a direct mail order business to the consumer.

The battle between the two systems is on, and the jobbers who equip their salesmen the most thoroughly, whose relations with their salesmen are the closest, and who at times counsel or advise with their traveling men, will build up and hold a corps of loyal, enthusiastic salesmen.

In conclusion let me say to the salesmen—let us educate ourselves so that we may become healthful and indispensable to our customers; then

will the relationship be so close between the jobber and the retailer that neither can do without the other. Are we to pass into desuetude? Yes, when the cheap paper is as good as a pointed talk; when a cold dead sermon in print is as good as the living word from the pulpit; when a picture on a postal is equal to flesh and blood; when a squeaky phonograph is as enchanting as a blushing, laughing prima donna; when the human voice no longer stirs the emotion, or the eye can flash the light of truth from soul to soul; when heart to heart talks are a thing of the past; when the stories of David and Jonathan and Damon and Pythias are forgotten, but not until then.—Henry L. Chaffee in Credit Men's Bulletin.

She Got the Shoes.

An expensive and fancy pair of shoes in a store window in Lynn attracted the attention of a well-to-do Lynn woman recently, and she determined to buy them. Much to her annoyance, however, the clerk told her they were not for sale, but simply to keep in the window.

"Well, save them for me," she said, "I want them and, after they've been displayed awhile, I'll come in and buy them."

Thereafter, the woman dropped in to the store every few days and asked for the shoes, paying no attention to the statements of the clerk, backed up by the proprietor, that they were not to be sold at all. Finally, hoping that if they did not fit she would cease asking for them, the clerk handed her one to try on. It happened, however, to be a perfect fit.

"Now, you've got to sell them to me," the woman exclaimed.

"How's that?" said the clerk, a little surprised.

"Because I've got this shoe on and I'm not going to take it off. So you might as well let me have the other to go with it."

This was too much for the clerk, and the woman got the shoes.

The road to success is slippery and he who travels thereon needs a lot of sand.

STOP AT THE HERKIMER HOTEL

GRAND RAPIDS, MICH.

Finely furnished rooms, private and public tiled baths, steam heat, electric light, running hot and cold water in every room, telephones, etc. Rates 50c and up per day.

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30. 

Hotel Livingston

Grand Rapids

His Snores Saved Him.

"I think most of us who travel around a bit," said a Grand Rapids traveling man, "learn the lesson never to butt in, but I made an exception one day last month and got well served for my pains. I had stopped off for a day at a village in Wisconsin, and, on going to the postoffice to mail a letter, I found a woman as postmaster. I had just been reading a long list of postoffice robberies by yeggmen, and, naturally enough, I looked around a bit. I at once saw that a boy 10 years old could break his way into the office. There was no alarm—no dog—not even shutters to the windows. Feeling it my duty to say something, I observed:

"Madam, have robbers ever paid you a visit?"

"Never," was her reply.

"I see that they have robbed many other postoffices in the State and some not far away."

"Well?"

"It looks as if they could get in here without much trouble."

"I'm not afraid of it."

"I should at least take ordinary precautions. A man with a chisel could pry up this window in a minute."

"I'm running this postoffice, if you please," was her cold reply, and after that I could do nothing but back out and kick myself for having butted in. Well, next morning came the news that the office had been cleaned out of stamps and considerable cash. Something else came, too—a warrant for my arrest. The window had been pried up with a chisel, and there I was. The fools never stopped to think that a man bent upon robbery would not be ass enough to give his game away, but I was hauled away to the village lockup and looked upon as guilty."

"But you were saved?" was asked.

"Yes, and in a rather curious manner. I was tired the night of the robbery and went to bed early, and I no sooner got to sleep than I began to snore. There was no lock on my door, and the landlord and a guest swore that they came and threw empty beer bottles at me a dozen times over. There were sixteen empties on the bed in the morning, and I hadn't the least idea that I had snored during the night. It was the snores that saved me. They took me out of jail and let me go on, but the postmistress will always hold me guilty. She thinks I left some sort of patent snorer in bed to do the snoring while I went for her postage stamps."

Joe Kerr.

Movements of Michigan Gideons.

Detroit, Jan. 28.—L. B. Langworthy, of Flint, is at home sick with quinsy, it being an annual with him, but this is the first time he has had a loving wife to care for and look after his every want. Quinsy can not last long under the magic touch of Mrs. Langworthy.

George Webb, of Detroit Camp, will be in Grand Rapids this week and will sing at the Mission.

Jacob J. Kinsey, George Pierce and two other Gideons met at Mt.

Pleasant recently and aided in revival service, and Pierce really got warmed up to Mission pitch.

Edward E. Sloan, Ann Arbor, was in Mayville last week with two other Gideons, and while he was waiting for his customer to arrive he rolled off yard after yard of poetry.

Mr. Hyde, from Chicago Camp, was present at the Griswold House meeting last Sunday and gave interesting testimony.

John H. Nicholson was in Detroit last week representing the Aluminum Manufacturing Co., of Two Rivers, Wis., and he had a conference with W. J. Ennis at Hotel Ponchatrain in reference to future Gideon work.

Alfred Sieby, of Detroit Camp, who has been West seeking health and failed to find it, is out on the road doing all he can, and when he can get home cares for a sick wife and child. Brother Sieby has good energy and pluck and bears up under poor health and sickness at home with trust and fortitude.

Aaron B. Gates.

A Boston Joke.

Mamma—What is that book you are reading, Willie?

Little Willie—"It's a book called 'Child Training' that I borrowed from Mrs. Smith."

Mamma—Do you find it amusing?

Little Willie—Oh, no; I merely wanted to see if I had been brought up properly.—Boston Courier.

Many of the experts in the dairy industry have reached the conclusion that the purity of milk can not be determined by any arbitrary legal standard based upon the butter fat contents. In Massachusetts an effort is being made to have the Legislature abolish the butter fat standard and substitute a simple measure allowing the sale of all clean and pure milk. P. M. Harwood, agent of the State Dairy Department, says: "We are of the opinion that the day will sometime come when milk will be sold on its merits, and that fat contents will be the measure of its commercial value. We also believe that some way should be provided to permit the legal sale of any and all milk produced by healthy, properly fed and well cared for cows."

Benjamin Klee, of Washington, Pa., had a slot machine in his store that was bringing him a good harvest of nickels, and was known among the local sports as a hard proposition to beat. Stephen Yoest came in a few days since, and announced that he would stay in until he won. It worked as usual until his stock of nickels was nearly exhausted, when luck turned and the machine disgorged in favor of Yoest until he got his money back several times over. Klee appealed to him to quit and when he refused undertook to put him out. The police came in, put Klee under arrest for assault and confiscated the machine. Now renewed activity against slot machines is interfering with one of the popular industries of the town.

You can not find a martyr by looking in the mirror.

No Man Succeeds Without Atmosphere of Success.

To the man or woman striving for success in business the problem of equipment has been explained over and over again. Technical training, methods of salesmanship, seeing opportunities and grasping them, the right selection of an occupation and other subjects are worth while, but too frequently we are led to think that such matters are the all of business and overlook that personal development which alone gives such advantages their real value.

The atmosphere of success is not based upon mere technical knowledge. It does not depend upon opportunity. But it is susceptible of cultivation and a proper appreciation of what it means will add strength and give the poise necessary for any real success.

Correct habits of thought are most important, also an entire elimination of the unreal from our life.

The first step toward knowing life, knowing business and testing the value of opportunity is to know ourselves. Fully 90 per cent. of all business education is objective in character. It deals with every condition in life except the one most important factor—ourselves.

It must be true that the man or woman who can be most useful is the one who can see things just as they are. Then, as the seeing is done by you, your eyes and your consciousness, how important it is to know that your vision of life and things is true, not distorted by prejudice nor limited by narrow mindedness.

The influence or training which will give proper direction to thought, open the faculties to read the truth, is something greatly to be desired. This is the broad principle upon which education is founded, but education as a help to business is generally confined to the mastery of technical details rather than the development of the mentality which gives direction to technical facts.

The atmosphere of success is present in a person who knows details and knows himself. He is no dreamer. He is always an optimist.

If you want to get into the atmosphere of success, just get close to some big nature in business. You will find him giving out a steady stream, not of detail nor of technique, but of life and hope. His horizon is far greater than his business. He is interested in everything which interests mankind. He is too big to limit his thought to one business, because he sees the relationship between everything in life and his own affairs.

The success of every big man is more largely a result of his mastery of himself than of his business. He, of course, masters his business as a natural result of his strength. He is bigger than his business. His success brings success because he attracts people to him by his atmosphere of success. His business gets the benefit of his atmosphere and his influence on others, gives the busi-

ness the plus element of this atmosphere of success—it is contagious.

To master the technique of your business is often easier than to master the technique of mankind. To accomplish the latter commence with yourself. Think of yourself in an impersonal manner. Try yourself out, and find how broad or narrow you are; how much you know about the control of your own thinking machine. Do you own your mind, or is it a plaything of chance? Can you command your body, or does it command you? Who are you, anyhow?

Do you know why you do certain things? Are you a creature of circumstance and tradition, or do you do some real thinking on your own account?

If you prostitute your capacity to think and let others do your thinking for you you are only a machine, and what the world wants is more men, not more machines. Sit down and have a heart to heart talk with yourself. Listen to advice, but do yourself the justice of being yourself. Shape your course by what you know and not by what you are told. Read good things—things worth knowing and worth making a part of your life.

Learn to speak the language of success. Think success. Never talk about failure, because failure is nothing—simply the absence of success. The more you know about the world and its people the bigger you will be because unconsciously you will assume the dimensions of that of which you are a part.

Balance is success—balance and poise. The correct perspective is to understand the real and true importance of your own business.

There is no good in unknown good. You may be able to do a certain thing better than any one else, but unless you know how to make your goodness felt—known—you will not get the full benefit of your business training or technical knowledge.

This plus element will vitalize and add value to every other advantage you possess. It will give you the atmosphere of success.

Seth Brown.

Chicago has a new scheme for the uplift of the unfortunate who has strayed from the straight and narrow path. A model "poor man's church," with plenty of soup, biscuits, religion and possibly beds, is to be a branch of the great revival now in progress in 207 Chicago Protestant churches under the auspices of the laymen's evangelical movement. Rev. A. C. Dixon, pastor of the Moody Church, says the plan includes the establishment of an "open door" church in the lodging house district, for the purpose of "reaching" the great army of the unemployed. As a distributor of soup the "poor man's church" may become a popular institution, but as a dispenser of religion it is an experiment and its success can not be predicted in advance.

The religion that does not improve human relations has no business with humanity.



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.

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.

Useful Points About Olive Oil.

As the demand for pure olive oil is increasing from year to year, it will pay the pharmacist to make it a special study. A pharmacist often thinks he is selling a pure article when he isn't, even although he may have tested it. He can not rely solely on tests, as present-day adulterations do not consist in the addition of a single cheaper oil, but of ingeniously prepared mixtures of different oils in such proportions that on analysis it becomes difficult or impossible to distinguish the adulterated from the genuine oil. The chief adulterants are benne, peanut, and cottonseed; of these, benne is easily recognized. For peanut oil there is as yet no reliable color reaction.

The best tests known are the three old reliable Italian tests, namely, looking at the product, smelling it, and tasting it. Secure a sample of absolutely pure oil to practice on. This will enable you to familiarize yourself with the color, odor and taste of the pure article, and after becoming perfectly familiar with these characteristics you will have little or no trouble in identifying a pure oil. The U. S. P. does not describe a pure olive oil. A pure olive oil has a clear light amber color, without any trace of green; it is odorless, excepting a pleasant smell which accompanies all pure olive oils, and it has a fragrant, soothing taste.

Olive oil is the most difficult of all oils to test, and a description of one or two tests for principal adulterants might prove of interest:

Five c. c. of the oil, placed in a stoppered bottle with 5 c. c. of amyl alcohol and 5 c. c. of 1 per cent. solution of sulphur in carbon disulphide, and heated for an hour in a boiling saturated solution of sodium chloride, should develop no reddish tinge, which shows the absence of cottonseed oil.

Ten c. c. of the oil, when shaken with 10 c. c. of a freshly prepared solution of pyrogallol (2 gm. in 30 gm.) in hydrochloric acid, and the separated acid liquid heated in a water-bath for ten minutes, should produce no distinct violet color, which shows the absence of sesame oil.

Just one more point in closing concerning the Italian olive oil supplied to the American markets: The aver-

age pharmacist seems to think that the name Lucca on an olive oil can stand for "the best to be had" in the olive oil line, when the real truth of the matter is, so I have been informed by an importer of olive oil, that Lucca can not supply her own demand, let alone ours. Consequently we do not get pure Lucca oil but some inferior grade, which may be simply manufactured in New York City, exported, and shipped back into this country and sold for pure Italian olive oil.

Even when imported direct from Italy, it may be oil of the purest grade, and yet the American people will insist on having the Italian olive oil, and the pharmacist will stand up and guarantee the stuff to be absolutely pure, when he only has the jobber's word for it. The American people have no one to blame for this unfortunate state of affairs but themselves. They imagine an article is of no account unless it comes from some foreign country, when the truth of the matter is, our products are far superior to theirs.

Most of the olive oil manufactured in California is far superior to that supposed to be manufactured in France or Italy, and the day is not far distant when the olive oil industry of California will outrival that of Italy and France, and the name California on an olive oil can will stand for more than the name Lucca. Secure a good California olive oil and recommend it to your customers when olive oil is called for and you'll not go wrong.

The Drug Market.

Opium—Is weak and declining.

Morphine—Is unchanged.

Quinine—Is weak on account of the lower prices at the Amsterdam auction of cinchona bark. Manufacturers' prices are as yet unchanged.

Boracic Acid—Has declined.

Borax—Is lower on account of strong competition.

Menthol—Is firm and advancing.

Soap Bark—Is scarce and very firm, higher prices are looked for when there is a demand.

Oil Spearmint—Is firm and advancing on account of unusual demand from gum manufacturers for producing Spearmint Flavor.

Oils Cassia and Anise—Are weak and lower, on account of lower prices in the primary market.

Gum Camphor—Is very firm.

Goldenseal Root—Is scarce and higher.

Caraway Seed—Is scarce and has advanced.

Quince Seed—Is in small supply and has doubled in value.

Menthol Balm.

Lanum 9 drs.

Yellow wax 3 drs.

Menthol 3 drs.

Methyl salicylate 2 drs.

Gently heat the wax and, when liquid, dissolve in it the menthol, and rapidly incorporate with the lanum. When cold stir in the methyl salicylate and mix thoroughly.

A hot scolding from the minister is the quickest way to cool any meeting.

Prevent Windows From Sweating and Freezing Up.

The method usually advised to prevent the deposition of moisture and frost on window panes is the employment of double windows with an arrangement to insure ventilation at top and bottom, or the coating of the glass with some one of the various liquids which have been recommended for the purpose. Another very efficient measure is said to be a small fan, run by electricity or other power, and so placed as to blow directly upon the glass.

Some years ago a correspondent of the Scientific American reported to that journal a number of experiments he made to remove ice or congelation of moisture from window panes. He employed more than a dozen methods, each of which proved efficacious, but some were far superior to others. He stated that in stores where there are so-called "box windows," the congelation was most apparent, and that in some stores where there was comparatively dry heat, the windows were not materially affected. He placed the efficacy of the remedies he employed in the following order:

- 1, Flame of an alcohol lamp; 2, sulphuric acid; 3, aqua ammonia; 4, glycerin; 5, nitric acid; 6, hydrochloric acid; 7, benzine; 8, hydriodic acid; 9, boric acid; 10, alcohol; 11, cobalt nitrate; 12, infusion of nutgalls; 13, alcoholic solution of ferrous sulphate. We quote: "I found that by the use of an alcohol lamp (which, of course, would have to be handled with great care) the results were immediate, and that the effect was more nearly permanent than by any other of the experiments. The sulphuric acid application was made with a cotton cloth swab, care being taken not to allow any dripping, and so with the other acids. The effect of the aqua ammonia was almost instantaneous, but the window was frosted again in a very short time. With the glycerin there were very good results, but the application left slight stains on the window, which were subsequently removed."

It is a well-known fact that where illumination is produced by gas or kerosene, the condensation of moisture on the glass is worse at night. This shows that the illumination has something to do with it. Heat supplied from a stove, a hot-air furnace, or a steam boiler also causes more or less condensation of moisture. On the other hand, when the store is heated by hot water radiators, the surfaces do not become so hot as with stove or steam heat, and there is no doubt that hot water heat is a strong factor in preventing frost on the window. J. Morley.

Kentucky Crusade Against Nostrums.

The Kentucky State Medical Association has energetically taken up a fight against nostrums, nostrum venders and advertisers. The House of Delegates of the Association at its recent session adopted the following resolutions: "It is particularly urged that members refuse to receive from the postoffice copies of trade

journals. Many of the great pharmaceutical houses get out such sheets and send them to physicians, hoping to lure them into the use of their specialties. Most of these specialties, and all such so-called journals, are conceived in fraud and brought forth in iniquity. Refuse to accept them and thus help to kill them.

"Next, look through the pages of every medical journal to which you subscribe, whether it belongs to a State or other organization, or is supported by the members of the National Proprietary Association, the 'patent medicine' venders' collusive family, or what not, and if you find the nauseating advertisements of the blatant frauds already exposed by the Council on Pharmacy and Chemistry, write a personal letter to the editor, the publisher and each collaborator, calling their attention to such frauds."

Homeopathic Pharmacopoeia as a Legal Standard.

The first of the proposed amendments to the national food and drugs act provides for the recognition of the Homeopathic Pharmacopoeia of the United States as a legal standard. Should that book be recognized by an amendment we would have considerable confusion in standards, for some of the preparations in that work are known by the same names as are given in the United States Pharmacopoeia to preparations differing materially in strength and character. There is no good reason why such an amendment should be made, and it would leave open a loophole for evasion and might lead to serious disputes.

The soul is simply that which sees the supreme and the sublime.



YOUNG MEN WANTED—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

PILES

CURED

...without...

**Chloroform,
Knife or Pain**

Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

Wanted

SECOND-HAND SAFES

Grand Rapids Safe Co.
Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Canned Blueberries Canned Mushrooms Canned Apples Cheese Some Spring Wheat Flour Holland Herring		Dry Peas	
Index to Markets		1	
By Columns		2	
Ammonia A 1		Plums 1 45@2 50	
Axle Grease 1		Peas 1 00@1 3	
Baked Beans 1		Peaches 2 25@2 75	
Bath Brick 1		Pineapple @2 50	
Bluing 1		Pumpkin @2 40	
Brooms 1		Raspberries 1 00	
Brushes 1		Russian Caviar @	
Butter Color 1		Salmon 1 95@2 00	
Candles 1		Sardines 1 35@1 45	
Canned Goods 1		Shrimps 1 20@1 40	
Carbon Oils 1		Succotash 85	
Catsup 1		Strawberries 1 25@1 40	
Cereals 1		Tomatoes @1 05	
Cheese 1		Tobacco @1 10	
Chewing Gum 1		Tallons @3 60	
Chicory 1		Carbon Oils	
Chocolate 1		Perfection @101	
Clothes Lines 1		Water White @10	
Cocoa 1		D. S. Gasoline @15	
Cocanut 1		Gas Machine @24	
Cocoa Shells 1		Deodor'd Nap'a @13	
Coffee 1		Cylinder @29	
Confections 1		Engine @34 1/2	
Crackers 1		Black, winter @22	
Cream Tartar 1		Black, winter @8 1/4@10	
Dried Fruits 4		CEREALS	
Farinaceous Goods 5		Breakfast Foods	
Fish and Oysters 10		Bordeaux Flakes, 36 lb. 2 50	
Fishing Tackle 5		Cream of Wheat 36 lb. 4 50	
Flavoring extracts 5		Egg-O-See, 36 pkgs. 2 85	
Fresh Meats 5		Excelllo Flakes, 36 lb. 4 50	
Gelatine 5		Force, 36 2 lb. 4 50	
Grain Bags 5		Grape Nuts, 2 doz. 2 70	
Grains and Flour 5		Malta Ceres, 24 lb. 2 40	
Herbs 6		Mapl-Flake, 36 lb. 4 05	
Hides and Pelt 10		Pillsbury's Vitos, 3 doz 4 25	
I 6		Raisins, 36 2 lb. 4 50	
J 6		Sunlight Flakes, 36 lb. 2 85	
L 6		Sunlight Flakes, 20 lbs 4 00	
Licorice 6		Vigor, 36 pkgs. 2 75	
M 6		Voigt Cream Flakes 4 50	
Matches 6		Zest, 20 2 lb. 4 10	
Meat Extracts 6		Zest, 36 small pkgs. 2 75	
Mince Meat 6		Crescent Flakes	
Molasses 6		One case 2 50	
Mustard 6		Five cases 2 40	
N 11		One case free with ten cases.	
Nuts 11		One-half case free with 5 1/2 cases.	
Olives 6		One-fourth case free with 3 1/4 cases.	
P 6		Freight allowed.	
Pipes 6		Rolled Oats	
Pickles 6		Rolled Avena bbl. 7 25	
Playing Cards 6		Steel Cut, 100 lb. sks. 3 90	
Petash 6		Monarch, bbl. 7 00	
Provisions 6		Monarch, 90 lb. sacks 3 40	
R 7		Quaker, 18-2 1 67 1/2	
Rice 7		Quaker, 20-5 4 85	
S 7		Cracked Wheat	
Salad Dressing 7		Bulk 24 2 lb. packages 3 1/4	
Saleratus 7		Catsup 24 2 lb. packages 2 50	
Salt Soda 7		Columbia, 25 pts. 4 15	
Salt 7		Snider's pints 2 25	
Salt Fish 7		Snider's 1/2 pints 1 35	
Seeds 7		CHEESE	
Shoe Blacking 7		Acme @14	
Snuff 7		Elsie @15	
Soap 7		Emblem @15 1/2	
Soda 7		Gem @15 1/2	
Soups 7		Jersey @14 1/2	
Spices 7		Riverside @15	
Starch 7		Springdale @14 1/2	
Syrups 7		Warner's @15	
T 8		Brick @18	
Tea 8		Leiden @15	
Tobacco 8		Mackerel 1 80	
Twine 8		Mustard, 1 lb. 2 80	
V 9		Mustard, 2 lb. 2 80	
Vinegar 9		Soused, 1 1/2 lb. 1 80	
W 9		Soused, 2 lb. 2 75	
Wicking 9		Tomato, 1 lb. 1 50	
Woodware 9		Tomato, 2 lb. 2 80	
Wrapping Paper 10		Mushrooms @24	
Yeast Cake 10		Buttons @28	
		Oysters @1 00	
		Cove, 1 lb. @1 85	
		Cove, 2 lb. @1 20	
		Cove, 1 lb. Oval. @1 20	
		Plums 1 45@2 50	
		Peas 1 00@1 3	
		Peaches 2 25@2 75	
		Pineapple @2 50	
		Pumpkin @2 40	
		Raspberries 1 00	
		Russian Caviar @	
		Salmon 1 95@2 00	
		Sardines 1 35@1 45	
		Shrimps 1 20@1 40	
		Succotash 85	
		Strawberries 1 25@1 40	
		Tomatoes @1 05	
		Tobacco @1 10	
		Tallons @3 60	
		Carbon Oils	
		Perfection @101	
		Water White @10	
		D. S. Gasoline @15	
		Gas Machine @24	
		Deodor'd Nap'a @13	
		Cylinder @29	
		Engine @34 1/2	
		Black, winter @22	
		Black, winter @8 1/4@10	
		CEREALS	
		Breakfast Foods	
		Bordeaux Flakes, 36 lb. 2 50	
		Cream of Wheat 36 lb. 4 50	
		Egg-O-See, 36 pkgs. 2 85	
		Excelllo Flakes, 36 lb. 4 50	
		Force, 36 2 lb. 4 50	
		Grape Nuts, 2 doz. 2 70	
		Malta Ceres, 24 lb. 2 40	
		Mapl-Flake, 36 lb. 4 05	
		Pillsbury's Vitos, 3 doz 4 25	
		Raisins, 36 2 lb. 4 50	
		Sunlight Flakes, 36 lb. 2 85	
		Sunlight Flakes, 20 lbs 4 00	
		Vigor, 36 pkgs. 2 75	
		Voigt Cream Flakes 4 50	
		Zest, 20 2 lb. 4 10	
		Zest, 36 small pkgs. 2 75	
		Crescent Flakes	
		One case 2 50	
		Five cases 2 40	
		One case free with ten cases.	
		One-half case free with 5 1/2 cases.	
		One-fourth case free with 3 1/4 cases.	
		Freight allowed.	
		Rolled Oats	
		Rolled Avena bbl. 7 25	
		Steel Cut, 100 lb. sks. 3 90	
		Monarch, bbl. 7 00	
		Monarch, 90 lb. sacks 3 40	
		Quaker, 18-2 1 67 1/2	
		Quaker, 20-5 4 85	
		Cracked Wheat	
		Bulk 24 2 lb. packages 3 1/4	
		Catsup 24 2 lb. packages 2 50	
		Columbia, 25 pts. 4 15	
		Snider's pints 2 25	
		Snider's 1/2 pints 1 35	
		CHEESE	
		Acme @14	
		Elsie @15	
		Emblem @15 1/2	
		Gem @15 1/2	
		Jersey @14 1/2	
		Riverside @15	
		Springdale @14 1/2	
		Warner's @15	
		Brick @18	
		Leiden @15	
		Mackerel 1 80	
		Mustard, 1 lb. 2 80	
		Mustard, 2 lb. 2 80	
		Soused, 1 1/2 lb. 1 80	
		Soused, 2 lb. 2 75	
		Tomato, 1 lb. 1 50	
		Tomato, 2 lb. 2 80	
		Mushrooms @24	
		Buttons @28	
		Oysters @1 00	
		Cove, 1 lb. @1 85	
		Cove, 2 lb. @1 20	
		Cove, 1 lb. Oval. @1 20	
		Plums 1 45@2 50	
		Peas 1 00@1 3	
		Peaches 2 25@2 75	
		Pineapple @2 50	
		Pumpkin @2 40	
		Raspberries 1 00	
		Russian Caviar @	
		Salmon 1 95@2 00	
		Sardines 1 35@1 45	
		Shrimps 1 20@1 40	
		Succotash 85	
		Strawberries 1 25@1 40	
		Tomatoes @1 05	
		Tobacco @1 10	
		Tallons @3 60	
		Carbon Oils	
		Perfection @101	
		Water White @10	
		D. S. Gasoline @15	
		Gas Machine @24	
		Deodor'd Nap'a @13	
		Cylinder @29	
		Engine @34 1/2	
		Black, winter @22	
		Black, winter @8 1/4@10	
		CEREALS	
		Breakfast Foods	
		Bordeaux Flakes, 36 lb. 2 50	
		Cream of Wheat 36 lb. 4 50	
		Egg-O-See, 36 pkgs. 2 85	
		Excelllo Flakes, 36 lb. 4 50	
		Force, 36 2 lb. 4 50	
		Grape Nuts, 2 doz. 2 70	
		Malta Ceres, 24 lb. 2 40	
		Mapl-Flake, 36 lb. 4 05	
		Pillsbury's Vitos, 3 doz 4 25	
		Raisins, 36 2 lb. 4 50	
		Sunlight Flakes, 36 lb. 2 85	
		Sunlight Flakes, 20 lbs 4 00	
		Vigor, 36 pkgs. 2 75	
		Voigt Cream Flakes 4 50	
		Zest, 20 2 lb. 4 10	
		Zest, 36 small pkgs. 2 75	
		Crescent Flakes	
		One case 2 50	
		Five cases 2 40	
		One case free with ten cases.	
		One-half case free with 5 1/2 cases.	
		One-fourth case free with 3 1/4 cases.	
		Freight allowed.	
		Rolled Oats	
		Rolled Avena bbl. 7 25	
		Steel Cut, 100 lb. sks. 3 90	
		Monarch, bbl. 7 00	
		Monarch, 90 lb. sacks 3 40	
		Quaker, 18-2 1 67 1/2	
		Quaker, 20-5 4 85	
		Cracked Wheat	
		Bulk 24 2 lb. packages 3 1/4	
		Catsup 24 2 lb. packages 2 50	
		Columbia, 25 pts. 4 15	
		Snider's pints 2 25	
		Snider's 1/2 pints 1 35	
		CHEESE	
		Acme @14	
		Elsie @15	
		Emblem @15 1/2	
		Gem @15 1/2	
		Jersey @14 1/2	
		Riverside @15	
		Springdale @14 1/2	
		Warner's @15	
		Brick @18	
		Leiden @15	
		Mackerel 1 80	
		Mustard, 1 lb. 2 80	
		Mustard, 2 lb. 2 80	
		Soused, 1 1/2 lb. 1 80	
		Soused, 2 lb. 2 75	
		Tomato, 1 lb. 1 50	
		Tomato, 2 lb. 2 80	
		Mushrooms @24	
		Buttons @28	
		Oysters @1 00	
		Cove, 1 lb. @1 85	
		Cove, 2 lb. @1 20	
		Cove, 1 lb. Oval. @1 20	
		Plums 1 45@2 50	
		Peas 1 00@1 3	
		Peaches 2 25@2 75	
		Pineapple @2 50	
		Pumpkin @2 40	
		Raspberries 1 00	
		Russian Caviar @	
		Salmon 1 95@2 00	
		Sardines 1 35@1 45	
		Shrimps 1 20@1 40	
		Succotash 85	
		Strawberries 1 25@1 40	
		Tomatoes @1 05	
		Tobacco @1 10	
		Tallons @3 60	
		Carbon Oils	
		Perfection @101	
		Water White @10	
		D. S. Gasoline @15	
		Gas Machine @24	
		Deodor'd Nap'a @13	
		Cylinder @29	
		Engine @34 1/2	
		Black, winter @22	
		Black, winter @8 1/4@10	
		CEREALS	
		Breakfast Foods	
		Bordeaux Flakes, 36 lb. 2 50	
		Cream of Wheat 36 lb. 4 50	
		Egg-O-See, 36 pkgs. 2 85	
		Excelllo Flakes, 36 lb. 4 50	
		Force, 36 2 lb. 4 50	
		Grape Nuts, 2 doz. 2 70	
		Malta Ceres, 24 lb. 2 40	
		Mapl-Flake, 36 lb. 4 05	
		Pillsbury's Vitos, 3 doz 4 25	
		Raisins, 36 2 lb. 4 50	
		Sunlight Flakes, 36 lb. 2 85	
		Sunlight Flakes, 20 lbs 4 00	
		Vigor, 36 pkgs. 2 75	
		Voigt Cream Flakes 4 50	
		Zest, 20 2 lb. 4 10	
		Zest, 36 small pkgs. 2 75	
		Crescent Flakes	
		One case 2 50	
		Five cases 2 40	
		One case free with ten cases.	
		One-half case free with 5 1/2 cases.	
		One-fourth case free with 3 1/4 cases.	
		Freight allowed.	
		Rolled Oats	
		Rolled Avena bbl. 7 25	
		Steel Cut, 100 lb. sks. 3 90	
		Monarch, bbl. 7 00	
		Monarch, 90 lb. sacks 3 40	
		Quaker, 18-2 1 67 1/2	
		Quaker, 20-5 4 85	
		Cracked Wheat	
		Bulk 24 2 lb. packages 3 1/4	
		Catsup 24 2 lb. packages 2 50	
		Columbia, 25 pts. 4 15	
		Snider's pints 2 25	
		Snider's 1/2 pints 1 35	
		CHEESE	
		Acme @14	
		Elsie @15	
		Emblem @15 1/2	
		Gem @15 1/2	
		Jersey @14 1/2	
		Riverside @15	
		Springdale @14 1/2	
		Warner's @15	
		Brick @18	
		Leiden @15	
		Mackerel 1 80	
		Mustard, 1 lb. 2 80	
		Mustard, 2 lb. 2 80	
		Soused, 1 1/2 lb. 1 80	
		Soused, 2 lb. 2 75	
		Tomato, 1 lb. 1 50	
		Tomato, 2 lb. 2 80	
		Mushrooms @24	
		Buttons @28	
		Oysters @1 00	
		Cove, 1 lb. @1 85	
		Cove, 2 lb. @1 20	
		Cove, 1 lb. Oval. @1 20	
		Plums 1 45@2 50	
		Peas 1 00@1 3	
		Peaches 2 25@2 75	
		Pineapple @2 50	
		Pumpkin @2 40	
		Raspberries 1 00	
		Russian Caviar @	
		Salmon 1 95@2 00	
		Sardines 1 35@1 45	
		Shrimps 1 20@1 40	
		Succotash 85	
		Strawberries 1 25@1 40	
		Tomatoes @1 05	
		Tobacco @1 10	
		Tallons @3 60	
		Carbon Oils	
		Perfection @101	
		Water White @10	
		D. S. Gasoline @15	
		Gas Machine @24	
		Deodor'd Nap'a @13	
		Cylinder @29	
		Engine @34 1/2	
		Black, winter @22	
		Black, winter @8 1/4@10	
		CEREALS	
		Breakfast Foods	
		Bordeaux Flakes, 36 lb. 2 50	
		Cream of Wheat 36 lb. 4 50	
		Egg-O-See, 36 pkgs. 2 85	
		Excelllo Flakes, 36 lb. 4 50	
		Force, 36 2 lb. 4 50	
		Grape Nuts, 2 doz. 2 70	
		Malta Ceres, 24 lb. 2 40	
		Mapl-Flake, 36 lb. 4 05	
		Pillsbury's Vitos, 3 doz 4 25	
		Raisins, 36 2 lb. 4 50	
		Sunlight Flakes, 36 lb. 2 85	
		Sunlight Flakes, 20 lbs 4 00	
		Vigor, 36 pkgs. 2 75	
		Voigt Cream Flakes 4 50	
		Zest, 20 2 lb. 4 10	
		Zest, 36 small pkgs. 2 75	
		Crescent Flakes	
		One case 2 50	
		Five cases 2 40	
		One case free with ten cases.	
		One-half case free with 5 1/2 cases.	
		One-fourth case free with 3 1/4 cases.	
		Freight allowed.	
		Rolled Oats	
		Rolled Avena bbl. 7 25	
		Steel Cut, 100 lb. sks. 3 90	
		Monarch, bbl. 7 00	
		Monarch, 90 lb. sacks 3 40	
		Quaker, 18-2 1 67 1/2	
		Quaker, 2	

6	7	8	9	10	11
Meal Bolted 3 40 Golden Granulated 3 50 St. Car Feed screened 25 90 No. 1 Corn and Oats 25 50 Corn, cracked 24 00 Corn Meal, coarse 24 00 Winter Wheat Bran 26 00 Cow Feed 25 50 Middlings 27 00 Gluten Feed 29 00 Dairy Feeds Wykes & Co. O P Linseed Meal 32 00 Cottonseed Meal 29 50 Gluten Feed 28 00 Malt Sprouts 24 00 Brewers Grains 28 00 Molasses Feed 25 00 Hammond Dairy Feed 25 00 Oats Michigan carlots 53 Less than carlots 55 Corn Carlots 65 Less than carlots 67 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 doz. 5 50 30 lb. pails, per doz. 9 80 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 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 26 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 Queen, 12 oz. 2 50 Queen, 18 oz. 4 50 Queen, 24 oz. 7 00 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 8 50 Half bbls., 600 count 4 75 Small Half bbls., 1,200 count 5 75 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist. 2 25 TOUTASH 48 cans in case 4 00 Babbitt's PROVISIONS Barreled Pork Mess 13 00 Clear Back 16 50 Short Cut 16 00 Short Cut Clear 16 00 Bean 13 50 Brisket, Clear 16 00 Pig 19 00 Clear Family 14 00 Dry Salt Meats S. P. Bellies 9 1/2 Bellies 9 Extra Shorts Smoked Meats Hams, 12 lb. average 10 Hams, 14 lb. average 10 Hams, 16 lb. average 10 Hams, 18 lb. average 10 Skinned Hams 10 Ham, dried beef sets 15 California Hams 9 Picnic Boiled Hams 13 1/2 Boiled Ham 9 Berlin Ham, pressed 9 Mince Ham 9 Bacon 12 1/2 @ 14 Lard Compound 8 Pure in tierces 9 1/2 80 lb. tubs advance 60 lb. tubs advance 50 lb. tubs advance 20 lb. pails advance 10 lb. pails advance 5 lb. pails advance 3 lb. pails advance	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 1/2 bbls. 1 25 1/4 bbls., 40 lbs. 2 00 1/2 bbls. 3 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef middles, set 40 Sheep, per bundle 90 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 Potted ham, 1/2 s 85 Deviled ham, 1/4 s 45 Deviled ham, 1/2 s 35 Potted tongue, 1/4 s 45 Potted tongue, 1/2 s 85 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 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 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 Hp., bbls. 8 00 @ 9 50 White Hp., 1/2 bbls. 4 50 @ 5 00 White Hoop, keg 55 @ 75 White Hoop mchs. 75 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 80 No. 1, 10lbs. 1 65 No. 1, 8lbs. 1 35 Whitefish No. 1, No. 2 Fam 9 75 4 50 100lb. 5 25 2 40 50lb. 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 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 Dome, 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, 70 bars 2 90 Marseilles, 100 cakes 5 86 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 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 3 75 Babbitt's 1776 4 10 Roseine 3 75 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes, English 5 1/2 Kegs, English 4 1/2 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyana 25 Cloves, Zanzibar 20 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochian 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1lb. packages 4 1/2 @ 5 3lb. packages 6 1/2 @ 5 1/2 6lb. packages 10 @ 5 1/2 40 and 50lb. boxes 3 1/2 @ 3 3/4 Common Corn 20lb. packages 5 40lb. packages 4 1/2 @ 7 SYRUPS Corn Barrels 29 Half Barrels 31 20lb. cans 1/2 dz. in cs 2 00 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 1/2 dz. in cs. 2 00 2 1/2 lb. cans 2 dz. in cs. 2 10 Pure Cane Fair 16 Good 20 Choice 25 TEA Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 1 @ 14	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 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyro 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 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 31 Kiln Dried 32 Duke's Mixture 40 Duke's Cameo 40 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum, Yum, 1lb. pails. 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 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, wide band 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. 63 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 3 70	Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 70 Egg Crates and Fillers Humpty Dumpty, 12 doz. 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 80 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 25 Cedar, an red, brass 2 45 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 2 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 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 15 Trout 12 Halibut 15 Clasces or Herring 8 Bluefish 15 Live Lobster 32 Boiled Lobster 34 Cod 12 Haddock 8 Pickerel 12 1/2 Pike 9 Perch, dressed 9 Smoked, White 13 1/2 Red Snapper 11 1/2 Chinook Salmon 15 Mackerel 22 Finnan Haddie 13 1/2 Roe Shad, each 1 50 Shad Roe, each 75 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 Lams 50 @ 80 Shearings 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 10 Cut Loaf 8 1/2 Leader 8 1/2 Kindergarten 10 Bon Ton Cream 9 French Cream 9 1/2 Star 11 Hand Made Cream 11 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 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate 13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 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 Molasses Kisses, 10lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horehound drops 60 Peppermint Drops 60 Chocolate Drops 70 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'td 1 25 Brilliant Gums, Cryst. 60 A. A. Licorice Drops .90 Lozenges, plain 60 Lozenges, printed 65 Imperial 65 Mottos 65 Cream Bar 65 G. M. Peanut Bar 60 Hand Made Cr'sms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 200s 1 85 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 13 Cal. No. 1 13 Walnuts, soft shelled @ 18 Walnuts, Chilli @ 14 Table nuts, fancy 13 @ 16 Pecans, Med. @ 10 Pecans, ex. large @ 12 Pecans, Jumbos @ 13 Hickory Nuts per bu. Ohio new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 6 1/2 @ 7 1/2 Pecan Halves @ 50 Walnut Halves 30 @ 35 Filbert Meats @ 27 Alicante Almonds @ 42 Jordan Almonds @ 47 Peanuts Fancy H. P. Suns 6 @ 6 1/2 Roasted 6 1/2 @ 7 1/2 Choice, H. P. Jumbo Choice, H. P. Jumbo Roasted

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



O. P. Bluing

Doz.
Small size, 1 doz. box...40
Large size, 1 doz. box...75

CIGARS

G J Johnson Cigar Co.'s bd.



Any quantity31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Book35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass5 @ 8 1/2
Hindquarters7 1/2 @ 10
Loins8 @ 14
Rounds6 @ 7 1/2
Chucks5 @ 6 1/2
Plates5 @ 6
Livers5 @ 6

Pork

Loins5 @ 8 1/2
Dressed5 @ 5 1/2
Boston Butts7 1/2
Shoulders7
Leaf Lard8 1/4
Trimnings6

Mutton

Carcass@ 9
Lambs10 1/2 @ 14
Spring Lambs@ 14
Veal
Carcass6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra...1 00
72ft. 3 thread, extra...1 40
90ft. 3 thread, extra...1 70
60ft. 6 thread, extra...1 29
72ft. 6 thread, extra...

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 60

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 25
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, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
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 3 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

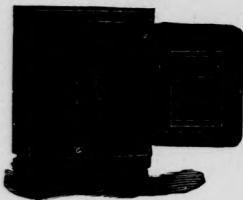
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz.1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 20
Oxford75
Plymouth Rock1 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, large3 75
Halford, small2 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.

Wanted—To buy stock general merchandise \$10,000 to \$15,000 to move to our present location. Must be cheap for cash. Give full particulars in first letter and amount of each stock. Bishop Bros., Millington, Mich. 456

For Sale—Clean stock hardware, about \$4,000, in busiest town Northern Michigan. New industries locating. Over \$1,000 cleared last year. Cash only considered. Address 454, care Tradesman. 454

Notice—Will pay highest price for shoe stock. 81 Clairmont Ave., Detroit, Mich. 467

I want to buy interest in grocery business in some live town. Experienced. Good references. Address R. A. Smith, Douglas, Mich. 466

For Sale—12 stations of Barr's cash carrier system, in good condition, at \$10 per station. George Bros. & Shoemate Co., Knoxville, Tenn. 465

Wanted—Miller with \$5,000 cash to take charge of flour mill. Salary \$100 monthly. Investment will pay 10 per cent. or more yearly. Address, giving particulars, Allen & Co., Somerset Building, Winnipeg, Man. Can. 464

A Snap—My stock of drugs, sundries, paints and wall paper, etc., for sale. Will give liberal discount if taken in next 30 days. Best of reasons for selling. Average cash sales \$40 per day. Address D. H. McWilliams, Charter Oak, Iowa. 463

For Sale—In northwestern Indiana, De Kalb County, 80 acres well improved land; all under cultivation, except five acres of pasture well drained; nearly six carloads of tile on it. About ten acres of muck good for onions or potatoes; good orchard; fair buildings; fine water; windmill. Price \$70 per acre. Address L. L. Denison, Garrett, Ind. 462

For Exchange—One saw mill complete, for good property of any kind. Address Lock Box 31, Onaway, Mich. 461

Be Independent—Start a mail order business of your own at home. Send for particulars. Michael, Box 241, Chicago, Ill. 460

For Sale—At a bargain, a patent right. A Duplex wind motor. O. Kirkham, Agent, Station A, Marshalltown, Iowa. 459

For Sale—Up-to-date outfit of clothing store fixtures in first-class condition, consisting of showcases, hat, umbrella and outside cases, window fixtures, forms, dummies, etc. Will sell together or separate. Address Box 155, Charlotte, Mich. 458

For Rent—Large dry goods store; old established trade; best corner in town of 5,000. Address A. D. Smith, Morris, Ill. 457

For Sale—Drug and grocery stock, business established seven years in town of 600. Central Southern Michigan. Average cash sales \$200 to \$250 per week. Other interests demand attention. Would take small farm or other property part payment, rest cash. Address Z, care Tradesman. 453

For Sale—Or to exchange for hardware or implement stock, 288 acres raw land 4 1/2 miles from Coolidge, Hamilton county, Kan. Nice level land. Address C. H. McClure, Ida Grove, Ia. 452

Great Opportunity for party with limited capital stock to buy \$4,000 general stock in best condition, Northern Michigan, town 6,000. Brick store, living rooms over the store. Low rent. Will sell cheap for cash. Best reason for selling. Address No. 450, care Tradesman. 450

Cash for your property wherever located. If you want to sell, send description and price. If you want to buy, state your wants. Northwestern Business Agency, Bank of Commerce Bldg., Minneapolis, Minn. 448

Grand business opening for sale at 50c on the dollar, \$16,000 stock of general merchandise. Address Merchant, care Michigan Tradesman. 445

Improved farms, prairie and timber land in Central Minnesota; crop failures are unknown. Will exchange land for other properties. For particulars write Fred Mohl, Adrian, Minn. 444

For Rent—The Kritzer grist mill and water power. Nearest competition ten miles away. Trade established a great many years. F. W. Riblet, Receiver, Newaygo, Mich. 442

An ice cream and confectionery parlor, cafe in connection. One of the finest and most complete plants in Michigan. Address No. 441, care Michigan Tradesman. 441

For Sale—Stock of general merchandise, and hotel, under one roof in two-story brick building. H. Paulsen, Gowen, Mich. 440

For Sale—\$5,000 stock general merchandise, including fixtures, in good farming community. Located in Genesee Co. Stock in fine condition. Must be sold at once. Address No. 412, care Michigan Tradesman. 412

For Sale or Rent—Store building at Croton, suitable for general stock. No other store within nine miles. L. E. Phillips, Newaygo, Mich. 410

For Sale—\$1,400 stock of groceries. Address 2043, Nashville, Mich. 424

For Sale—Two Toledo scales, good as new at \$25 each. Address J. H., care Tradesman. 425

To Exchange—Fine Red River Valley land and cash to exchange for stock general merchandise. Address O. L. Sateren, Grand Forks, N. D. 403

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

Florida Orange Groves—Here is your chance to get a home in Florida cheap. I have 40 orange groves that must be sold either at retail or wholesale for cash. All in fine condition. No occupation more pleasant or profitable. Write for descriptive catalog and prices. M. F. Robinson, Sanford, Fla. 394

For Sale—Stock of general merchandise, invoicing about \$6,000 and brick veneer building, two story, 30x100 ft. Stock 85 per cent. cost building at \$2,500. Enquire of Muzzall & Marvin, Coopersville, Mich. 390

Merchandise stocks converted into cash, our system is successful, where others fail. Spring dates are being claimed. Booklet and references free. G. E. Breckenridge, Edinburg, Ill. 389

For Sale—Stock of shoes, dry goods and groceries located in Central Michigan town of 350 population. Living rooms above store. Rent, \$12 per month. Lease runs until May 1, 1908, and can be renewed. Last inventory, \$2,590. Sales during 1905, \$3,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

\$3,000 yearly. If you earn less, go into the real estate business, insurance, loans, etc. You may make \$5,000 or \$10,000 yearly. By our co-operative plan we turn business over to you. Our correspondence course shows just how to start, how to make the most of your opportunities wherever located. If you can make money for your employer, you can make it for yourself. Be independent, successful, a man of affairs. Practically no capital required. Write for free book, endorsements, etc. American Real Estate Co., Dept. T, Des Moines, Iowa. 432

Will Sell or Exchange—For property in Southern Michigan, new 8,000 ft. mill. Good timber, healthy, or will take a partner with \$2,500 cash. Address J. T. Goodman & Co., Manufacturer of pine, gum, oak and cypress lumber, Amory, Miss. 429

To Exchange—Sixty acre farm for city property or drug stock in or near Grand Rapids. Address Box 333, Saranac, Mich. 427

Our Children In The Other Life by Giles; Doughty's "The Secret of the Bible"; Swedenborg's "Divine Love and Wisdom," three books seven hundred pages, postpaid for fifty cents in stamps. Pastor Landenberger, Windsor Place, St. Louis, Mo. 408

Bakery, ice cream, soda, candies, cigars and lunch room. This is a first-class place, new and up-to-date. Will invoice about \$2,500. Will give particulars in letter. S. D. Upham, Saugatuck, Mich. 436

For Sale—Cigar stand and three table pool room, \$700. Address Henry Lutzke, Bay City, Mich. 430

Department Store For Sale—Northeastern Indiana, general stock merchandise invoicing \$6,000. No stock more than one year old. You can rent storeroom, which is new and up-to-date. Best location in town. Must be sold at once. New town. German settlement. Productive country. Credit business very light. Best reason for selling, going into manufacturing business. Address A. B. C., care Tradesman. 433

For Sale—Four cylinder Dayton market scales, with plate glass platforms. In use one year. Less than half original price will take them. X. Y. Z., care Michigan Tradesman. 387

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

G. B. Johns & Co.

Auctioneers
Grand Ledge, Mich.

Mr. Johns conducted a "closing out" sale for me quickly, satisfactorily and economically. C. A. Smith Grand Ledge, Mich.

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

SITUATIONS WANTED.

Young man, age 26, desires position as clerk in first-class grocery or general store. Good references, good experience. R. J. Westmore, Holloway, Mich. 455

Wanted—Position as manager general store, shoes or clothing preferred. Recently manager of general stock which was destroyed by fire. For particulars address C. E. Rankert, Mendon, Mich. 446

Wanted—Position by a married man, age 40, in general store. Experience. Address Box 658, Grand Ledge, Mich. 414

Want Ads. continued on next page.

Simple Account File

Simplest and
Most Economical
Method of Keeping
Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 00
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 1 50

Tradesman Company,
Grand Rapids.

Here Is A Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

MAKING A GOOD FIGHT.

Everybody in this country admires pluck and courage in whatever cause displayed. When it is a little fellow fighting a big one the courage may be altogether out of proportion to the discretion and still it wins approval. It is for this reason that Robert S. Waddell, of Peoria, Ill., deserves and receives a lot of commendation. He is the President of the Buckeye Powder Co., a concern which is outside the trust and which has the nerve to fight the monopoly very vigorously. The Dupont aggregation of companies can keep a strong hold on the Government and make it a profitable customer until such a time as the Government builds more and bigger powder plants for itself or in some way discourages monopoly and puts the powder trust out of business. Not long ago the joint board of the army and navy in a report recommended the appropriation of \$300,000 to enlarge the navy powder factory at Indian Head. As much more should be appropriated for that at Dover and the two together will not be enough when enlarged.

The limited extent of the Government's powder making facilities at present may be gathered from the statement that the Dover plant has an estimated capacity of a thousand pounds a day, which is just enough for three shots from a 12 inch gun, and the three shots can be fired in less than two minutes. Powder can be manufactured to good advantage only a few months in advance. It deteriorates and becomes dangerous to handle. In case of war the Dover plant would not be a very heavy reliance. That the powder trust makes money out of the Government under the present arrangement is easily gathered from the statement that it sells to the United States at 84½ cents a pound powder which costs to manufacture 44 cents per pound. That is doing pretty well, thank you, for a company whose head is in the Senate and whose iron grasp is on the National Treasury. If the Government should straightway spend a million dollars enlarging and improving its powder plants it would save a great deal of money and be in shape to protect itself if there should be any great demand. Mr. Waddell is making a manly, plucky fight. The least that the newspapers in the country can do is to give him and his cause publicity; and if worse comes to worst the people can do the rest.

JAPAN AND CHINA.

Japan's aggressive policy in the Far East promises to cause trouble in that part of the world before the year is out unless wise and conservative counsel prevails. Although according to the Treaty of Portsmouth Japan has ostensibly evacuated Southern Manchuria, she has laid claim to control of a good portion of that territory on the strength of being suzerain and successor of the Korean monarchy. China has granted a concession to an English syndicate to build a railroad in Southern Man-

churia which would in some respects parallel the existing South Manchurian railway. Japan has vetoed the proposition and has warned China not to attempt the construction of the proposed railroad.

The Chinese government, exerting both by right and by treaty full sovereignty, has declined to accept the Japanese view of the situation and proposes to go ahead with the construction of the railroad. This the Japanese Government intimates it will prevent by force if need be. As English capital is interested in the railroad project the British Government is not overpleased with the attitude of Japan, and as the latter is claiming sovereign control over that portion of Far Eastern Manchuria stretching towards the Russian stronghold at Vladivostok, Russia is likewise disgruntled and disposed to object.

The military party in Japan appears to have gained the ascendancy in the Government for the present, and more than a third of the entire revenues is being appropriated for military and naval expansion. As a result of this policy the budget for the ensuing year promises a deficit, which it is proposed to meet by an additional taxation, an outlook which the commercial and financial classes do not view with equanimity.

From all indications Japan will be so busy with internal squabbles and with the problems which demand her attention near home that she will have no leisure to pick a quarrel with us over the immigration question, particularly with the battleship fleet in readiness in the Pacific as a reminder that a war with this country would be a costly undertaking for a practically bankrupt country still staggering under the financial burden of a recent great war.

AGAIN AT SEA.

The battleship fleet, after spending ten days at Rio de Janeiro, during which the ships were recoaled and the officers and men extensively entertained by the hospitable Brazilians, has sailed away and is now at sea making its way steadily towards the Straits of Magellan, at the entrance of which the ships should arrive by Feb. 1. When the Straits are reached the fleet will have completed, practically without a hitch, one-half of its journey to San Francisco.

At Punta Arenas, in the Straits, the ships will again take on coal from colliers which have preceded the fleet to that point, and when bunkers are all full again the Straits will be passed and a course shaped to the northward, so as to bring the vessels to Callao in good time. At the Peruvian port it will be again necessary to coal the ships, but after leaving that point there will be no further stops until Magdalena Bay is reached. There the customary winter target practice will take place, and then the fleet will go to San Francisco.

No definite programme has yet been announced as to the movements of the ships after reaching San Francisco, although without doubt all plans for the future have been decided upon.

According to some recent stories from Washington, the fleet will eventually go to the Philippines, touching at Hawaii and Guam, and while in the Far East may visit Japan, after which the most of the battleships will be returned to the United States via the Suez Canal.

While the cruise is proving of great benefit to both officers and men, the cost is rapidly assuming great proportions and Congress is being called upon to make emergency appropriations in order to make ends meet. The one item of coal will cost the Government many millions of dollars.

Indications of a Large Attendance at Jackson.

Grand Rapids, Jan. 28—As the time for our annual convention is close at hand—it will be held at Jackson next week, Feb. 4, 5 and 6—I again take the liberty to earnestly urge you to put forth every effort to attend this convention, which from reports I have received I believe will be the largest ever held by this Association, consequently will be productive of much good to the merchants of our State. Some of the most important things which will be discussed are mutual fire insurance, credit reporting system, parcels post, amendment to garnishment law and many others. Remember the old saying, "All work and no play makes Jack a dull boy," and meet us at Jackson, if you are now a member. If not a member, be sure and come and help in the building of this Association, which is working for the betterment of all engaged in our line of merchandising. Trusting to see you,

Fred W. Fuller, Pres.

Port Huron, Jan. 28—The Jackson grocers have elected the following delegates to the convention: O. C. Leach, G. E. Lewis, C. G. Hill, L. A. Chamberlain, W. H. Barry, Joseph Enos, F. J. Warner, J. Hastings, T. Allshire, H. H. Neesley, I. R. Wilson and P. W. Haefner.

Port Huron grocers held one of the largest attended meetings since their organization, at which fifteen delegates were elected to attend the State convention: W. D. Smith, Jr.; John Parker, F. C. Wood, R. P. Anderson, Chas. Wellman, A. H. Nern, Wm. Canham, C. F. Emling, E. N. Akers, R. A. Horr, W. D. Brown, R. J. King, J. J. Churchill, A. Gaines and J. T. Percival. Several others have expressed themselves as to attending the convention.

At the election of officers for the ensuing year the following were elected:

President—Chas. Wellman.

Vice-President—W. D. Smith, Jr.

Secretary—F. C. Wood.

Treasurer—W. D. Brown.

Directors—R. J. King, T. O'Brien, W. A. Bailey, R. D. Cannally, Case Cisky.

Everything at present points to having the largest convention in the history of the Association in the way of interest taken and numbers that will attend. J. T. Percival, Sec'y.

The man who says he is too poor to give will never be rich enough to be other than poor in heart.

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

Buffalo, Jan. 29—Creamery, fresh, 25@32c; dairy, fresh, 18@22c; poor to common, 16@18c; rolls, 18@21c.

Eggs—Strictly fresh, candled, 24c; fancy white, 26c; cold storage, candled, 19c.

Live Poultry—Springs, 10@12½c; fowls, 10@12c; ducks, 12½@13½c; geese, 10@11c; old cox, 8c.

Dressed Poultry—Springs, 10@13c; fowls, 10@11c; old cox, 9c; ducks, 13@14c; geese, 9@10c; turkeys, 15@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, \$1.85@1.90; white kidney, hand-picked, \$2.25@2.50.

Potatoes—White, 70c per bu.; mixed, 60@65c. Rea & Witzig.

Gradual Growth of Traverse City Council.

Traverse City, Jan. 28—Traverse City Council, No. 361, U. C. T., held its regular meeting Saturday evening, Jan. 25. It was a success in every sense of the word, over 50 per cent. of our membership being present. Four new members were initiated and we had ten applications. Our membership at present is fifty-two. The Entertainment Committee is sparing no pains to make our annual banquet on Feb. 21 a grand success. All the U. C. Ts. and their families are cordially invited.

Fred. C. Richter, Sec'y.

Rhode Island doctors want the telephone companies to give them a special reduced rate for service and they present a very good reason why it should be granted. They say the companies urge among the particular advantages of the telephone that it affords a medium of prompt communication with the doctor and, in an emergency, life or limb may be saved by having it at hand. It is, therefore, a financial benefit to the companies to have their phones in the doctors' offices. Such being an admitted fact, it can not be denied that the doctors have a fair claim for compensation in the way of reduced rates or some other form.

BUSINESS CHANCES.

For Sale—120 acres in Traverse City, forty acres best clay in state for making brick, floor tile and roofing, \$18,000 or would exchange for brick flat and house and lot. Homer Shepard, 290 Buckeye St., Grand Rapids, Mich. 468

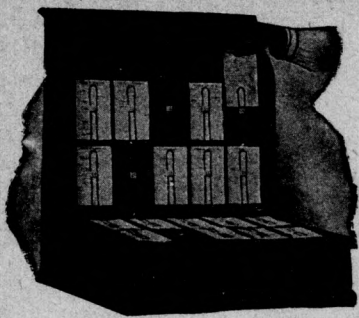
For Sale—Drug stock, invoicing \$20,000, wholesale and retail. Doing large business. City of 30,000. D. D. Ford, Battle Creek, Mich. 473

Wanted—To sell, 1,500 acres fine delta land, 700 in cultivation; 800 acres fine virgin timber; 1 20 M capacity mill, one-third cash and balance on terms. Call on or write W. T. Knight, Dubbs, Miss. 472

Situation Wanted—Young married man, book-keeper and accountant having had experience in the stock brokerage business, also experienced in cost systems, etc., wishes to connect himself with good reliable firm. Best references furnished as to my character and ability. Address No. 470, care Tradesman. 470

For Sale—The Vanderbilt Creamery Company have quit and will sell the machinery at a big sacrifice. Everything new and in first-class condition. New Farrington pasteurizer, quantity of supplies on hand. Address H. T. Glezen, Sec'y, Vanderbilt, Mich. 471

For Sale—The only clothing store in Winnebago, Minn., a town of 1,800 people; good, clean, up-to-date stock; good lease and a good location; to any party wanting to go into the clothing business, here is your chance. This business will stand your closest investigation. Address The Toggery, W. S. Hodgman, Secretary. 469



The Best Customer Is the Credit Customer

Did you ever stop to think why the credit customer is the most preferable?

It is because he will walk by a dozen stores and buy his goods WHERE HE HAS A CREDIT ACCOUNT, while the cash customer drops into the first store he comes to to make his purchases.

You would rather have ALL his trade than a part. Then the only question is, What is the best method of handling the accounts so that you are in touch with them at all times without any more EXPENSE than you would be in handling cash sales?

The answer is, "GET A McCASKEY ACCOUNT REGISTER." It handles the accounts with but ONE WRITING. It STOPS ALL FORGETTING TO CHARGE GOODS. It ELIMINATES DISPUTES. It COMPELS YOUR CLERKS TO BE ACCURATE.

It DRAWS NEW TRADE TO YOUR STORE. It is a COLLECTOR and SAVES YOU MONEY.

Are you looking for a steady trade all the year round or just anybody that happens to drop in with a little change?

The McCASKEY is fully protected by patents.

BE CAREFUL about buying INFRINGEMENTS.

We will send you valuable information FREE for the asking.

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 Financial Situation

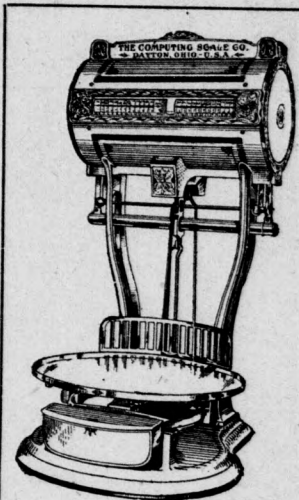
is a condition which is beyond the power of the individual to control. The large crops, the scarcity of currency and a hundred other conditions directly affect the commercial and industrial world.

Your financial condition may be affected by it to a slight degree, but you have a more **dangerous** condition in your own store if you use **old style** scales for weighing your merchandise.

In these days of **close competition** you need **every penny** that is justly yours. Do you get it? If you use old-style scales you lose on every weighing.

MONEYWEIGHT SCALES turn loss into gain. If you mark your goods to get 15 or 20 per cent. you get it.

The reason for this is easily explained, and if you are at all interested send us your name and address for detailed information.

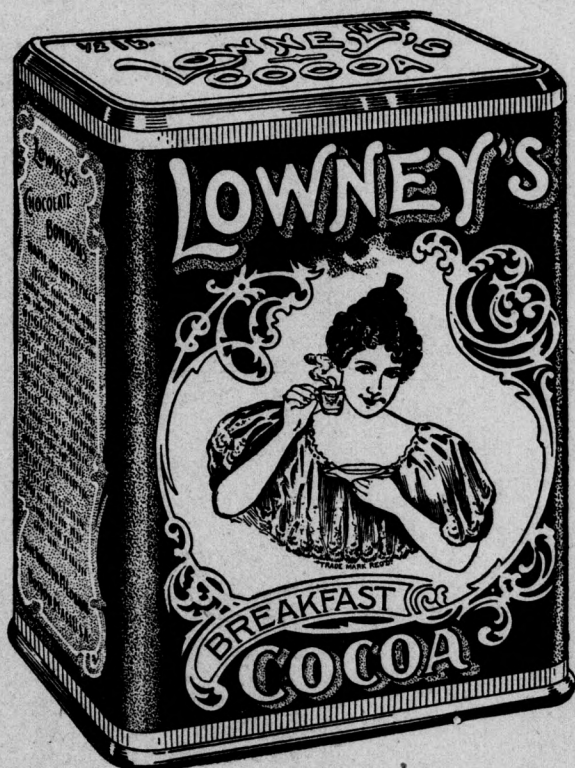


The new low platform No. 140 Dayton Scale



Moneyweight Scale Co.

37 State St., Chicago



The purity of the Lowney products will never be questioned by Pure Food Officials. There are no preservatives, substitutes, adulterants or dyes in the Lowney goods. Dealers find safety, satisfaction and a fair profit in selling them.

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare 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.

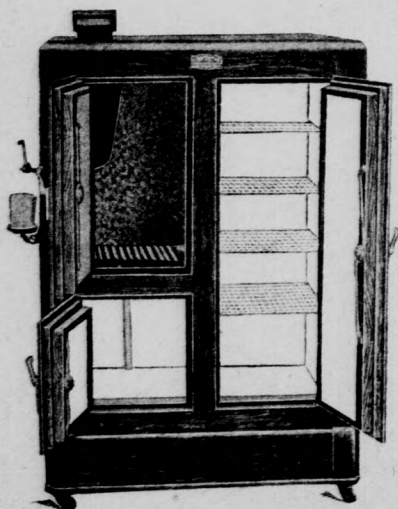
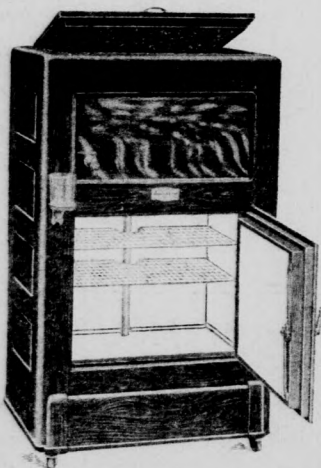
Tradesman Company
Grand Rapids

Leonard Cleanable Refrigerators

Buy One of
Leonard's Cleanable
Grocer's
Refrigerators

They save their cost many times
by preventing waste

Ask us for
Catalog and Discount



We Are the Michigan Agents
for the World Renowned

Leonard Cleanable Refrigerators

The preservation of food is as worthy your most careful attention as it is of the inventors' and mechanics' finest efforts.

For more than twenty-five years we have given our constant attention to this subject, and the quality of our goods and our steadily increasing trade is evidence that we have succeeded in producing an article which meets with universal approbation.

Our Special Features Cannot Be Found Elsewhere and They Are Fully Protected by Patents

Our refrigerators are manufactured of ash, oak, zinc and genuine porcelain enamel on steel. Observe the handsome round-cornered oak cases on the left. They are our latest styles of genuine porcelain lined and are in keeping with fine furniture. We are the only manufacturers with a complete plant for the production of enamel steel linings.

People are getting tired of buying galvanized iron refrigerators because they are so hard to clean—grease sticks to iron but falls off from pure white enamel on steel.

Remember "The best is the cheapest." A poor refrigerator is a nuisance, but the Leonard Cleanable gives satisfaction in every particular. Send for catalog.

Eight Walls to keep out the heat.

Leonard Air Tight Locks to fasten the doors tight.

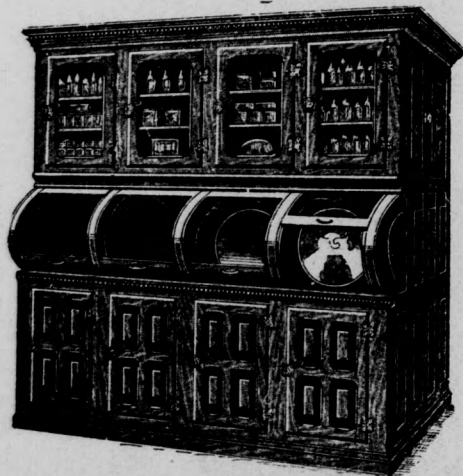
Adjustable Shelves for convenient storing.

Cleanable Flues to keep sweet and clean.

Leonard Scientific System of Refrigeration To Save Ice Bills

H. Leonard & Sons

Wholesale Commission Agents Grand Rapids, Mich.



Secure agency for your town
and vicinity of the

Leonard Cleanable or the

Porcelain Lined Refrigerators

Ask us about them
Catalog sent free

