

## 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

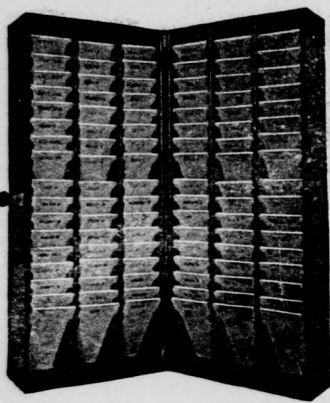
It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer.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

## If Your Time is Worth Money

You cannot afford to spend any of it doing bookkeeping. Why not use

### Tradesman Coupon Books

and put your business on practically a cash basis? We will send you samples and full information on request and can give you the names of thousands of satisfied users.

**Tradesman Company**

Grand Rapids, Mich.

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, MARCH 4, 1908

Number 1276

## The Capital Stock and Surplus The Resources and Nature of Same

Constitute the  
responsibility of any Bank

The Capital Stock and Surplus, the  
Resources and Deposits of

## The Kent County Savings Bank

Exceed those of any other State or  
Savings Bank in Western  
Michigan

3½% paid on Savings Certificates  
of Deposit

Banking by Mail

## 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. Corre-  
spondence invited.

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND  
BURGLAR  
PROOF**

# SAFES

**Grand Rapids  
Safe Co.**

Tradesman Building

### SPECIAL FEATURES.

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### ABATING SMOKE NUISANCE.

Although the city of Grand Rapids has been provided with a Smoke Inspector for a year past, and while L. C. Towner, who fills that position, is an expert in that department of scientific surveillance and investigation, it is quite likely that less than 1 per cent. of the business men of Grand Rapids—to say nothing of the housewives in the city—have any appreciation of the magnitude of the task involved in a Smoke Inspector's duties or have any conception whatever as to how necessary it is that he should have the co-operation of the coal consuming public.

It is a common occurrence on any morning when the sunshine is clouded for two or three minutes by a discharge of heavy black smoke to hear the remark, "That sort of thing ought to be stopped;" and yet there is not one man in fifty aware of the fact that if he will stop and "time" such a discharge of smoke he will find out that it will turn from black to dark gray, then to a lighter gray and finally to almost white, all within two or three minutes. The average citizen does not know that this leeway of three or four minutes is allowed by ordinance provision; the average citizen is not aware that there are many illustrations of successful smoke consumers among the various industrial plants in the city. Probably not 500 of our people know that Smoke Inspector Towner has been conducting a pacific, intelligent and successful educational campaign and has accomplished most desirable results.

The chief objection against the smoke delivered from coal during consumption is the presence of hydrocarbons that pass off unconsumed. It is this obnoxious nuisance which develops the layers of soot present in offices, kitchens and sleeping rooms; and this is directly responsible for the soiled linen and damaged merchandise on all sides. Even the throat irritations so common are due to this cause chiefly. As to the method

of abating the smoke nuisance it is found that a majority of cities have passed ordinances authorizing the prosecution of those who cause a smoke nuisance; smoke inspectors are appointed to carry out the provisions of such ordinances. All of this is easily said, but to accomplish the result the task is beset with many difficulties.

Chief among the obstacles is the difficulty of securing co-operative effort on the part of the citizens. It has been the purpose and practice of Smoke Inspector Towner since he began his work to confer and consult with the owners and operators of coal consuming plants with the view of learning the exact conditions of each plant and thereby being enabled to suggest such changes or installations as in his opinion would tend to better conditions. This City Department, however, holds itself aloof from recommending any particular make of furnaces or stokers.

That smoke is the result of imperfect combustion is elementary, and there is but one way to eliminate it—by securing a "proper mixture of air with the volatile gases, both of necessity being at high temperature." The result is perfect combustion and with this condition smoke does not exist as the gases which form smoke have been consumed and have added their value to the heat units of the coal, and have not been expelled from the stack to poison the air we breathe and damage our commodities. Thus we have combined economy with an abatement of a nuisance. Touching further on the economical phase of the situation the following fact is submitted:

There are being burned, approximately, six hundred tons of coal a day in our city, at an average cost of \$3 per ton, which aggregates \$1,800 per day. Assuming that at least one-half of this coal is improperly consumed, and this is conservative, taking the smoky condition of our city as a criterion, it is found that with proper combustion we would be able to reduce this amount to at least four hundred tons per day or \$1,200, a reduction of \$600 per day or \$187,800 per year, using 313 days as an operating year. This would certainly pay the interest on a large investment for bettering our conditions and leave a substantial balance on the credit side of the ledgers of our coal-consuming citizens.

The City Department wishes to avoid the "prosecuting" of smoke makers, but it is a fact that the manufacturers or any other persons have no right to conduct their business to the injury of others. Smoke, according to the construction of the law, is a nuisance, just as a foul odor is a nuisance, and the health authorities are quick to abate or close plants

from which foul odors are emitted, and for the same reason our greatest efforts should be used in the abatement of the smoke nuisance and, if necessary, stringent methods should be resorted to.

Would it not be pleasing to be able to say that Grand Rapids is a smokeless city and, therefore, a more healthful, clean and beautiful city? This condition can be brought about by the co-operation and assistance of our coal-consuming citizens and to their great advantage.

### THE SALVATION ARMY.

The Tradesman gave place last week to a lengthy letter from Wm. H. Cox, purporting to be an answer to two papers which recently appeared in the Tradesman, containing commendation of certain portions of the work of the Army and condemnation of other features. The criticisms were offered in the utmost good faith and in all candor. It will be noted that Mr. Cox confines himself almost exclusively to denunciation, vituperation and sarcasm, instead of employing argument in undertaking to sustain his position. This appears to be the usual custom of those who try to defend the methods of the Salvation Army. Instead of meeting the issue fairly and squarely and manfully and in a Christian spirit, they endeavor to belittle the reasoning of the opposition by resorting to weapons never made use of by the conscientious disputant. So long as this policy is pursued the Army will necessarily continue to suffer in the estimation of people who worship at the shrine of fair play and refuse to be swerved from the path of duty by either passion or prejudice.

We have had the smokeless powder for some years and now the silent gun has come. It is the invention of a son of Sir Hiram Maxim and its success means another revolution in the methods of war. The battles of the future are to be smokeless and noiseless, if not bloodless. The army that is equipped with silent guns will manifestly have a tremendous advantage over one not thus equipped. The secret of the invention is in a device by which the gases generated are emitted gradually. The customary bang is reduced to a hiss. The projectile goes just as far, but the enemy can not locate the firing, either by eye or by ear. In the course of time the development of firearms will probably reach such a point as to render war intolerable and create such a revulsion of humanity as to compel recourse to universal arbitration.

If you would see good in your neighbors anoint your eyes with the milk of human kindness.





### Short Dresses Too Well Liked To Eliminate.

Judging by the evidence of one's senses when out in one of the recent snowstorms he would be of the opinion that Winter will for some time yet be "lingering in the lap of Spring;" but were he to go past some of the dry goods windows and take a peep therein, and were he to listen to the vociferations, the vituperations issuing from lusty lungs of lively lads as they scrap over the mysterious "megs"—albeit they have to dig their precious marbles out of the snow with their fingers in order to play the game—he would feel convinced that these signs do mean something in spite of seeming improbability that there'll be "somethin' doin'" very soon.

\* \* \*

In the dry goods stores the windows are proclaiming that silks for semi-dressy occasions are on the thin order. These make up very prettily into shirt waist suits, which are still short, in spite of Dame Fashion's decree that they shall be lengthened. Women have had a taste, during the last two years, of emancipation from the thralldom of the everlasting taking care of dragging petticoats and they are not going to supinely put their necks beneath the yoke again. If protest does no good they will rise in revolt as one woman—a sensible composite creature—and refuse to longer be a slave to the Fickle Goddess so far as giving up their independence of sloppy walks and "dusty rhodes," is concerned. The women would, indeed, be fools to go back to the wretched time when a disengaged hand was the algebraic X.

Naturally, a woman overblessed with meat on her bony structure can not have her tailormade clear the ground at the distance that can she who is known as spirituelle, the petite darling; but still she may be entirely immune from the necessity of the continual attention to skirts that was demanded in those former disagreeable—not to call them a badder word—times!

A prominent frockmaker—they used to call them mantuamakers—recently finished a handsome dress for a charming little woman who has sense in her pretty noddle, and it "never touched" to the extent of five inches. The little creature who is thus enjoying foot-freedom wants to walk, to dance (informally), to farry forth to a luncheon, without the discomfort of this never-ending "thinking about her clothes." The gown is trimmed about the waist somewhere with two sizes of gilt buttons (figured), giving that much-to-be-desired, that natty military effect. Brass buttons, with a woman, as with a West Point cadet, give an erect carriage that makes her at once the admiration and the despair of her

sloppy, slouchy, stoop-shouldered sisters. Adopt 'em, girls, and my word for it, your vertebrae will feel a ram-rod running through the spinal foramen!

Silks from the Orient will be to the fore the approaching summer, with their thick-and-thin threads like unto those in a pure linen handkerchief (although they do say that sophisticated in flax are able to deceive the very elect in the introduction of cotton filaments into its weave.) These have to be made up with immense discretion or they will present a hang-dog look—a look to fight shy of.

\* \* \*

As spring (the sodden spring) creeps on apace umbrellas will be coming more than ever into recognition. When it snows people can put on something that brushed-off snow will not stick to, to any extent, but nothing but an umbrella will preserve a good hat from rain-ruin.

An umbrella authority has this to say:

"As to the character of the handles, the demand seems to be along broad lines. There is no one big favorite, all of the well-known types being in request. During the period that the silversmith strike was on a strong effort was made to divert the current of demand in the direction of naturals, and this was partially successful. When the strike was settled silver and other metal-mounted handles were taken as freely as ever.

"One unfortunate feature of the umbrella business which is always noticeable at the time of the holiday demand is the desire of certain buyers to have as large a proportion of their stock as possible of all-silk material. This is bad for the trade. The cheap all-silk umbrella does not wear nearly as well as the union. Its sale is likely to result in dissatisfied customers, while it allows of no greater profit than the union."

Some people, as well as the merchants above mentioned, never care for an umbrella unless it is "all silk," which, if of fine quality, will not give anywhere near the wear-satisfaction that a combination will; the latter will last thrice as long as the other.

\* \* \*

The shape of the novelty among garments called the "Gandourah"—such a favorite this winter on account of its convenience and from the additional essential fact that the dress sleeves remain crushless when it is worn—is likely to be duplicated for spring wear. It greatly resembles the burnous, but is shorter and frequently has slits cut in the sides. "These," 'tis said, "are framed by a band of the material, trimmed with embroidery or soutache, and through which the arms pass. This apparent insignificant detail is greatly in its favor. The fault generally found with the burnous was that, having neither sleeves nor side openings, it had to be raised over the arms and was heavy, or else had to be left unsupported, and in that case conceal the entire toilette. These two faults do not exist in the 'Gandourah,' which has seen the utmost

popularity among high-class winter wraps. It is made in light shades of cloth, cashmere or Shantung of a heavy order and is handsomely trimmed on the openings and around the neck. There is often a small pointed hood terminated by a tassel in the back, but this starts from the shoulders only and is not visible in front. This is not the only type of long cloak-shaped garment in which side openings for the arms are reserved. They are cleverly concealed by the trimming, so that when not in use their presence is not visible."

\* \* \*

As to veils:

"Very generally worn is the long scarf veil. This often attains a length of three yards, its breadth being about twenty-five inches. The most favored type is of chenille spotted net, the dots being extravagantly large, the colors black and dark shades of gray, brown and green. A narrow knife pleating of self-colored taffeta or mousseline, or chantilly lace likewise knife-pleated, surrounds the entire veil, which is simply adjusted at the back of the hat by a dainty pin or brooch, but without being raised. These long broad veils are the height of fashion."

\* \* \*

"There are no marked changes in the lingerie waist models which were prepared for spring, and buyers placed their orders in full confidence that the lingerie waist would renew its full popularity in the spring and summer of 1908. The models which were made up by domestic manufacturers, as well as the imported lines brought over by high-class retail trade for their own immediate use, alike prove that no special novelty made its appearance. In the high-class hand-made lines beautiful qualities of handkerchief linen, as well as linen of slightly heavier weight and considerable dressing, are being used. The dressing in these linens gives them a crisp, fresh look; also there are certain qualities which do not wrinkle much, being more like the cotton fabric, which really looks fresher after being worn a short time than does linen. The use of hand-made Cluny lace, the Irish crochet and the antique filet is noticeable in all of the fine waists. The embroidery is also of a striking character, much of it being of the English eyelet description. This use of the coarse laces and the heavy embroideries is characteristic of the general fashion tendencies. Contrasts are everywhere apparent in the trimming novelties, and this is working its way into the lingerie waist lines. Spring will continue to give favor to the simple tailored waist of mannish style. Preparations were made by many of the trade who specialize in simple waist lines to do an increasing business. In addition to the white linen and lawn waists in the simple shirt waist styles with long sleeves there is some considerable use of color in wash waists. This is apparent in the neckwear novelties, which always have more or less influence on waist fashions."

### Good Roads Agitated at Flint.

Written for the Tradesman.

The Flint Automobile Club held a meeting and dinner Feb. 25 at the Hotel Dresden, with thirty persons present, including Edward S. George, of Detroit, President of the Michigan State Automobile Association, also prominent business men of Flint.

Mr. George stated that there are four automobile clubs in the State: Detroit, with a membership of 250; Grand Rapids, with 200; Flint, with 51, and Hart, with 20. Speaking of the work of the Detroit Club, he said that the agreement made at the time of its formation to complete two miles of good road leading from that city every year has been carried out. Gravel was favored for road building.

"Good Roads for Genesee County" was the slogan at the meeting and the Club intends to co-operate with the farmers, bearing its share of the expense incurred in improving the highways leading into Flint.

The day following the meeting a committee appointed by President Hubert Dalton, made up of C. M. Begole, M. P. Cook, Geo. W. Hubbard, D. D. Aitken and W. C. Wells, visited the homes of farmers living along the Fenton road, inviting them to attend a meeting to be held at the court house, addressed by State Highway Commissioner Earle.

A. Griffen.

### Care of Horses' Feet.

It is scarcely a matter for wonder that so many horses go wrong in their feet, when the results of careless or incompetent shoeing and the amount of usage the hoofs experience are considered, says an exchange. Even horses which are driven slowly are subjected to almost as much risk from the effects of wear and tear as is the animal which moves faster; for, although the latter, and especially if he happens to be a high mover, places his feet down harder than the other, the slow mover puts his down much oftener.

It has been calculated that a horse working at a slow pace will move his feet up and down over 11,000,000 times in the course of a hard day, and about 8,000,000 times during a moderately hard one, whereas, an animal worked at a trot puts down his feet some 7,000,000 times if he has a hard day out, and about half as many in the course of a moderately hard one. Assuming that these figures are worthy to be accepted—they are the work of an eminent veterinary authority—an idea will be derived from them of the risks of concussion to which horses are liable, with the possible result that some owners will devote more attention to the treatment of their animals' feet.

Every advertising man who lives up to his profession is an advance agent of optimism.

Only the morally astigmatic see lying as the only refuge in time of trouble.

The man who cannot find a god in the universe discovers one in a mirror.



**NAME Changed--  
No Change in the FOOD!**

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**POST** (Formerly Called  
Elijah's Manna)  
**TOASTIES**

(Above is exact wording on package)

All our advertising copy explains the change in name from "ELIJAH'S MANNA" to "POST TOASTIES," thus relieving the dealer from all controversy.

We guarantee sales of this product—keep it moving by our well-known liberal and effective line of advertising.

33⅓ per cent. profit on "Post Toasties" means good money handling this most popular of Corn Flake Foods.

"**POST TOASTIES**" have the same special "toasty" flavor which made "Elijah's Manna" famous. This makes the food a "prodigious repeater."

**"The Taste Lingers"**

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**Postum Cereal Co., Ltd., Battle Creek, Mich., U. S. A.**





### Movements of Merchants.

Battle Creek—A trustee has been appointed for the Battle Creek Interior Finish Co.

Plymouth—W. B. Roe intends to open another grocery store in the Hoops block.

Orion—J. W. Hallett has purchased the H. E. Goette bazaar stock in the Berridge block.

Ithaca—Kinney Bro. is the name of the new firm which has purchased the Jackson grocery stock.

Walled Lake—James Gilchrist and Clarence Bickings have opened a hardware store and tin shop.

Nelson—Winchell Bros., general merchants, have purchased the Geo. Shovan stock of merchandise.

Evart—George B. Selby has sold his grocery stock to A. L. Brooks & Son, who will continue the business.

Cassopolis—R. F. Peck, for the Pears-East Grain Co., of Buchanan, has leased the Michigan Central Elevator.

Washington—H. T. Robertson & Co. have been succeeded by George A. Dewey in the hardware and lumber business.

Madison—Douglas Glaspie has purchased the Eli Tamlyn store building and will put in a new stock of general merchandise.

Lake City—J. W. Carr, who has been manager for S. A. Howey & Co., has purchased the furniture stock owned by A. E. Holmberg.

Imlay City—David Marshall, of Pittsburg, Pa., has purchased an interest in the Imlay City Roller Mills and will move here with his family.

Detroit—The Moore-Wylie Co., which conducts a notion and furnishing goods business, has increased its capital stock from \$10,000 to \$45,000.

Escanaba—City Clerk T. J. Burke and B. J. McKillican will open a new clothing and men's furnishing goods store at 1215 Ludington street under the style of the Burke Clothing Co.

Evart—The Postal-Klesner Hardware Co. is succeeded by the Postal-Becker Hardware Co., Edgar Becker, formerly of this place, but lately of Mt. Pleasant, having purchased an interest in the business.

Wayland—The firm of Yeakey, Burlington & Hudson, which conducts the Palace market, has been dissolved, Mr. Burlington retiring. Yeakey & Hudson will continue the business at the old location.

Adrian—T. J. Meyer, who recently bought the Sack & Schwab grocery stock, has disposed of it to R. A. Kaiser. Mr. Kaiser's sons, Louis and Henry, will conduct the business under the style of Kaiser Bros.

Sturgis—Henry Neuman, after a five years' absence from Sturgis, during which time he has been engaged in business at Colon, will again re-engage in business, having purchased the C. B. Munger boot and shoe stock.

Eaton Rapids—B. F. Woodworth has tendered his resignation at the

Daniels store and gone to Newberry, where he has charge of a large mercantile business. Mr. Woodworth was at the Daniels store for five years past, where he gained a large acquaintance.

Leslie—Ernest Wright and Geo. Graham, constituting the firm of Wright & Graham, dealers in hardware, implements, etc., have dissolved partnership, Mr. Wright continuing the business. Mr. Graham has accepted a position with the International Harvester Co.

Tecumseh—The dry goods firm of Anderson & Rosacrans has been reorganized under the same style, owing to the death of the late John L. Anderson. The new firm is composed of Fred Rosacrans, Raynor Anderson, of Boston, who will take his father's interest, Mrs. J. L. Anderson and Leon Rosacrans.

Lakeside—A. C. and R. F. Glidden have withdrawn from the firm of Glidden Bros., general merchants, and will continue the business in Michigan City. E. J. Glidden has withdrawn from the Michigan City firm and formed a partnership with C. H. Wilkinson and will conduct the business here under the firm name of Glidden & Wilkinson.

Detroit—S. J. Vail & Co. have merged their business into a stock company under the style of the Samuel J. Vail Co., which will engage in the manufacture of all kinds of mill supplies and deal in builders' supplies of every description. The company has an authorized capital stock of \$20,000, of which amount \$13,120 has been subscribed and \$120 paid in in cash and \$3,000 in property.

### Manufacturing Matters.

Detroit—The Eclipse Foundry Co., which conducts a general foundry business, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Lansing—The Capitol Electric Engineering Co. has increased its capital stock from \$20,000 to \$30,000.

Pellston—The capital stock of the Pellston Light & Power Co. has been increased from \$35,000 to \$50,000.

Sturgis—The Miller-Hubbard Manufacturing Co., which manufactures plumbers' wood work, sanitary specialties and brass goods generally, has been merged into a stock company under the same style. The company has been capitalized at \$200,000, all of which has been subscribed and \$2,000 paid in in cash and \$40,000 in property.

Detroit—The capital stock of the Trussed Concrete Steel Co. has been increased from \$1,000,000 to \$1,200,000.

Berrien Springs—The canning and packing business formerly conducted under the style of the John Boyle Co., of Baltimore City, has merged its business into a stock company under the style of the John Boyle Co. of Michigan. The corporation has an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Luscombes Factory Outlet Co., which will deal in boots and shoes, has been incorporated, with an authorized capital stock of \$5,000, all of which has been subscribed, \$200 being paid in in cash and \$4,800 in property.

Bay City—A corporation has been formed under the style of the Phoenix Paint & Color Co., which will engage in the manufacture of paints, dry colors, stains, oils, etc. The company has an authorized capital stock of \$50,000, of which \$29,000 has been paid in in property.

Detroit—The Epicure Baking Co. has changed its style to the Detroit Baking Co.

Detroit—The capital stock of the Standard Brass Works has been increased from \$5,000 to \$30,000.

Jackson—The Williamson-Hamilton Co., which will engage in the manufacture of Cleanoline and Polishine, has been incorporated, with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed, \$341.90 being paid in in cash and \$158.10 in property.

Detroit—The Detroit Valve & Fittings Co., which will engage in the manufacture of all kinds of metal valves and fittings, has been incorporated with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$10,000 paid in in cash.

Boyne City—The Boyne City Bakery & Grocery Co. which was recently transferred from George Chittum to D. C. Hutchins, has again changed hands. L. J. Arbuckle has purchased the grocery stock and the baker, L. Swanson, has taken the bakery department.

Escanaba—The Escanaba Manufacturing Co. has become the owner of the big hardwood factory of the Escanaba Woodenware Co., which went into the hands of a receiver a few days ago. The manufacturing concern is in no way connected with the embarrassed company.

Ontonagon—Loggers in Ontonagon county have been obliged to return to the use of wheels in place of runners in hauling out their timber. They were, in common with all others in the North, delayed by the absence of snow earlier in the season, and when sleighing came were just getting a good start on the season's contracts. The thaws have delayed work again and hauling is almost at a standstill. It is stated that lumbering jobs, where the haul is of any considerable distance, will have to be abandoned for this season.

Onaway—The Lobdell & Churchill Manufacturing Co., successor to the Lobdell-Bailey Co., is getting in 16,000,000 feet of logs. The company manufactured 14,000,000 feet of lumber and 8,000,000 shingles last year.

Cheboygan—The Embury-Martin Lumber Co. will not operate its mill at this place nights this summer, but will be fully stocked with logs for the day run. It is estimated that the output of logs this winter will be 10,000,000 feet. The company manufactured 25,500,000 feet of lumber last year, of which 4,000,000 feet was pine, and cut 6,000,000 pieces of lath and 5,000,000 shingles.

Metz—The Centalla Shingle Mill Co.'s mill is being stocked for the summer's run.

Atkinson—Anton Kotoski and Thomas Brozonowski have bought a portable sawmill, which will be located near this place. They will handle all kinds of timber, manufacture lumber, lath, shingles and mine timber and do custom sawing. The partners will open a lumber yard as soon as they have a stock of material ready for sale. They have enough logs on hand to keep the mill in operation nearly all summer.

Saginaw—The plant of the W. B. Mershon Machinery Co. is running eleven hours a day with a full force of skilled mechanics. The company has not been able to catch up with its orders booked when the depression began. Orders being booked are about 60 per cent. of those at this date last year.

Waters—The Stephens Lumber Co. is putting in from 18,000,000 to 21,000,000 feet of logs for this year's sawing. The mill will probably saw as much as last year, when the output was 20,300,000 feet. This company has timber for a run of several years. It has considerable pine, having cut 7,200,000 feet last year.

### Tit for Tat.

A blatant sample of the loud-voiced, self-conscious, look-at-me variety of man took his seat in a street car and called to the conductor:

"Does this car go all the way?"

"Yes, sir," responded the conductor, politely.

"Does it go as far as Oxford street? I want to get out there."

"Yes, sir," was the reply.

"Well, I want you to tell me when we get there. You'd better stick a stamp on your nose or put a straw in your mouth, or tie a knot in one of your lips, so that you won't forget it."

"It would not be convenient for one in my position to do so," said the conductor, courteously; "but if you will kindly pin your ears around your neck, I think I could remember to tell you."

### Don't Hate Your Competitor.

To outwit your competitor down the street should bring you the same pleasant sensation that you experience when you "outpoint" a rival in any other game. If we love the game we find pleasure in it even when we are forced to accept temporary defeat. No general ever won every skirmish or every fight with the enemy. No general ever won every time; we don't need to, and it is not right that we should; reverses are what make us strengthen the weak points, and we will all have them.

### Different.

"Your husband squanders lots of money, doesn't he?"

"Yes, lots of it."

"He squandered a dollar on cigars yesterday, did he not?"

"Yes."

"And \$100 the day before for a diamond?"

"Oh, that wasn't squandered; that was for me."





### The Produce Market.

Apples—The market is without change on the basis of \$2 per bbl. for cooking stock and \$3@3.25 for eating.

Bananas—\$1.50@2 per bunch.

Beets—40c per bu.

Butter—The market is steady at a decline of 1c from a week ago. The decline is due to the lack of demand from all grades. The consumptive demand for the week has not been as good as during the past month, and the future of the market depends wholly on what the consumptive demand will do. The make of fresh butter is light, as is customary for the season, and the stocks in storage are decreasing very fast. The outlook is for no radical change during the week. If there is any change, however, it will probably be downward. Creamery is held at 32c for tubs and 33c for prints; dairy grades command 25@26c for No. 1 and 19c for packing stock.

Cabbage—\$10 per ton.

Carrots—35c per bu.

Celery—40c per bunch for Michigan and 60@75c per bunch for California.

Cocoanuts—\$4.50 per bag of 90.

Cranberries—Late Howes are firm at \$9 per bbl.

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

Eggs—The price is very uncertain at this season, owing to the strong influence which the weather has upon the market. The trade is depending entirely upon the receipts of fresh eggs, which are about normal for the season. A few cold days would probably advance the market 2@3c, while a warm season would have a declining effect. The market is not likely to become steady until the middle of March. For the time being it is a supply and demand market in a greater degree than at any other season. Local dealers are paying 19c delivered this week, but are not contracting for any stock in advance of immediate requirements. Jobbers obtain 21c for case count and 22c for candled.

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

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

Grape Fruit—Florida commands \$5.50 for 80s and 90s and \$6 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—10c per lb. for hot house.

Onions—Red and yellow Globe command 85c per bu. Spanish are in moderate demand at \$1.50 per crate.

Oranges—California Redlands command \$2.75@3 and Navels fetch \$2.65; Floridas, \$2.50. This fruit is about the cheapest on the list now and the quality is almost perfection. Many retailers have been selling them by

the peck, which proves popular with the consumer and makes for big consumption.

Parsley—50c per doz. bunches.

Parsnips—75c per bu.

Pineapples—\$4 per crate for all sizes.

Potatoes—The market is strong, with a steadily advancing tendency. Country buyers are paying 55@65c. Locally the price ranges around 70c.

Poultry—Local dealers pay 10½c for live hens and 12½c for dressed; 11c for live spring chickens and 13c for dressed; 11½c for live ducks and 13c for dressed; 14c for live turkeys and 17c for dressed. There is a good demand for both live and dressed poultry of all kinds and the market is kept well cleaned up from day to day. Continued firmness also characterizes the market on practically all dressed meats.

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; 7@8c for fair to good; 8@8½c for good white kidney from 90 lbs. up.

Glendon A. Richards & Co., who conduct a retail plumbing, heating, roofing and sheet metal business at 42 West Bridge street, have merged their business into a stock company under the style of the Richards Plumbing & Heating Co., with an authorized capital stock of \$10,000, of which \$9,500 has been subscribed and \$3,012.52 paid in in cash and \$6,487.48 in property.

The man who sells direct to the consumer has one advantage, anyhow: If he pleases the consumer that is all that is necessary, and he gets the order. The man who approaches the dealer has a more difficult proposition, for he has not only to meet the dealer's personal objections, but all those which the dealer anticipates from his customers.

Never indicate that you think your experience, information or attainments are superior to those of your prospect. Let your superiority in such a respect show in the results of your efforts to make your prospect think as you do.

A. E. Hinman has purchased an interest in the upholstery and wall paper business of D. J. McKeiver, and the business will be conducted under the firm name of McKeiver & Hinman.

The Master Butchers' Association will hold their annual banquet at the parlors of the Grand Rapids Battalion on the evening of March 25.

William Judson and family left today for Hot Springs, Ark., where they will be at the Eastman until about March 20.

A. L. Clark has engaged in the grocery business at Walton. The Lemon & Wheeler Company furnished the stock.

It's better to be brought up on a bottle than to be brought down by one.

### The Grocery Market.

Sugar—Raws are higher and refined grades are strong.

Tea—Holders of tea are perfectly satisfied with a moderate business, confidently believing that higher prices must prevail before long. The greatest interest centers about the cheaper grades, which are becoming more scarce every day, Formosas and Foochow being particularly sought. Values are practically unchanged.

Coffee—The spot demand for coffee is moderately good, but is wholly hand-to-mouth. The close financial condition and the fear of the enormous reserve stocks held by the syndicate naturally preclude the carrying of large stocks by ordinary buyers. In spite of the dullness, however, the price of the better grades of Santos is steadily advancing. A mild flat bean or Mocha seed coffee costs 1c per pound more than on January 1, entirely because the finer grades of Santos constitute a large percentage of the 8,000,000 bags which the syndicate has taken off the market. Milds are steady and unchanged. The market is fairly strong, but holders are carrying large stocks. Java and Mocha are steady and unchanged.

Canned Goods—Tomatoes are quiet and the market is unchanged. Corn is unchanged and in light demand. Some holders of spot New York State corn are selling at prices which, although considerably below what they some time ago asked, are still a good fair value. Future corn is only wanted in a small way. Peas are quiet, both spot and future. There would be more demand for future peas were it not that many packers are sold up. Apples are unchanged and steady. Some sales of Maine apples are being made at \$2.25 for gallons, which is a decline from prices ruling some time ago. Eastern peaches are unchanged and dull. The small Baltimore line is unchanged and quiet. California canned goods from first hands are dull.

Dried Fruits—Apricots are scarce and dull. Currants are in good demand at unchanged prices. Raisins are still soft and dull. Apples are unchanged and quiet. Prunes are unchanged in price, but in fair demand. Some holders express the opinion that prices may improve a little later. Peaches are selling very fairly at the declined prices.

Syrups and Molasses—Glucose is unchanged for the week and so is compound syrup. The demand for the latter is light. Sugar syrup is in moderate demand at unchanged prices. Molasses is unchanged and as to the higher grades firm. The demand is fair.

Cheese—The market has hardened some, and if anything the general situation is a little firmer, but without change in quotations. If there is any change it will probably be a slight advance. Late-made cheese is becoming scarce and buyers are having to pay more for early-made cheese. Storage stocks are decreasing satisfactorily. Skim cheese is scarce and selling well.

Rice—Japan grades are firm.

Southern mills have advanced their quotations about ¼c.

Provisions—Both pure and compound lard have declined ¼c per pound, with a light demand reported for both. Barrel pork, dried beef and canned meats are unchanged and in dull trade.

Fish—Cod, hake and haddock are unchanged and rather quiet. Salmon is steady and unchanged. Domestic sardines are unchanged and not particularly strong. Imported sardines are strong, scarce and high. The demand for mackerel during the week has been comparatively light. The market is strong, however. There is a prospect of further advance in Norway 3s and 4s, on account of scarcity. Irish fish are still very scarce and high. Shore fish are moving out very fairly at unchanged prices.

### Traverse City Merchants Getting Together.

Traverse City, March 5—A very interesting and enthusiastic meeting of the Business Men's Association was recently held in the Council room. The meeting was well attended and many matters of great interest to the business men were discussed.

A committee consisting of L. R. Stickney, George Hoyt, H. A. Muselman, H. R. MacDonald and M. P. Hunt went out the other afternoon to look up new members and in a short time added nine new names to their membership.

Interesting reports of the State meeting held at Jackson were given by Otto Kyselka, M. P. Hunt and Joseph Sleder. Mr. Hunt reported upon the comparison of the collecting and credit system in this city with others and said that they compared very favorably with any of the others in the State.

Otto Kyselka reported upon the co-operative control delivery, bringing out many valuable points in regard to the plan, method of conducting and the general satisfaction that this system gives wherever it is in vogue. Joseph Sleder also reported upon the same thing, bringing out other points and showing how it is a great benefit to the members who have such a system.

Both of the local merchants were very enthusiastic over the plan and favor having such a system in use here, and say that the possibility is not very remote. These men who are so greatly interested in the matter are working hard to bring it about in this city.

A committee consisting of Otto Kyselka, Jos. Sleder and L. R. Stickney was appointed to look the matter up and see if there is sufficient interest in the city to take the subject up seriously. Some of the members of this Committee and Frank Lahym will in the near future take a trip to Adrian, Ann Arbor and other places where this system is in use to find out its workings in detail and just how the plan can be best carried on with benefit to both the merchants and their patrons.

When trouble drives a man to drink he begins to look around for more trouble.



**Royal Baking Powder Co. May Have Competition.**

The purchase by the Royal Baking Powder Co. of a controlling interest in the Western Glucose plant at Roby, Ind., and the announcement that the Royal would go into the starch and glucose business has led to consideration on the part of the management of the Corn Products Refining Co. of going into the baking powder business. It is understood that if the Royal Baking Powder Co. proposes to become an active competitor of the Corn Products Co., then the latter will enter into the field of the baking powder company. That the Corn Products Co. has not heretofore manufactured baking powder has been due to the fact that it furnished over 80 per cent. of the starch used by the Royal Baking Powder and other companies and did not care to enter into competition with valuable customers.

A glucose manufacturer says: "It would be no trouble at all for the Corn Products Refining Co. to enter the baking powder business. Baking powder is composed of starch, cream of tartar, and soda. The Corn Products Co. makes the starch. The cream of tartar is made from the wine lees which accumulates in vats where wine is stored. Most of the raw material is imported from France, and refined in this country. It is 80 per cent. cream of tartar. With a refining plant to manufacture the cream of tartar the further process would be merely a mixing one. There are no secret processes in the

manufacture of baking powder. The formula may be known to any one who cares to interest himself. With the Corn Products Refining Co. the question of making baking powder would be largely one of merchandising. It would merely be a matter of getting the product before the public. Baking powder is really one of the ordinary products of corn."

Since the reasons for the Corn Products Refining Co. keeping out of the baking powder field no longer exist, friends of the Corn Products Refining Co. feel the company should defend itself against Royal Baking Powder competition.

The Royal controls the Price Baking Powder Co., a large plant at Richmond, Va., and other smaller concerns.

**Rebate Plan of Getting Trade. Written for the Tradesman.**

When in Battle Creek lately the writer asked Secretary Gibson, of the Battle Creek Industrial Association, how the rebate system recently adopted by merchants there for the purpose of attracting outside trade was working, and he replied:

"The plan has not been in operation long enough to give it a fair test here. There is some local opposition, city customers claiming that they are discriminated against because the merchants sell goods cheaper to outsiders than to home people, and there is some truth in this. On the other hand, the money that people from out of town leave here is bound to help Battle Creek. The

Battle Creek Rebate Association is entirely independent of the Battle Creek Industrial Association."

Lansing merchants have organized a Rebate Association, in charge of E. V. Chilson, Secretary of the Lansing Business Men's Association. The Committee having charge of the details of organization is composed of F. N. Arbaugh, M. J. Buck and Louis Beck. There are at present forty-three members and it is expected to increase the number to sixty members very soon.

Almond Griffen.

**Mary's Question.**

Some little while ago a popular writer visited a jail in order to take notes for a magazine article on prison life. On returning home he described the horrors he had seen, and his description made a deep impression on the mind of his little daughter, Mary. The writer and his offspring, a week later, were in a train together, which stopped at a station near a gloomy building. A man asked:

"What place is that?"

"The county jail," another answered promptly.

Whereupon Mary embarrassed her father and aroused the suspicions of the other occupants of the carriage by asking, in a loud shrill voice:

"Is that the jail you were in, father?"

Some men are ready to forgive their enemies when their enemies have them down.

**Profit by Opportunity.**

There are several ways of getting rich—honestly. The three most generally accepted methods, however, are to save your money, make it by daring business strikes, as have so many of our great captains of industry, or else have it left to you. The surest way is to save it, although the man who does this, especially if his resources are not above the average, will never have any enormous amount. Winning a fortune by the second method is not for every one.

Our captains of industry are extraordinary men. Most of them had no better opportunities in their youth than any other man—than the man who manages to build a home, rear a family and lay aside a few thousands for the winter of his earthly life. But they seem to have developed the knack of making more of these opportunities. And each opportunity seems to have been greater in scope. There is a great premium nowadays upon ability to strike right out away from the beaten path and make good in a new way without being a freak. It takes a man with intelligence somewhat above the ordinary to be successful.

**Telescopic Imagination.**

Stranger—What sort of a man is your neighbor, John Braggs?

Native—Oh, he's all right, but he has a telescopic imagination.

Stranger—How's that?

Native—Yes. He can't even tell the truth without getting it at least two sizes larger than it is.



BUCKINGHAM RACK  
Circular Revolving Style, Holding 50 Skirts  
Price \$16.50

# Your Skirt Styles May be Good

But you must keep the stock in proper condition—  
ready to show—easy to "Get at."

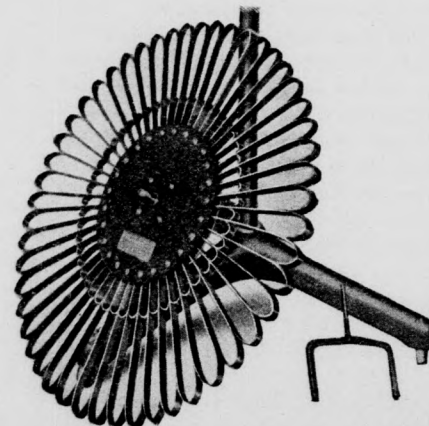
## The Buckingham Skirt Rack

saves a lot of room. It holds the skirts better—keeps them  
in better condition—keeps them so you can remove one  
instantly and put it back just as quick.

The use of the Buckingham Skirt Rack  
helps you sell more skirts

It displays them in the best possible  
manner in any given space

Try just one  
and you will order more



Head Removed to Show Arrangement of  
Clock Spring Steel Hangers

# BUCKINGHAM BROS. CO.

177-179 Adams St, Chicago



# Lemon & Wheeler Company

## Wholesale Grocers

Established 1872



To the Trade—Greeting:

**R**ECOGNIZING that Kalamazoo is destined to become a great city, because her citizenship is composed of men full of loyalty and full of that spirit which makes things move in the right direction, and also because she is greatly favored in location, surrounded on all sides by one of the most fertile sections in the United States, rich in fruitful fields and gardens, with thrifty villages and growing cities in every direction, we concluded, after mature deliberation, to establish a thoroughly up-to-date wholesale grocery establishment at Kalamazoo.

After this conclusion was reached much time was given to selecting the most advantageous location, and much time was also given to planning a structure which would embody all the desirable features of a modern wholesale grocery house, at a cost of \$35,000.

With much solicitation we were fortunate in securing for the management Mr. B. R. Barber, who had already proven himself a merchant of marked ability and great success. Mr. Barber possesses, to the highest degree, the first and last great essential necessary to continued success in any line of business—absolute integrity—and the execution of any business entrusted to our Kalamazoo house, either through our salesmen or by mail, will have great care and the manifestation of the highest fidelity.

We have established our house at Kalamazoo with the hope and aim of doing our full share towards building up a "Greater Kalamazoo," and we are one in name and one in heart with her people in doing everything possible to attain this glorious end.

We are now open for business and bespeak for ourselves from the retail grocery merchants of Kalamazoo and Southern Michigan not only a cordial reception, but a large degree of encouragement and most liberal help in this new field of endeavor.

Now is the time we look with great expectancy for patronage, and let us assure you that all business given us will receive the most faithful attention possible, prompt shipment, and as low prices as are possible, consistent with the character of goods. All other courtesies and favors connected with the trade you may feel assured will be willingly granted.

Make us twice glad by filling our desks next week with new business, thereby giving us an opportunity to demonstrate our ability for the speedy despatch of business in the prompt shipment of your orders.

Yours faithfully,

**Lemon & Wheeler Company**  
Kalamazoo





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.

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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, March 4, 1908

**THE WATERWAYS MESSAGE.**

In the course of his last message to Congress the President said: "Our river systems are better adapted to the needs of the people than those of any other country. In extent, distribution, navigability and ease of use they stand first. Yet the rivers of no other civilized country are so poorly developed, so little used or play so small a part in the industrial life of the nation as those of the United States. In view of the use made of rivers elsewhere, the failure to use our own is astonishing, and no thoughtful man can believe that it will last."

The reason for the astonishing neglect and disregard of our magnificent natural waterways as channels of commerce is charged to the railroads that have for so many years, and until very recently, absolutely controlled Congress and the commerce of the country. The railroads, while receiving in public franchises and grants of land everything that could advance their interests, did not ask for money; that fact enabled Congressmen to secure money for their constituencies for various other purposes, a Congressman's hold on office and title to political popularity being dependent upon the large amount of public money he could secure to be spent in his district.

The Waterways Commission's report on this branch of the subject finds that it was unregulated railroad competition which prevented or destroyed the development of commerce on our inland waterways. The Mississippi River, the greatest of our natural highways, was once without a rival in carrying the commerce of the country, but its traffic has been driven away by the railroads. Continuing the President said:

"Throughout the country the railroads have secured such control of canals and steamboat lines that today inland waterway transportation is largely in their hands. This was natural and doubtless inevitable under the circumstances, but it should

not be allowed to continue unless under careful Government regulation.

"Comparatively little inland freight is carried by boat which is not carried a part of its journey by rail also. As the report shows, the successful development and use of our inter-state waterways will require intelligent regulation of the relations between rail and water traffic. When this is done the railways and waterways will assist instead of injuring each other. Both will benefit, but the chief benefit will accrue to the people in general through quicker and cheaper transportation.

"The report rests throughout on the fundamental conception that every waterway should be made to serve the people as largely and in as many different ways as possible. It is poor business to develop a river for navigation in such a way as to prevent its use for power, when by a little foresight it could be made to serve both purposes. We can not afford needlessly to sacrifice power to irrigation, to domestic water supply, when by taking thought we may have all three. Every stream should be used to the utmost. No stream can be so used unless such use is planned for in advance. When such plans are made we shall find that, instead of interfering, one use can often be made to assist another. Each river system, from its headwaters in the forest to its mouth on the coast, is a unit and it should be treated as such. Navigation of the lower reaches of a stream can not be fully developed without the control of floods and lower waters by storage and drainage. Navigable channels are directly concerned with the protection of source waters and with soil erosion, which takes the materials for bars and shoals from the richest portions of our farms. The uses of a stream for domestic and municipal water supply, for power, and in many cases for irrigation, must also be taken into full account.

"The development of our inland waterways will have results far beyond the immediate gain to commerce. Deep channels along the Atlantic and Gulf coasts and from the Gulf to the Great Lakes will have high value for the national defense. The use of water power will measurably relieve the drain upon our diminishing supplies of coal, and transportation by water instead of rail only will tend to conserve our iron. Forest protection, without which river improvement can not be permanent, will at the same time help to postpone the threatened timber famine, and will secure us against a total dearth of timber by providing for the perpetuation of the remaining woodlands. Irrigation will create the means of livelihood for millions of people, and supplies of pure water will powerfully promote the public health. If the policy of waterway improvement here recommended is carried out it will affect for good every citizen of the Republic. The National Government must play the leading part in securing the largest possible use of our waterways; other agencies

can assist, and should assist, but the work is essentially national in its scope."

It is extremely unlikely that the present Congress will do anything decisive for the waterways, because the only check that has been put upon the controlling power of the railroads was done under pressure from the President, and the corporation attorneys in Congress have already done much to weaken his influence, and every indication is that if the Roosevelt policy shall be defeated in the Republican National Convention at Chicago next June the railroads will resume their influence in national legislation, and the waterways will have to wait for recognition for another half-century. The simple fact is that, with the railroads and other great corporations deprived of their great influence in state and national public affairs, legislation at national and state capitals is stripped of much that made it interesting in the past, and it becomes a dull business.

The President's waterways message did not excite much interest or arouse much enthusiasm, owing to the combined influence of the corporation attorneys and representatives to discredit the President and belittle every action he takes and every utterance he makes.

**McLAUGHLIN NEEDED.**

One of the singular facts in connection with the present campaign in the House of Representatives at Washington is the attitude of Congressman James C. McLaughlin, of the Ninth District of Michigan, toward what is best known as the Appalachian-White Mountain bill. If there is any Congressional District in our State which is informed as to the value of timbered land it is Mr. McLaughlin's district; if there is a single city in our commonwealth which has had its test through the decline of its lumber industry it is Mr. McLaughlin's own city of Muskegon. That Mr. McLaughlin's constituents are informed as to the scope and purpose of the Appalachian-White Mountain bill was clearly shown at a lecture in Muskegon last fall when Secretary Thos. E. Will, of the American Forestry Association, was introduced to an audience of several hundred persons by Congressman McLaughlin and spoke entertainingly, instructively and convincingly on the merits of the bill. And it is not too much to say that a large majority of the Republicans in the Ninth District are in favor of the provisions of that bill.

Mr. McLaughlin is, as far as can be ascertained at present, against the enactment of the bill and he is a member of the House Committee on Agriculture; which Committee was appointed by Congressman Joseph G. Cannon, of Illinois, who is Speaker of the House. Mr. Cannon is notoriously opposed to the Appalachian-White Mountain bill, and as that measure will soon be reached in that Committee a favorable report is essential. If Speaker Cannon can prevent the submission of such a report—and those who are skilled in legislative conventionalities as they

are at present in the House end of the Capitol say that such a thing is very possible—no such report will come out from that Committee. It is quite evident from the facts in the case that, however well posted may be Mr. McLaughlin's constituents as to the demand for a measure such as the one in question, they are quite in the dark as to committee influences and habits in Washington.

**DEMOCRATIC OPPORTUNITY.**

The decision of the Supreme Court of Michigan last Monday precipitates a peculiar bundle of political opportunities for the wheel horses operating in Grand Rapids. Beyond question the court decision is correct, and it is equally a foregone conclusion that the ex-bucket shop magnate at present occupying the Mayor's chair will be compelled to spend several thousand dollars more money to secure a renomination than he would under so-called primary reform conditions. That he will spend the money goes without saying. It is the only thing which commends him to the floating voter. His record as a gambler and gambling house owner is bad. His administration has been wretched. His appointments have been generally poor. His personality is repulsive, because he has no fixed opinions or defined ideas on any public question. Selfishness, trickery and general irresponsibility are his dominant characteristics.

With Deacon G. Elastic Ellis the Republican candidate for Mayor, there will be hung up as a gift a goodly number of Republican votes to go to a reputable, sincere and square citizen competing for the same office on the Democratic ticket. Therefore it is that it behooves the Grand Rapids Democrats to get wise and harmonize. Several gentlemen are already prominently mentioned. They are good men, enterprising citizens and public spirited—men for whom any man who is sick of peanut politics can vote with a perfectly clear conscience. And so, as only one man can be nominated and elected, the Democrats will do well to get together, so that an independent Democratic ticket will not be thought of and that their candidate may be sure of receiving the renegade votes which can not with self respect go to immaculate G. Elastic Ellis.

Twelve mules that were lowered into an iron mine near Reno, Nev., thirty years ago, for the purpose of hauling ore, were hoisted to the surface for the first time last Sunday. The animals showed considerable interest in their new surroundings, but when a snowstorm came along they took fright and started on a stampede. Electric motors will furnish power for the ore cars in future and the mules will be given a vacation with feed and care such as their long service underground has justly earned. The mules saved the town of Virginia from starvation in 1890, when a great snowstorm cut the camp off from outside communication. Supplies were hauled by the animals to hoists under the town, whence they were lifted to the hungry inhabitants.



DURUM WHEAT.

Twice as Rich in Muscle Making as Ordinary Grain.

Prospecting for gold in the Sierras or in the Klondike was child's play as to results, compared with the prospecting tour M. A. Carleton, Chief Cerealist for the Bureau of Agriculture, went upon in Russia nearly ten years ago among the farmers, prospecting for golden durum wheat. Every grain of golden muscle building wheat he picked up was a million times more valuable than the richest nugget ever found in a placer or the most valuable pocket ever run across in the Comstock.

Durum wheat! To-day there are a great many million of people in the United States who do not know the meaning of durum wheat, and yet for nearly ten years the combined efforts of the United States Government and the farmer have been centered upon this wonderful wheat without avail, as far as giving the people a better loaf of bread is concerned.

Russia, until Mr. Carleton introduced durum wheat here, raised the best durum wheat in the world. What it did not use for bread it exported to France and Italy, respectively, to make French bread and Italian macaroni. The bread of France is so rich and strong in muscle making value that a French workingman will at noon eat a foot or two of this crusty loaf and washing it down with a pint of sour vin ordinaire, go forth and do an afternoon's work as if filled up on boiled beef. As to the Italians, they made a macaroni from this gluten laden durum wheat that gave them the trade of the world.

So Mr. Carleton went among the Russian farms looking for durum "color" much as did the prospectors of '49 among the foothills and streams of California.

Instead of returning from Russia with pouches of golden ore and weighty nuggets he brought back with him many bushels of durum wheat, of more prospective value to the Nation than all the gold mined or that may be mined within its borders. Again, what is durum wheat? Durum, being Latin for hard in English, is a hard glutinous wheat, excessively rich in muscle making material, wheat gluten being worth more as a food to man than the lean, red meat of steak or roast. Bakers' bread, made from ordinary blended flours, has about 8 per cent. of muscle building power; durum wheat flour bread has 16 to 22, and maybe 25 per cent.

This gluten is the "lean of the meat" in wheat and has the same relative position in the vegetable kingdom as a muscle builder in the human body as has the lean of meat in the animal kingdom.

When you buy a steak or a roast the muscle making value your butcher gives you is not in the bones nor is it in the fat or sinew or anything else about the meat; it is in the "lean of the meat." When you cut away in a roast all bone, fat, etc., and have left only the absolute lean of the meat, your roast beef, if calculated

over again, would cost you 50 to 75 cents per pound.

It is therefore this "lean of the meat" both in beef and in wheat that man needs eat to make muscle.

If a breed of steers were discovered that would yield twice the amount of rich, nutritious lean that is yielded in beef by steers to-day, such cattle would become so popular as to crowd all other steers in time off the range and no one would call for other meat when going to market. Yet such is the case with durum bread and the public knows not of it—for durum bread gives you twice (maybe three times a little later on) of the "lean of the meat" of wheat for your money as compared with ordinary baker's bread to-day.

Coming home from Russia, Mr. Carleton presented durum seed wheat to the farmers of the Dakotas and elsewhere. They looked on it as a curiosity. It was hard, yellow wheat, and they planted it side by side in an experimental way with their other softer wheats. And this was the composite reply and report of all the farmers who experimented with it. (Send a postal to the Bureau of Agriculture, Washington, for bulletins No. 3 and No. 70, free.)

Durum wheat resisted drouth, that wheat growing under the severest drouth conditions showing quality the richest in gluten. It resisted not only drouth, but bugs, rust and smut would not affect it, and they passed along to the weaker wheats. As to yield, when measured alongside of other wheats in bushels it was found that durum wheat yielded 25 per cent., 50 per cent. and in some cases, 100 per cent. more to the acre than ordinary wheats, in Texas durum wheat running as high as 50 bushels to the acre!

So the farmers were jubilant. They had struck a wheat bonanza, a fine crop and a crop that meant an increase of yield beyond their dreams—and when they offered the wheat to the elevator man in town he would have none of it. He could not sell it to the miller. It was too hard, too tough to grind. So the farmer, crest-fallen, went home and fed the durum wheat to the hogs, and it made the best pork in the world. It was a dreadful setback, but Uncle Sam was not discouraged. He kept at the farmer and supplied him with more seed, and finally in 1903 6,000,000 bushels were raised, some of this being ground and going into home manufactured macaroni and the balance was exported to France to make strong, rich, nourishing, muscle making French bread.

And durum wheat that year commanded \$1.03 per bushel in the Buffalo market. And despite all these facts to-day no man can go into a bakery and buy a loaf of durum flour bread, or find a pound of durum flour, mark you, outside of a macaroni factory. The wheat miller has no use for durum flour as long as he can mill the softer wheats and the public will continue to use them. It is a hard, tough, glutinous grain and means a change to harder rollers and perhaps other mechanical changes as

well. The baker has, with his machinery unadapted to durum flour mixing and kneading, been able to turn out only an unsatisfactory yellow loaf—and so the public has gone on eating 8 per cent. muscle making bread when it should and could just as well have had 16 to 20 per cent. gluten bread.

But all this can be changed, and quickly changed, the moment the public understands that for 5 cents it can get twice the value of its money when buying a loaf of durum bread. If the public will understand and push the button—demand it—the miller will grind it, if he must change over to harder rolls, and the baker will bake it, if he must put in the proper machinery.

For ten years the Government has done its best to present the people with a loaf twice as rich in the "lean of the meat" of wheat and the public, asleep to its own interests, has gone on eating 8 per cent. bread.

Read this table and see what you buy and what you get in muscle making value when you go to market, and remember it is muscle value that counts in food:

Muscle Makers in 100 Pounds.		cost per lb.
Beef—lean or roast or		
steak, no fat, no bone.	18 50@75c	
Potatoes—white	2	7c
Rice—polished, white	6	10c
Rice—natural, yellow	7	9c
Milk—cows	4½	4c
Bakers' bread, from blended flours	8	5c
Macaroni, from selected durum flour	16@20 7@8	(in bulk)

Durum bakers' bread, from selected flour 16@20 5c

So on a basis of muscle values what do you get for your money most when you go to market? The figures are plain, compare for yourselves.

Remember that gluten in wheat is a stable, unchanged muscle making element, and will make just as much flesh, bones, sinew, blood and brain as will the same dry weight of lean cooked beef. You can build just as good muscle from a loaf of durum bread with 18 per cent. of "lean of the meat" of wheat in it as you can from a given amount of steak with 18 per cent. of muscle making value in it. And meat is an ever changing food, a post mortem food, one undergoing constant incipient putrefactive changes, decomposition in its primary stages from the moment the steer breathes his last upon the killing beds. And when your steak is very tender it is very apt to be so because the meat is aged and ripe and the tissue is broken down—primary decomposition. Now, to sum up: When the farmers planted Russian wheat, with 16 per cent. muscle making value to it, as brought from Russia, our soil grew it so well that the same wheat yielded 18 to 20 to 22 per cent. of gluten, showing that we can lead the wheat markets of the world. Our Consuls abroad tell us that Europe is ready to take all the durum wheat and flour of such a standard that we can raise. So such a situation means

not only a sure crop, but also a sure market, a stable market, a market, if we hold up to a 20 to 25 per cent. gluten content, that may go to \$1.50, perhaps \$1.75 per bushel, and in case of a war to \$2 per bushel, the wheat ranking, as it should, on the muscle making gluten content, as does a lot of gold ore on the gold showing in it.

We have the land, specially adapted to the raising of durum wheat; we have the farmers, the elevators, the mills and the bakers, and yet the public, with a good thing in front of it, has not known enough to ask for it, and failing to push the button of popular demand, in this case veritably the "belly button," there has been "nothing doing" in durum flour except for macaroni.

The baker makes only sixteen out of every 100 loaves eaten. The woman at home makes the rest, for she claims she makes a better and more nourishing loaf of bread out of a straight, high grade flour than does the baker from a dough of blended flours. But let the baker use durum flour and make a loaf with 16 to 20 per cent. of gluten in it and the housewife will quit the drudgery of bread making because now the baker will make with durum flour a better bread than she does.

The farmers of the United States raised 783,000,000 bushels of wheat last year, 22 per cent. of the whole wheat of the world. So with our soil capable of increasing the gluten value of wheat far in excess of any in Europe, it gives us the pick of the European wheat markets at an advanced price. So look at it as you will, and when the public cries out for durum bread good and hard, so that the farmer, miller and baker will notice and get busy, every one along the line benefits.

Battles are won on the bellies of the soldiers—some one said—so what does it mean to this nation when you increase the muscle making value of its food, bread, eaten three times a day, from 50 to 100 per cent.? Who can answer that pertinent question? And one more point: The increase of yield to our farmers from the earth, secured from the same acres of durum wheat planted soil as compared with present wheats, what does that mean? If all the whole crop were put in durum, just for figuring purposes, a 25 per cent. increase would mean, on a dollar per bushel basis, an additional \$183,000,000. Could the whole crop be grown in Texas and an average yield of fifty bushels of durum be had, it would mean far in excess of \$733,000,000 coming into the pockets of our farmers over and above the present intake, a bonus coming to the farmer because his soil and air are better adapted than any in Europe for raising durum wheat. Of course it will be years before durum wheat becomes the universal wheat grown in this country, but whether that time be one of long or short delay depends upon the public as to whether they want to continue eating bread just half as rich in muscle makers as a loaf made from durum flour.

Charles Cristadoro.



## OUTSIDE THE ASYLUMS.

## Some Storekeepers Should Have Guardians Appointed.

An article in a recent issue of the Tradesman contained so much truth that I was surprised that the writer could crowd it into so short a space. I allude to the one which says that retail grocers, as a rule, do not know enough to select their own goods. The writer was evidently afraid he would tread on some one's toes, for he put his assertion in the mildest manner. He could have used a good deal harder words than he did, however, and not hurt me a bit. I am not as sensitive about some things as I was once. I know now that I have failings, lots of 'em, and my own weak points. Those I know about I can guard against, but what about the rest?

I see one of those specialty fellows coming in with his little square grip, once in a while, who makes me want to take to the woods. Why I don't, Heaven only knows.

"Is the buyer in?" asks Mr. Specialty Man with an enchanting smile, and I, being of a truthful turn, admit that he is, and that I am the criminal.

"Ah, delighted," says he poking a cold, slippery wab of a hand into mine. "I am the representative of the Collins-Hatch Extract Co.," he adds, with an expression that plainly says, "Guess you won't get over that in a hurry." But, having never heard of the Collins-Hatch Co., and wishing all the time that they and their distinguished representative, evidently on his first trip, had been drowned while young, I try to assume an even more than usual expression of imbecility, and say with a slightly rising inflection, "Oh?"

Sometimes I think he seems a trifle disappointed at this, and if he does, I begin to feel just the least little bit like relenting, but if he goes on in his superior way, I am still able to handle the next stage of the game to my own satisfaction.

"Whose extracts are you handling at present?" he asks.

"Hay?"

"I say what line of extracts are you selling now?"

"Don't handle 'em."

"What? You don't sell extracts? Why, man, with a stock like yours you ought to have a big line and sell all kinds."

"No, we don't care for 'em. There's no trade here for anything like that."

"Why, you must be crazy. Surely some enterprising merchant in this busy town is coining money at your expense. However, I'll take just a moment of your time and show you something that'll do you more good than anything you ever put in stock. Now here's our two ounce full measure, double concentrated lemon extract, warrant—"

"Oh, is that what you call extract?"

"Why, sure."

"Oh!"

"What did you think it was?"

"Up here we always call it flavoring."

"Ha, ha, well, that's a good enough

name, too. And it's all right, only we in the city have got into the habit of calling it 'extract.' So extract is the generic term used by the trade for lemon, vanilla, orange, pineapple, rose and many other common and uncommon extracts which are used for flavoring cakes, ices, confectionery and so on."

"All right, I'm very much obliged, I'm sure, but we have all the extracts we need for the present. I'll remember the name so that I'll know when the next man comes along and not make him so much trouble."

"No trouble at all, to me. By the way, what brand of flavorings do you sell?"

"We sell the Humming Bird brand."

"What!" he says in evident surprise, and with fine scorn in his voice. "You sell the Humming Bird goods? Do people really use them?"

"Yes, they use a few of 'em. You see folks here are so glad to get anything at all that they aren't very particular what they buy. Most anything goes at our store."

"A very good way to have your trade educated, I'm sure, but just think what a difference it would make if you should give the people a really good article for the same money. Now, we have tested our goods repeatedly alongside the Humming Bird brand, and there has never been any comparison between the two. In every single instance we have knocked it cold. Of course if you are bound to sell cheap goods we have the Scalper brand, which we make ourselves and can therefore guarantee to be in every respect equal to the Humming Bird, but I never offer it unless a man wants something cheap. With us quality comes before everything else. Now I have a little proposition that I want to make you this morning that you will never have offered again. I am only making this to one man in a town, and strictly to new trade, for where we are known we do not need to push our goods at all. Our customers always send in mail orders for what they want, and I confine my efforts to new territory. Now my proposition is this—"

"Yes, but you see it won't do any good to talk extracts to me, for we have enough to last until the Fourth of July. We have eighteen gross of lemon and sixteen of vanilla, besides an assortment of the unusual flavors, good for three years. What we need is a bigger outlet for what we have on hand."

"Ah, but wait until you hear my proposition. What—"

"All the proposition I am willing to listen to is one that will deplete our present stock. If you are willing to take what we have on hand at regular retail prices, we can talk business. Otherwise it will only be a waste of valuable time. Besides that I have to move a piano for the church social we're going to have tomorrow night. Wish you could stay over and attend. There will be some pretty good games and a season of mental and moral elevation and a spiritual reunion that would do you good. The charge will be only ten

cents, and a repast thrown in that's warranted equal to anything you can get at the best hotels in the large cities. Besides, there will be the excitement incident to drawing a partner for supper. Think you'd better stay over?"

"I would like above all things to remain, but you see I have a mission in life which is not entirely one of love, and the bread and butter side of the question is the one that interests me just now. I won't take but three minutes of your time, but I know you will be well pleased with the prop—"

"Going to buy our extracts?"

"I'd like to, but—"

"Say, see that lunatic out there with the knee sprung sorrel? Well, he's got an idea that skate can trot. Now I've a little brown filly at the barn that can go all around it and never know she's doing a turn. If you want to make a few cases, just go and bet that feller a hundred his boss is a dead one and mine'll distance him in a mile heat. Then if you don't find it the best day's work you ever did I'll buy a sample order of your extracts if I have to use 'em up for spavin cure. Is it a go?"

But the specialty man, suddenly remembering a pressing engagement in a neighboring town, abruptly took his departure.

I never owned a horse in my life, but that imaginary steed in his imaginary stall has helped me out of many a tight place and seldom fails to dislodge the over-persistent specialty man on his first trip.

What I am getting at is this: Most of us in the retail grocery business depend a great deal on the impression the traveling salesman makes upon us. If we meet a new man and he is just our sort, we are apt to be "easy," and often buy articles, the quality of which we do not know, are perhaps incapable of judging—and possibly do not need, principally for the sake of being considered pretty good fellows. Of course, we do not admit this even to ourselves, and we resent with warmth imputations of this nature from our better halves, but it is too often true, nevertheless.

On the other hand we may turn down a good house and excellent goods that we either need or will have use for very soon, just because we do not happen to fancy the manner in which the salesman approaches us.

The fact is, there is a whole lot of us still outside the lunatic asylums, who should either be incarcerated at once or else have good and efficient guardians appointed to look after our affairs.

George Crandall Lee.

## Doll Shoes.

Plenty of retailers in small towns, and particularly small towns in the Far West, will be interested in knowing that making shoes and stockings for dolls is a flourishing industry in Bridgeport, Conn. The stock sizes run from one inch to five inches in length. Special sizes are made to order. Prices of dolls' shoes range from \$1 to \$5 a dozen. A high-grade pair may cost as much as a pair of soft-soled shoes for a child.

## Weekly Sales for Retail Merchants.

If you have one day, or even half a day, that is notoriously dull every week, that is a good time to set for a regular weekly sale. It is the one dull day of the week that frequently keeps down the average of the weekly sales. Rightly advertised, with the goods and prices to back it up, this bad day can be converted into a day that will help the week's average. It is not necessary to offer a long list of specials. A few will be better, if they are strong. The small number will permit more efficient advertising. They will draw the people, and sales will increase on other lines that are sold at regular prices. If pays best to cut deep on a few articles and maintain prices on the others than it does to make a moderate reduction all along the line.

There are many people who are looking for special articles and who are very particular about getting just what they want. And there are many cases in which this individual will come into an establishment and, failing to find just what is wanted, will be disappointed. Some merchants are prepared to give an individual of this kind an article which will take the place of that which had been expected and not only satisfy the customer but also give a great deal of pleasure because of supplying that which was of greater value and certainly worth the attention of the one who purchased. It is necessary to handle such customers in a very careful manner. More disappointed customers leave an establishment because of the ignorance of the employees than for any other cause. The salesman who has the ability to tell without offense about the value of a certain line of goods is of course of more advantage to an establishment than one who apparently knows it all and yet is offensive in his manner of telling the customer what he knows. Every establishment which has efficient salespeople will readily impress the customer with the substantial character of the people in the employ of that establishment. It is impossible to cover the ignorance of the one behind the counter.

## The Spirit of Progress.

The greatest asset a business or an individual can have is the Spirit of Progress. Without that all else is largely in vain. With it every good thing is possible.

What is the Spirit of Progress? It is the desire to know what constitutes the true success and the willingness to take the patient steps which lead to it; the desire to correct errors, traits and tendencies which retard progress, and the willingness to receive new ideas and act upon them; the desire to act from sound motives and the willingness to give up false and temporary success for vital and permanent growth; the eagerness to utilize every wholesale opportunity, the enthusiasm to strive for excellence for its own sake, and the energy to push on, pausing only when the victory is won.

A man's title to glory does not depend on the glory of his title.



A WISE DRUG CLERK.

How He Discovered What Ailed His Customers.

Written for the Tradesman.

To this day Ganson, the druggist, is not satisfied in his mind as to whether Dick, the prescription clerk who left his store in a blaze of glory, really knew anything at all about the scientific use of test tubes.

When Dick took the job he asked permission to use a little corner of the back room as a laboratory of his own.

"I am following up the blood-atom theory," he explained, "and want to fix up a little place there for test tubes. I believe that every disease comes from the blood, and that a microscopic examination of the red and white corpuscles will show just what is at fault in every human organism."

Ganson was interested, and said that the clerk might go ahead.

"Only you must be careful of your tubes," he said, "for these poisonous germs are anything but agreeable neighbors when they get to roaming around the shop. Can you really take atoms out of drops of blood and make 'em grow in bottles?"

"Of course I can," replied the clerk. "It has been done time and again. Of course the conditions must be right, but it can be done."

"And after you cultivate them can you tell just what is the matter with the man from whose veins the blood was taken?"

"Sure," said the clerk.

The druggist didn't believe in the theory, and he had an idea that the clerk was not equal to the task he had set himself, but he let him go on with his experiments.

"Don't get gay with customers," he said, "and don't be forever telling what you can do with the animals of the blood."

"All right," said the clerk, "but if a man comes in here with tuberculosis or something, and is willing to give me a drop of blood, you don't care, do you?"

"No, only don't inflict your theories on the customers."

"Oh, no, I'll be careful. I'm going to make tests of dogs, and cats, and horses, and hogs, and birds," said the clerk, cheerfully, "and will show you how it is done after I get to going."

"Show me, too," said the boy who was delivering parcels and learning to be handy about the store. "I'll get you plenty of drops of blood if you'll show me how to tell just what is the matter with folks."

"I'll do that," said Dick, "only you mustn't go spilling the tubes around the floor in here."

In a very short time the news of the clerk's hobby got abroad in the little town, and it wasn't long before he had test tubes filled with blood from the best families and kennels of the place, and also from the worst. But his investigations did not stop there. He had blood from about all the animals in the county fixed up in neat little rows in his tube cabinet.

The delivery boy was quite an apt

scholar and spent a lot of time at the microscope and the tubes. The clerk pointed out to him the different shapes, and told him what they represented. There is to this day a great deal of doubt in Martinsville as to whether the clerk knew anything whatever about the atoms he talked about, but at the time he made the boy and the natives believe that he knew. And the private laboratory in the corner of the back room was much in the thoughts of the people.

One day the judge of the county court came in and sat down on a stool at the soda fountain.

"I'm about worn out," he said to the boy clerk, who was dealing out the fizz stuff. "I'll have to go away on a vacation, I reckon."

"That's too bad," said the boy. "What seems to be the matter?"

"That's just it," replied the judge, "no one seems to know just what does ail me. The doctors do not agree."

The boy thought a moment and then asked the judge if he had heard of Dick's test tubes.

"Yes," replied the judge, with a laugh, "I think that every man, woman and child in the town has heard about Dick's tubes. I haven't much faith in them."

"Would you like to see them?"

The judge admitted that nothing could please him better, and went back to the private laboratory. Just then the one very rich man of the town strolled in and followed the judge back to the tubes. A farmer who had brought in several drops of blood from horses, hogs and dogs was just leaving as they entered, and Dick was putting away the tubes he had just filled.

"I think," said the judge, after looking over the layout, "that I'll give this young man a chance to find out what is the matter with me. Just take out a drop of blood, if you please, and take an inventory of its contents."

"I'll go you at that," said the capitalist.

While the clerk was busy taking the necessary drops of blood the banker came in. Of course he had to do what the judge and the capitalist were doing. The capitalist owned a lot of bank stock, and he often had suits before the judge.

The clerk took blood from the banker, who was a man of wrath, with a red face and an arm like an athlete, and from the others and put the bottles away.

"You all come in here in a few days," he said to them, "and I'll give you the result of the germ culture."

The three went away together, and Dick turned to the boy:

"Now," he said, "these three test tubes are the latest. If you go fooling around here don't get them mixed with the others."

"I never touch 'em unless you are here," said the boy. "I feel as if I was handling snakes."

But that night, just the same, the boy went back to the cabinet and looked over the phials. They all

looked alike to him, but he drew them out by number and put them back by number, so he did not see how he could make a mistake. But there was one phial missing at one end, and that place was filled by the boy, whereas it should not have been, and the arrangement of the whole cabinet was "pied," as the printers say.

About a week later the judge dropped into the store one afternoon, in the absence of the proprietor, and went back to the test tubes.

"Have you got me classified?" he asked, with a smile.

Dick looked at his little book.

"Sure," he said. "You are number 453. Now, we'll see what comes of the test."

He took up a microscope and looked through the glass of the phial.

"There are atoms there," he said. "We'll see what they are."

He tipped a little of the contents of the phial out on a piece of glass and bent over it with his microscope. Then he straightened up and looked around for the boy.

"You haven't been monkeying with these bottles, have you?" he demanded, a worried look on his face.

"Haven't touched 'em," lied the boy.

"This is a remarkable case," said the clerk, not knowing that he had taken the stuff he was looking at from a phial left by a farmer. "I can not understand it," he added, not noticing that the capitalist and the banker were stepping into the room. "I find here traces of the heaves bacillus, also the ringbone germ, and the poll evil atom. I don't know what to make of it."

"Gee! but he's a horse!" whispered the boy.

The capitalist and the banker were having so much fun over the amazement of the clerk and the judge that the former took out the banker's phial. The judge looked tired!

"Here is another strange thing," said the clerk. "If these germs do not show cholera I never saw germs that did. Hog cholera!"

The banker sat down on the head of a barrel and wiped his streaming face with a large handkerchief.

"Piggy!" whispered the boy shrilly so that all heard.

"That beats the dickens," said the banker.

"This is a remarkably good culture," said the clerk, taking down what he supposed was the capitalist's phial. "Ah, yes!" he looked about, seemingly half frightened, and put a goods box in front of him before going on. "Have you been mixing with any—ah, er, dog, you know?" he asked, then. "Because, you see, this culture shows rabbies!"

The judge and the banker edged away from the man of money. Just then the druggist entered the doorway and looked in on the little group, while the boy grinned.

"What's up?" he asked.

"Gee!" cried the boy. "T'e jedge's got t'e heaves, t'e banker's got t'e hog cholera, an' t'e capitalist's got t'e rabbies! Look out or you'll git bit!"

"Cut it out!" cried the druggist.

The three men made a break for the front room, but the red-faced banker stuck.

"I've got hog cholera, have I!" he shouted, and the cabinet and about a thousand bottles went down in one grand crash. Dick got out of the open window and never came back for his salary. He surely left at the psychological moment!

"And I've got the rabbies!" cried the capitalist. "See me bite!"

He made for the boy, but the boy was light and quick on his feet, and he was out in the street in a second. It took the druggist three days to clean up the store, and three months to coax the three customers back in to it.

The general notion now is that Dick was a base fraud, but you say "test tube" in Martinsville and they'll call the police. Alfred B. Tozer.

Getting the Money.

Just before the collection was taken up one Sunday morning a negro clergyman announced that he regretted to state that a certain brother had forgotten to lock the door of his chicken house the night before, and as a result in the morning he found that most of the fowls had disappeared.

"I doan' want to be pussonal, bred'n," he added, "but I hab my s'picions as to who stole dem chickens. I also hab reason fo' believin' dat if I am right in dese s'picions dat pusson won't put any money in de plate which will now be passed."

The result was a fine collection, not a single member of the congregation feigned sleep. After it was counted the old parson came forward:

"Now, bred'n," he said, "I doan' want your dinners to be spoilt by wonderin' where dat brudder libs who doan' lock his chickens up at night. Dat brudder doan' exist, mah friends. He was a parable gotten up fo' purposes of finance."

The life of service has few difficulties of conduct.

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
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Tradesman Company, Grand Rapids.



## COMMERCE CARRIERS.

## Great Importance of Developing Nation's Waterways.

To my mind this great question should not be handled in a spirit of localism or sectionalism, but intelligently and systematically in a businesslike way, precisely as any captain of industry would attack the enlargement of his business by added departments.

The first step to engage attention should be the preparation of comprehensive plans, which should embody all the available means for securing water transportation over the broadest possible area of the country. One element in the preparation of such plans would naturally be the best way of making these waterways not only large enough and deep enough for freight carrying vessels, but to provide safe and secure waterways for such transportation.

I distinctly disclaim any attempt in this article to detract one iota from the great importance of the Mississippi and its tributaries project, first, because such an attempt would be futile, as its greatness is generally recognized and well understood.

Second, because as above stated, I desire to treat the subject with no sectional spirit.

I do, however, desire to submit that there should be an end to limited annual appropriations for rivers and harbors, the result of which has been a little money spent here and a little more there in proportion to the influence and energy exerted in behalf of any specific but comparatively small project.

A businesslike substitution for this procedure would be the preparation of comprehensive plans which in the end will accomplish the largest possible good to the country at large. Appropriation should then be made liberally to carry into effect the general plan.

Appropriation for this movement should be large and liberal in order to assure a reasonably early completion of the whole, in precisely the same way as in that enormous undertaking, the Panama Canal.

The conference recently held in Philadelphia enlarged in my mind the importance of incorporating into such a plan the Atlantic Deeper Waterways scheme. I do not know of a piece of Government work which would give a larger net return upon the money invested than the chain of canals along the Atlantic seaboard.

It is proposed to construct and enlarge but four necks of land, the aggregate distance being sixty-six miles. The result of sixty-six miles of construction or enlargement of canals would mean a continuous inland waterway nearly 1,000 miles in length.

The four necks of land referred to are, first, a channel through Cape Cod, which would give an inland waterway from Boston through Long Island Sound to New York.

Second, a channel across New Jersey from New York Harbor to Trenton, which would continue an inland course to the Upper Delaware Bay.

**We Offer Subject to Prior Sale the Following Bonds Which We Consider a Safe and Desirable Investment:**

**\$800,000**

**First Mortgage 6% Timber Reserve Gold Bonds**

**of the**

**W. H. White Company**  
**Of Michigan**

Dated February 1st, 1908. Interest payable (February 1st and August 1st) at the Michigan Trust Co., Grand Rapids, or at its fiscal agency in New York City. Redeemable on any interest date after 60 days' notice at 103 and interest. Denomination \$1,000. The Michigan Trust Co., Grand Rapids, Michigan, Trustee.

Total issue authorized and outstanding—\$800,000. Due and payable as follows:

\$50,000 August 1, 1909	\$50,000 August 1, 1913
50,000 February 1, 1910	50,000 February 1, 1914
50,000 August 1, 1910	50,000 August 1, 1914
50,000 February 1, 1911	50,000 February 1, 1915
50,000 August 1, 1911	50,000 August 1, 1915
50,000 February 1, 1912	50,000 February 1, 1916
50,000 August 1, 1912	50,000 August 1, 1916
50,000 February 1, 1913	50,000 February 1, 1917

The W. H. White Company, of Boyne City, Michigan, has a capital and surplus of \$2,100,678.52; has been engaged in the manufacture of lumber for the past twenty-five years, and is regarded as one of the soundest and most successful lumber companies operating in Michigan. Its net income each year for the past five years (1903 to 1907 inclusive) has been in excess of \$200,000. The Company advises that one-third of its output for the year 1908 has already been sold.

### SECURITY FOR BOND ISSUE

The bonds offered herewith are a first and only lien on property of the W. H. White Company described in the deed of trust, consisting more particularly of 53,920 acres of hardwood timber lands, owned in fee simple, estimated to contain over 378,000,000 feet of uncut merchantable timber.

**The appraised cash market value of the timber alone securing this issue is \$50 per acre, or a total valuation of approximately \$2,500,000. The margin of security over the bond issue of \$800,000 is, therefore, unusually ample.**

The controlling interest in the stock of the BOYNE CITY, GAYLORD & ALPENA R. R.—consisting of approximately 62 miles of track, together with locomotives, passenger and freight cars, and valued at approximately \$1,000,000—is also pledged under this mortgage as additional security for these bonds. The mills owned and operated by the company have a total capacity of about 30,000,000 feet per year and consist of one with capacity of band, circular and gang saws; one with circular saw and shingle mill combined, and one with band saw and box factory; also planing mill, together with dry kilns, etc., etc.

### SINKING FUND

The mortgage under careful restrictions requires the company to deposit with the trustee each month \$5 per thousand feet, mill run, on all timber cut. **It also requires the company to cut and manufacture exclusively from 15,920 acres, containing 146,000,000 feet of timber, holding the remaining 38,000 acres, containing 232,000,000 feet, as a reserve, which cannot be cut during the life of this mortgage.**

It will be seen that, at \$5 per thousand feet, this sinking fund will so operate as to pay all interest charges and retire over \$500,000 of this loan prior to maturity, cutting only from 15,920 acres of the lands mortgaged. **The unpaid balance of the loan, amounting to \$300,000, will then have for security the remaining 38,000 acres, containing 232,000,000 feet and valued today at over \$1,600,000.**

### TIMBER VALUES

The advance in the market value of standing timber has perhaps no parallel in any other kind of property. For a great many years prices have been steadily toward a higher level. The holding of large tracts of timber lands by strong financial interests is an important element which has in the past held timber values firmly and prevented decline during depressions in other lines.

A large, well-located and economical body of standing hardwood timber, in our opinion, furnishes security of the most desirable character for a bond issue. It is indestructible, immune from any risk of fire, and, by reason of the rapid exhaustion of the known sources of supply, must inevitably show a continuous advance in market value in the future.

**Price: Par and Interest**

**The Michigan Trust Co.**

**Grand Rapids, Mich.**



Third, across the small neck between the Delaware Bay and the Chesapeake Bay, which would make an open route to Norfolk.

Fourth, a small cut across Virginia to Currituck Sound.

When considered in the light of National defense, the value of this waterway would be simply inestimable. If a foe should contemplate an attack upon the Atlantic seaboard it would be confronted with the knowledge that the United States fleets could be harbored inland and mobilized at almost any desirable point without being subjected to a direct attack of the enemy. Our fleet could emerge at almost any desirable point along the seaboard and attack the enemy from the rear, or at least in the open sea.

It is further true that the vessels of the United States could be repaired in properly equipped and protected navy yards. At each entrance to the inland waterways system the land works would form an effective barrier against attack.

All this could be accomplished through cutting and enlarging sixty-six miles through comparatively easy soil.

Nor is this all. The commercial value is enormously important. Industries would spring into being at many points along the route, because of the commercial advantages of location. Cotton would move from the fields of the South to the mills of the North, and likewise the products of the North would move to the South, more cheaply, more expeditiously and more safely than at present. Vessels of small tonnage could be used for this transportation with consequent economy of construction and handling.

It is well known and generally recognized that bulky merchandise is a natural product for water transportation. It must not be assumed that the use of such a waterway would adversely affect the railroads. It has been demonstrated almost beyond question that such waterways actually increase the rail freights.

If it be true that the commercial advantages of the waterway would attract industry to its shores then it must follow that these industries will distribute a large percentage of their product inland by rail, as well as coastwise, because the finished product of many industries can better be handled by rail than by water, whereas the principal supplies to these industries would come more naturally by water, and therein would lie the attractiveness to capital to locate plants along the waterway.

To appreciate the importance of this Atlantic Deeper Waterways as a link in the general plan of inland waterways we have but to consider that small additional work would be required to make a continuous circuit from New York south along the coast to the Gulf of Mexico, thence via the Mississippi River and Ohio River through the proposed canal to the Great Lakes, and via the Erie Canal back to New York, thus covering by a continuous waterway

nearly one-half the area of the United States.

In considering this great subject from a manufacturer's standpoint it would seem as though the advantages resulting from it in the lessening of the cost of transportation of raw materials would be of material value in lessening total costs, thereby enabling American goods to more successfully seek and maintain foreign markets.

Another pertinent question to be considered is, What amount of money will be necessary to secure the completion of this admittedly valuable and advantageous product? It is probably too early to make definite statements as to this, because in addition to the actual physical digging it would be necessary for the Government to acquire the rights. But in any event it would seem to be obvious that the cost would be low in proportion to the value received, because of the comparatively small amount of work to be done.

It would be safe to assume that the cost of acquiring the rights from the private corporations controlling the existing rights to three of the four necks to be traversed would at least be within reasonable limits. These necks are the canal across Cape Cod about twelve miles long; the existing canal across New Jersey known as the Delaware and Raritan, about thirty-five miles long; and the Delaware and Chesapeake Canal connecting the Delaware and Chesapeake Bays, about thirteen miles long.

In addition to this the Federal Government is now actually engaged in deepening the channel from Norfolk, Va., to Beaufort, using the Albemarle and Chesapeake Canal. It will, therefore, be shown that the expenditure could be limited to the acquisition of rights and in a large measure to the widening and deepening of existing canals.

The Atlantic Deeper Waterways Conference held at Philadelphia has resulted in bringing the needs of the country in this connection very close to the public. This aroused interest must be maintained until Congress decides to take the necessary action.

C. W. Asbury.

#### Building Walls With Bags.

The practice of constructing breakwaters and the submerged parts of piers with concrete enclosed in bags has been largely developed in Scotland. The concrete is prepared as near as possible to the place where it is to be used. It is enclosed in bags to protect it temporarily from the effects of contact with the sea water while it is lowered into place. The bags are placed in a box suspended directly over the spot where they are to lie. The touching of a trigger opens the box and allows a bag to drop out. A line of bags having been deposited, the longer axis of each bag in the next series is so arranged that the meeting edges of two of the bags in the lower row will be covered. Thus a regular wall is built up, and as the concrete hardens it becomes solid and immovable.

## Corn Syrup Decision

From Journal of Commerce and Commercial Bulletin  
February 15th

### SYRUP LABEL DECISION.

#### Controversy Over Pure Food Law Question Finally Settled.

WASHINGTON, Feb. 14.—An important question in the administration of the pure food law was settled to-day in a decision made public by Secretaries Wilson, Cortelyou and Straus. It bears upon the controversy regarding the labeling of syrup. The decision follows:

"We have each given careful consideration to the labeling under the pure food law of the thick viscous syrup obtained by the incomplete hydrolysis of the starch of corn and composed essentially of dextrose, maltose and dextrine.

"In our opinion it is lawful to label this syrup as 'corn syrup,' and if to the corn syrup there is added a small percentage of refiners' syrup, a product of the cane, the mixture, in our judgment, is not misbranded if labeled 'corn syrup with cane flavor.'"

It is understood that the decision also has the concurrence of the President and a majority of the pure food and drugs board. Dr. Wiley, chief of the chemistry bureau of the Department of Agriculture, dissented on the ground that the label should be "glucose."



# Karo

## LEGALLY LABELED



## THE GROCER WHO MIXES BRAINS WITH HIS BUSINESS

is always trying to make "satisfied customers"—and the easiest way to make them in these pinching times is to recommend

### Shredded Wheat Biscuit and Triscuit

the food that supplies all the energy needed for work or play at smallest cost. The cleanest, purest, most nutritious and most economical of cereal foods.

A Good Profit for You, and a Satisfied Customer—  
What More Can You Ask?

The Natural Food Company, Niagara Falls, N. Y.



## NEW YORK MARKET

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

Special Correspondence.

New York, Feb. 29—The speculative coffee market took a tumble and at the close is several points lower than last week. This, however, seems to have little, if any, effect on the spot market. There is not much life to the demand, although a few good lots have changed hands. In an invoice way Rio No. 7 is quoted at 6¼@6¾c. In store and afloat there are 3,876,933 bags, against 3,857,967 bags at the same time last year. Country buyers do not seem inclined to purchase ahead of current requirements and are simply waiting. Mild coffees have done fairly well, and quotations are well sustained. It is not likely that very large stocks are held. East Indias are unchanged.

Sugar had a period of activity which collapsed, and at this writing the situation is dull as the trade is sufficiently stocked up for the next few days. All refiners save one hold firm at 4.80c less 1 per cent. for cash.

Formosas and Pingsueys in the tea market have attracted most attention, although there seems to be rather more strength also in Japans. The situation in a statistical way is firm and the whole market is in a good healthy condition, with prices firm, but as yet showing little, if any, change.

Jobbers report a light demand for rice, although there is something doing all the time. Stocks are not overabundant, but there seem to be enough to meet requirements. Some Southern mills advise that they have closed owing to scarcity of rough grain. Good to prime domestic, 5@5¾c.

Buyers of spices take the smallest quantities they can get along with and the condition is unchanged from week to week. Prices show no variation. Supplies are seemingly ample for all needs.

Molasses is quiet. The demand has been mostly for grocers' grades of New Orleans and the general range of quotations is unchanged. Good to prime centrifugal, 22@30c. Syrups are in light supply and working out at about 23c.

A pretty careful canvass of the canned goods district reveals not an item of interest. Brokers generally report only a moderate enquiry, and some of them do not even claim this. Buyers are taking just enough to keep up assortments and the general situation is a waiting one. Tomatoes seem to be pretty well established on a basis of 77½c, although some claim that nothing below 80c will meet the test. Corn is quiet and prices are unchanged.

Dried fruits are selling fairly well, most all of the demand being for Pacific coast goods. Holders of peaches have made great exertion to work off the surplus stocks and some con-

cessions were made, extra choice selling at 11c. Prunes and raisins are quiet and tend to a lower level.

Top grades of butter have been doing fairly well, but quotations are about the same as last week—30¼@31c for creamery specials. Extras, 30c; seconds, 28@29c. Held stocks have moved in a moderate way at 21@23c. Western imitation creamery, 26@27c; factory ranges from 21@23c, with held stock around 24c.

A firm market exists for cheese. The demand has been quite good and with steadily declining stocks holders are very firm. Full cream, 16c.

Eggs are firm but prices have not materially changed for several days. Nearby grades, 23@23½c; Western fresh-gathered, 24@25c for extras and 22@22½c for seconds.

### Be An Optimist.

Some persons appear to think that all cheerful, optimistic reports of trade have no foundation in fact, but are intended to engender confidence and prevent further business depression. On the other hand there are many astute manufacturers and merchants who always have made money by refusing to run with the crowd. It is true enough that trade generally is reluctant and backward, but affairs are not nearly as bad as the tellers of hard-luck stories would have us believe.

### Disappointed.

"I will be your valentine," said the young man.

A shadow passed across the fair face of the girl. "I was so in hopes that I would not get any comics this year," she said.

There would be little religious infidelity in this world but for our attempts to force the forms of one man's faith on other men.

### Pianos For Premiums And You Make Your Competitors Pay The Bill.

Send for our novel and highly practical plan for doubling your business at the expense of your competitors. Set the whole town talking. Bring a crowd to your place of business; add thousands of dollars to your sales; make new customers and fast friends, and **make your competitors pay the bill.** The finest legitimate premium scheme ever devised. Is doing wonders to-day for several thousand wide-awake business men and will do the same for you. Wanted a few reliable salesmen to canvass the retail trade.

Address **Desk Z Boston Piano and Music Co.**

Willard F. Main, Prop., Iowa City, Iowa.

Our registered guarantee under National Pure Food Laws is Serial No. 90

## 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.



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.

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

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

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



### Reasons Why He Could Not Sell Goods.

I had a caller the other day whose experience in ordinary may demonstrate a duty of society somewhere in directing the choice of young men in entering life's work. He was a comparatively young man of Scandinavian birth, educated and of modest, simple bearing. He asked that I advise with him on a new venture which he was considering.

Years before the necessities of his father's family had forced him into the woodworking trade, which he had learned thoroughly. Not only was he qualified in woodworking but he had an expert's knowledge of woodworking machinery in general. But he was tired of his trade—learned under pressure of necessity—and he had been considering an attempt at becoming a traveling salesman. Could I tell him something about the work?

Well, the manner in which he entered the office in itself would have led me at snap judgment to have chosen almost any other line of work for him. He was almost painfully deferential in his manner. He spoke in low, modulated tones and with the strongest of accents, making his words difficult to the unaccustomed English ear. He was a good looking man who would have been passed in the crowd without attracting either positive or negative attention. Nothing about him would have called for comment unless it might have been his diffident bearing and marked modesty.

Did I think he would make a good traveling salesman? No, I didn't. I told him so, frankly, and he was disappointed and maybe a little hurt. Like most who seek advice as to what they want to do, he had made up his mind beforehand that he was going to try to do it, anyhow. Why did I think he couldn't succeed as a salesman?

"Simply because I don't believe that a manager in charge of a corps of traveling salesman would ever give you a chance to succeed," I said. "If you should go into his office for the place as you come in here, I believe you'd be dismissed in a jiffy as impossible material for a salesman. Why do you imagine that you can make good as a salesman?"

Virtually his answer was that he thought he could sell goods for the reason that he felt that there would be money and a good interesting position if he got the chance and succeeded.

"I suppose that you have an idea of selling woodworking machinery?" I ventured after a moment.

But no, he had understood that there was more money in ordinary commercial lines, such as dry goods, groceries, shoes and like standard needs. He knew nothing of such goods beyond the knowledge that belongs to the individual consumer of such wares. But he had canvassed for a firm dealing in wall paper and he had made pretty fair commissions on his sales. It was in a country district, however, and he appreciated that he was dealing with the individ-

ual householder, who really wanted paper, and who, by putting the paper on for himself, saw an inducement to buy through mail order at his own door.

"But you were not dealing with business people," I suggested; "you were asking for a hearing from a farmer who might have been delighted to see you as a stranger, merely for the reason that he hadn't seen an outsider for two or three days."

He had recognized this much, however. He knew that he might expect a different reception from the average man of business whose attention might be more centered on disposing of his stocks on hand than they possibly could be on laying in new perplexities for his salesmen.

I told him that one of the first requisites of the salesman in commercial lines was that the salesman should be thoroughly familiar with the goods which he was trying to sell. That he must be thoroughly familiar with the conditions of the business of the average dealer who bought goods of a wholesale house. That judging by the men who had made successes as traveling salesmen he was of a temperament which promised the slightest hope of making good, even if he should be carrying a line of woodworking machinery, which he knew most about in quality and capacity for work.

But when we were done talking I saw the old situation of the "man convinced against his will." He wanted to know how I thought he might best prepare to reach a possible employer who would give him the chance to sell dry goods or groceries, build up a big trade and make a success.

"Go after him—go after him," I said. "Don't take 'no' for an answer. If he says 'no' the first time go after him again and again and again. In the meantime get two or three or five other possible employers on your list and go after them in the same spirit. Keep it up and never say die. You'll get a position with these tactics—you'll get it if it can be got."

"But—" and he stopped short, with questioning in his face.

"Can't you do that?" I asked, surprised. "If you can't, then how do you expect to sell goods on the same terms? Traveling salesmen are selling bills of goods every day to dealers who say 'no' at the first sight of the salesman entering the house. There are differences in the way 'no' is said; there are wide differences in the temperaments and dispositions of the men who say 'no.' But 'no' is the most commonplace of all the monosyllables which greet the traveling salesman, and if you take a first 'no' from a possible employer how can you hope to have that employer's confidence, even if he should enlist your services?"

But after all some one or more employers of salesmen in these lines will have opportunity to discourage this young man to an extent that I wasn't able to do. He's determined to know the real reason why he can't sell dry goods and groceries for some big city house.

Jonas Howard.

## WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

*New York to Paris--They're Off*

## AUTO BUBBLES

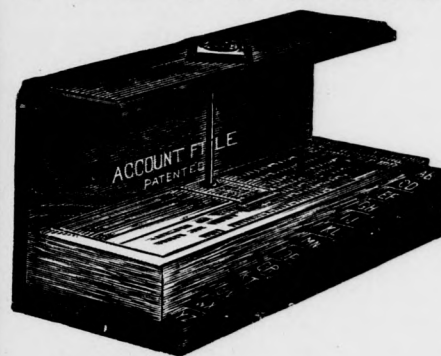
May Exceed the SPEED LIMIT, but we are not

**Afraid of Being Arrested**

No matter how fast they go. They travel in a basket and weigh in at 25 lbs. The fare is 13 CENTS PER LB. All aboard!

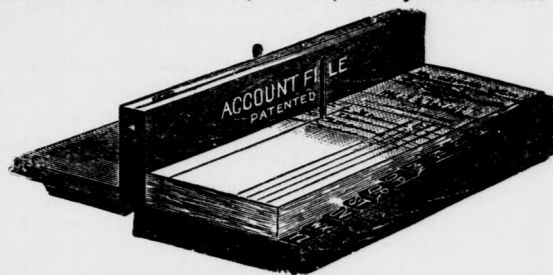
Start from PUTNAM FACTORY, Grand Rapids, Mich.

## 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**



## THE UNEMPLOYED.

## Losing a Job May Prove Good Fortune.

Written for the Tradesman.

It is a good thing for a young man to have an ambition to go into business for himself. It is usually better for him to serve a term as an employe than to go into business without such experience. A young man who has not the money to start in business when he attains his majority, but must learn a trade or fit himself for some salaried position, need not give up his aim entirely. After some experience he may come to the conclusion that there are more satisfaction and comfort to be had by working for a salary than to take the chances of business.

So long as a man has regular employment at reasonable wages and loves his work he can get more enjoyment out of life than the average business man. And so a great many capable men settle down to a life as an employe and would never think of giving it up and going into business for themselves unless something happened to throw them entirely out of a situation. Even then they have become so attached to their work or so accustomed to a certain routine that they do not care to engage in any different business or in the same business in any other capacity. They have come to think that there is nothing else they can do as well to make a living. So they forthwith begin to look for employment along the same line.

If they do at all cast about for some opportunity to engage in business the prospects seem too unfavorable. They have not sufficient capital or the undertaking is too great. They may have lost their youthful ambition and perhaps considerable of their confidence in their business abilities. They must be forced into a position where they will have to swim or sink before they will put forth their best efforts or discover their real abilities for business. Just so long as there is a possibility of getting back to the old life as an employe their endeavors will be lacking in earnestness.

One great mistake of employes is in not making preparation for slack times, business depressions, panics and sickness, which are liable to come to every one at some time. Some may truthfully say that they have done their best to provide for such emergencies, but have not been able to do so. Where there is one such person in privation because of loss of employment there are probably many who might have had money in the bank or a home of their own when their income ceased.

A great many people are in one respect just like the natives of a tropical climate where an abundance of food grows upon the trees the year round. They go each day and eat their fill and need never save for the future. So this class of workmen look upon their job as something that is to stand always ready for them, to work regularly every day if they choose, or to lay off a day or

two whenever they take a notion to do so. And the employer or manager must shift help or change his plans to adapt his business to their convenience.

This is not looking at the matter from the standpoint of the employer, rather from the position of a steady employe upon whom a greater portion of the burden falls whenever a part of the help fail to appear at the appointed hour.

Sometimes it is true that one who comes and goes as he pleases holds his job while some of the most punctual and faithful are laid off. In such cases there is usually some reason not known to any but the employer and perhaps certain friends of such employe. Sometimes it is sympathy for the man's family, or it is on the score of relationship or something else. Good business policy would naturally lead an employer to encourage the most trustworthy and efficient men.

Everywhere in life conditions are met with which are not as they should be. One can not always compel people to do by him as he thinks they ought to do. He should do his best under the circumstances and see to it that his conduct toward or dealings with others shall be just and unblamable.

When a worker is laid off because of business depression and has the assurance of employment again in a few weeks or months, he ought to be financially able to use that time for rest and recreation. After years of almost continual work in one line or for one firm it would be a great benefit to him to have this breathing spell if rightly used. There are various ways in which he could employ his time to good advantage. He should find in public or private much to occupy his time and aid him to become more helpful to his family or friends, more efficient as a worker and more intelligent and capable as a citizen.

A great many men have become so accustomed to loafing, squandering money or dissipating whenever off duty that enforced idleness without money is all the more intolerable. It is not to this class, but for the sober, industrious man out of employment that we endeavor to offer a few helpful suggestions. This is the time when he should take inventory of himself, his abilities and opportunities, and determine whether or not this is a favorable time to engage in business for himself.

"Cut your coat according to your cloth," is good advice in this connection. Men have started in business with a dollar or less, and by patient, steady endeavor have finally established a prosperous business. It is not the most inviting fields which are to be sought in such cases. The small beginning, like peddling baked goods from house to house, although looked upon with contempt by the ordinary man, may be more certain of success than to open up a well equipped shop or store handicapped by inexperience or a large indebtedness.

Some kind of repairing which a man understands might be undertak-

en. Some line of buying or selling which is now left to the foreigner, the illiterate, the unkempt, the ungracious, might be taken up and conducted in a clean, orderly, business-like way and in time made highly remunerative. Any work that is necessary or beneficial to the people can be conducted with dignity and self respect. Because some kinds of business are conducted on a begging or thieving basis is no reason why a decent man must follow the same tactics.

In times of lack of employment many are forced to try any avenue which promises even meager returns. There are numerous applicants for every vacant position, and many are deterred from trying to force themselves into anything already overcrowded.

There are several reasons why a man desiring to start in business for himself should select such a time. Even a prosperous business can not command as high a figure at such a time. It requires less capital to buy out a rundown business than one which is otherwise. If that run down condition is due to the inefficiency of its proprietor rather than to outside causes, it gives a new man a good chance to build it up according to his own ideas. If trade starts slowly he can adapt himself to it, and grow with it. If a man's experience is limited a rushing trade or a large volume of business at the start might be the surest means of causing him to fail. In some petty lines of business there might be more competition at such a time, but when work opens up again many would go back to former employment and leave the field free to those who chose to remain. Having secured some dependable patronage, even although the income is insufficient for his barest necessities, he should be encouraged to hold on and make success of his undertaking.

If a man believes he has been unjustly treated by a former employer, that very feeling may be the one thing needful to nerve him to persevere in an independent undertaking. He will not go back; he will not take an inferior position; he will not submit to injustice; he will not be a mere machine, a drudge or a slave any longer. He will assert his manhood and establish himself in a business which will enable him to provide for declining years, and where he need not ask permission to take a few minutes' or hours' rest when he feels the need of it.

Experience ought to teach a man that he has no mortgage upon a job. Business failures, fires, panics, change of ownership or other causes, to say nothing of variable moods of an employer, may at any time throw him out of a situation.

The young man who has set his mind on being his own employer at the earliest possible date should not only be saving up capital, but what is equally important, he should be forming habits which shall help him in business rather than be fetters to keep him back. So the man of 30

or 40 years of age, although not too old to start in business, should not be handicapped by luxurious habits of living, either in his own person or family. If there are no such habits it will be greatly in his favor. If there are expensive habits, not vicious, however, and the man has himself the good sense and will power to put his expenses on the basis of actual necessities, with the earnest co-operation of his family, there is hope for him, and not otherwise.

Many a man has been permanently benefited by being thrown out of a job. Panics, dull times and loss of employment shake people up, cause them to take account of themselves and their ways of life, force them to break off wasteful, extravagant habits, develop their dormant powers and perhaps lead them to choose work or business better suited to their age, condition or abilities.

The man who has been prompt, faithful, careful, painstaking, conscientious and always working for his employer's interests, has been accumulating that which will be invaluable when in business for himself.

It is not advisable to be constantly changing from one occupation to another, yet a man at one stage in life is better adapted to a certain thing than at another. Each stage has its peculiar qualifications and it is wise to follow a vocation where one can advance in position according to the measure of his development. In some establishments the employe may do this; in others he can not. In business for himself he has great opportunities. He is able to find situations equal to all his powers and attainments.

E. E. Whitney.

## Making an Effort.

It is infinitely better to make a mistake than to never act on one's own judgment. People who are always referring to others, always asking advice, never amount to much. What makes a man a success is standing for something in himself, something definite. A man may be very good, and yet not stand for anything—not enough to carry any weight in his community. It is just as important to the building of the strong character to be self-reliant as it is to be honest, because honesty without independence or stamina is a sort of negative quality. No matter whether a man may be at the head of a large business or a small one, whether he is working for himself or some one else, he should be himself, do his own thinking and follow his own judgment. Self reliance not only helps us to respect ourselves, but it also makes others respect us. We instinctively admire a man who stands for something, even although we may not agree with his doctrines; we like the fellow who has backbone and is not afraid to call a spade a spade at the proper time.

He who believes nothing until he understands it fully must have a limited range of knowledge.

It doesn't take much fortitude to bear another's misfortune.





## On Top

"Malta-Vita" has always been the "top notcher" Wheat Flake.

"Malta-Vita" Corn Flakes have just been pronounced by experts the "top notcher" Corn Flake—and they ought to know.

## An Easy Seller!

It's the biggest 10c p'k'ge on the market—36 p'k'g's to a case—you can sell it on the reputation that "Malta-Vita" has always had.

## Free Deal

Until April 15th order all corn—all wheat—or assorted as desired and get

### 1 case free with 7

With 7 cases	1 case free, equivalent to \$2.36 net per case
" 5 1/4 "	" 3/4 " " " 2.36 " " "
" 3 1/2 "	" 1/2 " " " 2.45 " " "
" 1 3/4 "	" 1/4 " " " 2.45 " " "
" 7/8 "	" 1/8 " " " 2.45 " " "

Regular prices \$2.85 per case — \$2.75 in 5 case lots.

Order thro' your Jobber.

# Malta-Vita Pure Food Co.,

Battle Creek, Mich,



## AFTER THE SUBSTITUTOR.

## Influence of the Big Magazines Secured.

Say, do you know there is a conspiracy on against you retail fellows?

There is a little crowd of manufacturers who have made up their minds that you have to sell their goods whether you want to or not and whether they pay you any profit or not.

This is no idle dream—I know what I am talking about.

They are working on this point—that if consumers want something it is up to you to supply it. It is none of your business whether it is a good thing to sell or not. If somebody wants it that is enough.

Let me tell you something that was told to me by one big manufacturer last week:

"I know it to be a fact," he said, "that a committee of the big manufacturers of proprietary food products went to the Ladies' Home Journal the other day and put up an argument that the Journal should begin a campaign against substitution by the dealers. They rubbed it in that they were big advertisers in the Ladies' Home Journal and the other magazines, but they were not getting good results from their advertising because the grocer induced his customers to buy something else."

As I get it, the Ladies' Home Journal was handed the straight goods that if it didn't get busy along the no-substitution line, it would lose some business.

You see these big food manufacturers cut ice. They are all package people, and when you add up all that sort of advertising there is in the monthly magazines you have some money represented.

I looked over the February number of the Ladies' Home Journal and counted thirty-two food advertisements there, all the way from a full page down.

Every one was for a proprietary package food sold by the grocer.

Same thing in any monthly magazine.

Why, the more I think of it the better I am convinced that this scheme of the Woman's Home Companion is some sort of an advertising deal with the big package goods men. You can see the line of the whole thing—how they led up to it from a bang at dirty stores; how the housewife ought to deal only with the clean stores, and how, after several preliminary articles, the only way to get clean stuff was to buy package goods.

See how slick the thing was worked up? For myself, I feel just as sure that that stuff was published to help the package houses that advertised in the Woman's Home Companion as I am that I am bald on the top of my head.

You see lots of things that show you that the big manufacturers have waked up to the fact that they can not force the grocer to sell their

goods after all. They used to brag that they could, but they do not now. There is many a slip 'twixt the Ladies' Home Journal advertisement and the sale, and the slip is the grocer that the sale has to go through.

If he wants to sell the thing, and it pays him to sell it, he may do it, but unless that is so all hen can not make him.

And it never can, Mr. Manufacturer.

I had a little talk the other day with the agent of a manufacturer who spends as much money advertising in the magazines as anybody I know of.

"Your firm must spend a pile of money for advertising," I said.

"They do," he said, "but they are robbed of the good of a lot of it by the grocers."

"How?" I asked.

"They substitute," he replied.

"What do you mean by substitution?" I asked. "You don't mean that when a customer asks for Maple-Flake the grocer without saying anything will send her Egg-O-See, do you?"

"Oh, no," he said, "I mean that when our advertising works up a woman to ask for our goods the grocer, if he does not keep them, will try and sell her something else."

"Well, what is wrong about that?" I asked.

"Why, he ought to sell her what she asks for!" he replied.

"Regardless of whether it pays him to do so?" I asked.

"Sure," was the answer.

"That looks to me like a good imitation of bosh," I said. "You take a case I heard of only last week. In a town where I was, a new cash store after business had cut a certain breakfast food to 9 cents, half a cent above cost. The price before that was 12 cents. It had done a lot of advertising and had brought the price down all through the town to that. Every package sold, counting cost of doing business, meant a loss. Do you mean to tell me that if you had been in business there you would have sold it anyway, simply because it was asked for? Not on your life you wouldn't! You would have done like everybody else with a grain of sense—you would block the sale every time you could."

"Maybe I would," he replied, "but I wouldn't try to steal the order the manufacturer has made and give it to another product."

"Then if you would not you are no salesman!" I said. "The fellow who can sell the least of what pays him nothing and the most of what pays him best—he is the salesman, all right. The fellow who sells something he does not want to sell, just because somebody asks for it, is a plumb ass!"

And yet that's just what these manufacturers, in conspiracy with the women's papers, are trying to turn you fellows into.

Wooden images just to hand out their goods! Profit? Why, you cheeky things, to want a profit!

If I had any hair, I am sure it

would rise at such a fool idea. The grocer will sell your stuff, Mr. Manufacturer, when he wants to and when it pays him; not before.—Stroller in Grocery World.

## She Got Her Seat.

A few days ago two young ladies hailed a street car, entered it and found only standing room. One of them whispered to her companion:

"I'm going to get a seat from one of these men. You take notice."

She looked down the row of men and selected a sedate gentleman who bore the generally settled appearance of a married man. She sailed up to him and boldly opened fire:

"My dear Mr. Green! How delighted I am to meet you! You are almost a stranger. Will I accept your seat? Well, I do feel tired, I heartily admit. Thank you so much."

The sedate gentleman—a total stranger, of course—looked, listened, then quietly rose and gave her his seat, saying:

"Sit down, Jane, my girl. Don't often see you out on a washing day. You must feel tired, I'm sure. How's your mistress?"

The young lady got her seat, but lost her vivacity.

A square deal has something beside sharp edges and angles to it.

Cameron Currie & Co.  
Bankers and Brokers

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

## Michigan Trust Building

Telephones  
Citizens, 6834 Bell, 337  
Direct private wire. Boston copper stocks.

## CHILD, HULSWIT &amp; 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

Successful Progressive  
Strong

No. 1 Canal St.

Capital and Surplus  
\$1,200,000.00

Assets  
\$7,000,000.00

Commercial and Savings  
Departments

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



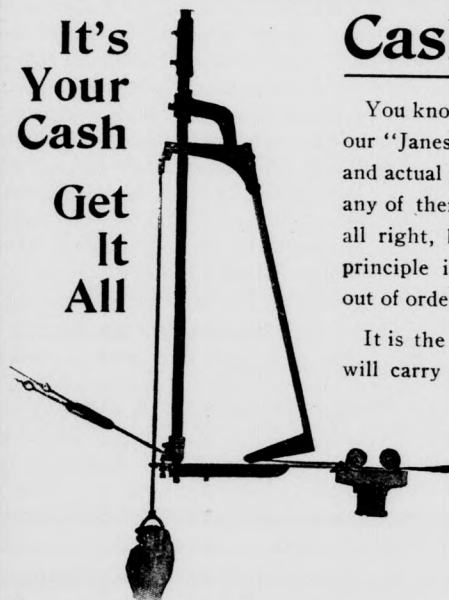
# MICHIGAN TRADESMAN

## STORE EQUIPMENT SECTION

### WINDOW AND INTERIOR DECORATIONS

## Where to Buy Best Store Equipment

It's  
Your  
Cash  
Get  
It  
All



### Cash Carriers

You know many kinds are made, but our "Janesville," for simplicity, low cost and actual good service, stands ahead of any of them. It's a carrier that looks all right, but works even better. The principle is leverage and it never gets out of order.

It is the only cash carrier made that will carry your cash over center rises, through partitions, up hill and down on a single line, or even around corners.

It's the only carrier suitable for a "cut up" or double store—the only one which a merchant can depend on all

the time. There's nothing to get out of order—no springs, rubbers or pulleys. Our cash carrier circular describes all the details of this carrier and it's lower in price than any other good carrier.

Ask for Full Information

CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago

### The Great Poke Bonnet Window Reflector

Is by far the best reflector ever invented for average show windows. Its silver plated reflecting surface is greater than any other reflector. Each Poke Bonnet holds two incandescent lamps horizontally of any desired candle power. Is easily installed and instantly adjustable to any desired angle. Much better light is obtained and less current is required. This reflector not only provides more light, but does it for less money than you've been paying.

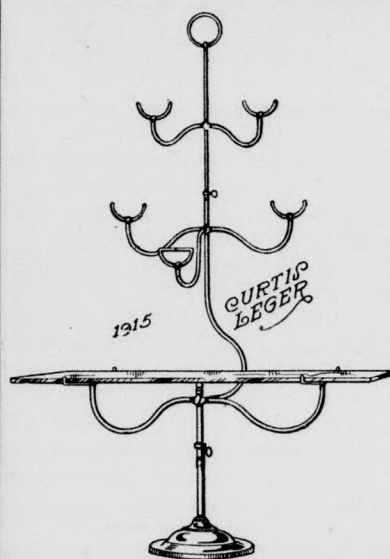
The **Helmet** reflector is especially designed for high windows.

The only reflector made for use with the new high efficiency Gem or Tungsten lamps. The results are startling both in cost of current and illumination. Ask for full descriptive circular and prices.

Over 42,000 of these reflectors are now in use in show windows.

CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago

### Ask Us for Anything In Metal Display Fixtures



Without a doubt we originate more new and useful fixtures in the metal line than any other fixture house in the business.

Our sales are probably larger, for several reasons: We make our fixtures best, using better materials, better plating—making a fixture that will stand hard wear. We make a greater variety of modern fixtures—there's nothing archaic in our stock. And with our new factory working full time we're able to make prompt shipments.

We originate **Papier Mache Forms**—others copy.

Our **Wax Heads** are unsurpassed by any manufacturer in America. All our heads are furnished with a washable finish that we have been five years in perfecting. Full particulars furnished.

Write us for catalogue of metal display fixtures. Mention anything you're in need of and we'll quote you lowest prices.

CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago

### This Extension Garment Rack

Is the newest and best rack ever made for clothing cabinets. Working on roller bearings, it is practically noiseless. It extends entirely out of the cabinet and works so easily that a child of 12 can operate it. The picture shows over 350 pounds suspended from rack, which is more than it will ever be required to hold. Insist on these in your garment cabinets or order direct from us. If you wish to install them in cabinets you already have, we'll send them on approval. If not what we claim, return them at our expense. We also make a slide which causes cabinet doors to disappear automatically the minute they're opened. This slide, with the rack, removes every objection to clothing cabinets. We do not make cabinets—just the rack and slide.

Let us send you full descriptive circular and prices

CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago





## WINDOW TRIMMING PROFITABLE

Some Valuable and Practical Suggestions by One Who Has Studied the Art for Many Years

In this day of advanced merchandising methods the two vital parts of a merchant's selling machinery are conceded to be the judicious and liberal use of printers' ink in advertising and the careful and effective display of goods offered for sale.

Human nature is alike the world over, and it must be generally admitted that the biggest percentage of people like to look at pretty pictures in newspapers and magazines, and are attracted by all beautiful things in merchandise, whether it be fashionable millinery, dress goods, wearing apparel of various descriptions, pure foods, nice things to fit up the home, carriages, automobiles, or a score of other items too numerous to mention.

The show window, then, is the natural result of the public's desire to see new and attractive merchandise, and it has been proven beyond a doubt that this class of advertising is comparatively more resultful than any other.

Although systematic window trimming in the past has been confined almost entirely to the larger department stores, of late years merchants in the smaller cities and towns have learned of the window's value, and as a result store fronts now have a more up-to-date and businesslike appearance.

On the other hand there are still scores of retailers in all parts of the country that fail to appreciate their benefits, although it is safe to say that nearly every merchant realizes, more or less, the need of show windows in which to display his goods, even in a crude way. There are many dealers who look upon windows as a necessary evil to be disposed of in the quickest and cheapest manner they can find to do so.

This is a great mistake. Do you know that your window space is 50 per cent. better than any newspaper space? Here you have the depth in addition to surface and in it can be displayed the articles themselves, true to life as to color, size, shape and everything, and, furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his abilities in making a sale.

### Works All the Time.

This window space is yours every day and all day; it presents wonderful possibilities as an advertising medium and it is up to you to get those possibilities out of it. Good window displays can not be produced by going it blind. To do the work well first decide what to use, and then how to use it. Having done this you have a foundation on which to start, and you can develop and improve as you go. Before removing a display decide what should be replaced. You will accomplish more in less time by having a definite plan.

### Plain Windows Best.

It is not the flashy show windows which do the most good, but the simple and effective ones frequently changed. And any goods attractively displayed are half sold. Any window dresser of experience will tell you that he has known women to refuse to believe the statement of a clerk to the effect that the material he is showing is positively of the same piece as that shown in the window and the explanation is to be found in the simple fact that the window is neatly and properly arranged, while the piece in the store is thrown on the counter any old way. Therefore there should be a proper arrangement of things in the store. If all merchants would have their clerks instructed in the proper displaying of merchandise they would be astonished at the increase of business.

### Windows Pay Rent.

In fact, not long ago a successful merchant wrote a lengthy article on the actual profits he makes as a direct result of his window trimming. One of the interesting claims made was that he conservatively estimated his displays of merchandise in windows netted him in profits of increased sales the equivalent of a month's rent. On this basis is there any clerk in the store, or any advertising expenditure, that is making the big percentage of profits for him that the window earns? The cost of keeping the window in proper shape is trifling and all business resulting from it, therefore, nets almost 100 per cent.

### How To Do It.

Take any kind of merchandise. For an example we will take some percales that sell at 10 cents and may cost you 6 cents. Arrange them nicely in the window; don't throw them right and left, but remember that a bargain window should have more of a stocky appearance than any other kind of a window. Then have a card printed to read something like this: "Your choice as long as they last 6c per yard."

But some may say, "I can't afford to sell goods at cost," etc. Did you ever stop to think that you pay your help the same for a dull day as you do for a busy day? Don't you feel much better after a busy day and the clerks the same? And this advertising is not costing you a cent and nine times out of ten a woman will buy something else beside the percale.

Now supposing you had advertised these percales in the newspapers and not in the window. A majority of the people wouldn't believe it, but when in the window there they are seen true to life as to color, width and everything. The newspaper advertising says, "We have such percales to sell at 6c;" the show window says, "Here they are." And to make it still stronger take the same per-

cale and sell it for 5 cents and charge the 1 cent per yard up to advertising. You will be surprised what results it will have. I know of stores that do not do any newspaper advertising whatever. They will take that 10 cent percale and sell it for 4 cents. They can afford it when they do not advertise in the papers, but they will have a certain day set and so many yards—ten or twelve—to the customer, and they always have a crowd. Give the people bargains and not hot air and you are bound to make a success. I believe in newspaper advertising also and in keeping the store in front of the public as much as possible. But given my choice of the two, I would take window space every time if the windows are properly taken care of.

The value of this method of show window advertising is shown by the increased rental of stores with good show windows. I know of stores that, being vacant, some progressive merchant has paid a big rent for the use of the windows while the store was unoccupied.

Printed advertisements are often unimpressive, but good window display advertising is a business announcement of direct force. One glance tells more without trouble than whole columns of printed matter. Seeing is believing.

### One Trimmer Best.

I will say this to those merchants that can not afford to keep an experienced trimmer: Don't let one clerk trim your window one time and then another the next time. Pick out the one that takes a liking to it and set him at work and give him time to study out his ideas. When he is started on a window don't take him away from his work until the window is done. You will get better results every time by doing so.

### Things To Consider.

There are many things to be considered in window trimming. Judgment and good taste must be exercised, color harmony be secured; and above all there must be positive knowledge as to what will make an attractive exhibit and what will arouse in the observer a longing to possess the goods offered for sale. To make a display of goods in the window that is most attractive, that will readily sell the articles exhibited, is to-day acknowledged an art.

### Poor Payers.

Among the windows that have proven least resultful are the ones commonly termed among window trimmers as mechanical windows. Formerly merchants and trimmers were of the opinion that the public could not be attracted to a window unless some sort of mechanical device were displayed that would please passers-by, and oftentimes large sums of money would be expended in fitting a window that contained a novelty such as a train of cars, a bridge over which teams were driving, toboggan slides, mystic ball tricks, etc., as the main attraction with merchandise offered for sale scattered in different places.

In almost every display of this description the mechanical device prov-

ed the main attraction true enough—and the public proved to be interested in this attraction but nothing else.

The curiosity of the public is easily aroused and people will view these mechanical devices until they have been satisfied and pleased with the machine's novel character. But do the persons viewing the novelty see anything else in the window?

### Thoroughly Tried Out.

To become thoroughly convinced of the value of these displays a successful merchant recently fitted his window with an interesting and attractive device, foreign to the goods shown in the window, and then fitted up an elaborate display of enamel ware, kitchen utensils, etc.

When the crowds began to gather about the window he stationed several clerks a short distance away, and each was instructed to ask people leaving the window what sort of merchandise was being shown.

The test satisfied the merchant of the mechanical device's value, for not one person in ten was able to recall a single piece of merchandise he had seen in the window. People simply satisfied their curiosity by gazing at the novelty and passed on.

### Training Necessary.

It has been said that a window decorator is born, and not made, yet we find that those "born" decorators must acquire knowledge before they succeed. The "born musician" must unfortunately learn to play the violin and the "born blacksmith" must be taught to shoe a horse. I believe that, under proper teaching and with a desire to learn, any son of Adam can play the violin or shoe a horse. It is true that a man without judgment or taste; a man destitute of knowledge of the requirements of modern merchandising, might prove a failure as a store decorator. But I have never known such a man who desired to learn the art.

But the trouble with most beginners is that they ignore all suggestions offered, from the fact that they are window trimmers, and are supposed to know it all, which is a great mistake—for no man knows it all.

### The Man He Killed.

General Wheeler and a number of his colleagues in the service were once swapping war stories, when "Little Joe" was reminded of one that he had heard not long before.

A friend of the veteran of the Union forces once asked whether the latter, in his term of service in the Civil War, had ever killed a man. The old soldier hesitated a moment and then said:

"Well, I think that about the only one was a Confederate at the first battle of Bull Run. You see, I was footing it in a startling way, and the 'reb' chased me for something over a distance of ten miles; then he dropped dead from exhaustion."

Religion never makes a permanently powerful impression without steady practical expression.

The cross is irksome only when we try to climb it as a pedestal.





## Is It a Good Business Policy to Wait?

WHEN A RELIABLE MANUFACTURER SAYS HIS ARTICLE will pay for itself in ninety days, don't you think YOU OUGHT TO INVESTIGATE AND STUDY HIS PROPOSITION?

We claim that THE PERFECTION COMPUTING CHEESE CUTTER WILL DO THIS.

IT SAVES THE TIME OF WEIGHING THE CHEESE and cutting off and adding on a piece to give good weight.

IT PROTECTS THE CHEESE ON BOTH CUT EDGES.

It keeps away flies and dust and prevents drying out.

IT DOES AWAY WITH SCRAPS AND WASTE.

All these things mean money to you.

THOUSANDS OF SATISFIED RETAIL GROCERS will testify that IT SAVES ITS COST IN NINETY DAYS.

Sold by WHOLESALE GROCERS AND WOODENWARE DEALERS.

If yours don't have it, write to us.  
DON'T ACCEPT IMITATIONS.

Manufactured Solely by

### The American Computing Co.

Indianapolis, Indiana

## Our New Rocker Bearing Tilting Bin

Tilts forward and closes as easily as the "rocking of a chair"

Equally Counterbalanced

We make a complete line of

### "Peerless" Fixtures

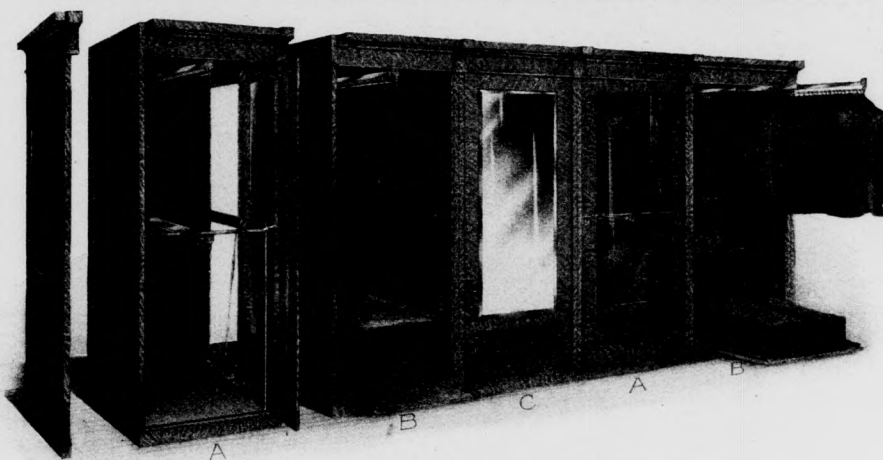
including Display Counters, Wall Cases, Sectional Shelving, Etc.



Every grocer and general merchant should have a copy of our 1908 catalogue. A postal card will bring it. Write today.

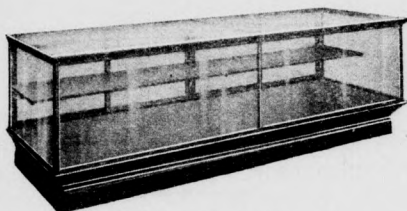
(Cross-section view)

FOLDING BATH TUB CO., Manufacturers, Marshall, Mich.



Twentieth Century Clothing Wardrobe No. 70

A solution of the most important problem of handling "Ready to wear" garments, especially adapted for general stores. Space saving, stock saving, time and labor saving.

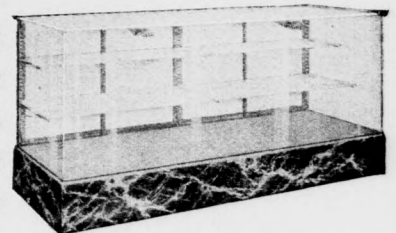


Dress Goods Counter No. 33  
Will increase your sales

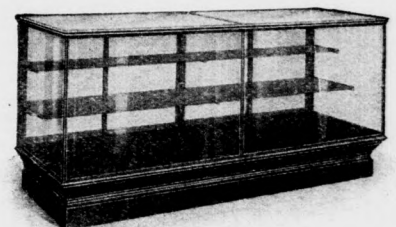
Let us send you information regarding these cabinets.

Write for catalogue "A" and "D."

IF you contemplate installing new fixtures, and you want the best, you cannot afford to buy any without first consulting us. We can tell you how to buy most economically and can design and equip your store to your best interest.



Our American Beauty No. 400  
The acme of show case construction  
Dust proof and perfectly rigid



Our Department Store Special No. 600  
Display Case  
The handsomest wood rail case on the market  
Narrow top rail and graceful proportions

## Grand Rapids Show Case Co.

Grand Rapids, Mich.

New York Office, 750 Broadway (Same floor as McKenna Bros. Brass Co.)  
St. Louis Office, 1331 Washington Ave.  
Under our own management  
The Largest Show Case Plant in the World







EQUIPMENT NOTES.

Terse Suggestions Which Will Be Appreciated.

Display counts.  
Polish the show cases.  
Tables for the clothing.  
Clerks are not fixtures.  
A rug for the shoe department.  
Chairs for the weary—customers.  
Even thread cases cost money now.

Because a salesman is forever talking about his scales is no sign that he is a fish.

When you build that new store lay plans for its proper equipment carefully.

Those little handkerchiefs stands are among the most industrious workers in the place.

If you intend to buy an awning get the color which harmonizes best with the store.

space, will make a big difference in your display.

The old style, long counter, which required half the town at its moving, is disappearing. Tables and glass counters are it.

Jones pays the freight on some things, but you do on most of the goods you buy. Keep your freight bills in a separate filing cabinet.

If you have a good shoe trade you need a good button fastener ma-

better satisfied by purchasing the article outright and having a wide variety to select from than by mixing it up with some deal.

Counters bought from manufacturers who make that a business are always more satisfactory than the home-made variety. It is the difference between the work of an expert and the jack-of-all-trades.

If you are growing beyond the carry-up-and-down stairs stage and need a freight elevator, you probably need it badly. It is the real-thing labor-saving device of all the machinery and appliances in the store.

Good store seats in all departments are a feature of every good store. There may be stools in the dry goods department and a chair or two in the grocery department and three or four seats or a settee in the shoe department. The trade appreciates them.

One of the best hits ever made by a South Dakota merchant who has made a fortune in the business was a rest room equipped with good chairs, a rug, a coffee urn, and a cut glass dish full of vanilla wafers, with a table in the center at which to enjoy the refreshments.

Various store lighting systems have been tried and found wanting, but there are several reliable ones. The merchant who investigates will be sure to find one that will suit and do the work. The past five years has seen much progress along practical lines in store lighting plants.

There are many things that must be taken into consideration when arranging a general store. Harmonious arrangement of departments and lines is highly important, not only from point of convenience, but as a trade inducement. Such arrangement tends to lead a customer's mind from one purchase to the thought of other articles and further purchases. When local trade is largely personal trade, as is the case in small towns, it is not wise to shift customers any more than is necessary.

Figuring from the standpoint of present day business aggressiveness and methods, there is hardly a store that should not be equipped with a cash carrying system. Quick cost service is one of the essentials in properly caring for the most important item in the business. You can not get money to the till too fast. Not that it is likely to spoil on your hands, but with the view of freeing the hands of the salesman so his time can be given to waiting on the next customer.

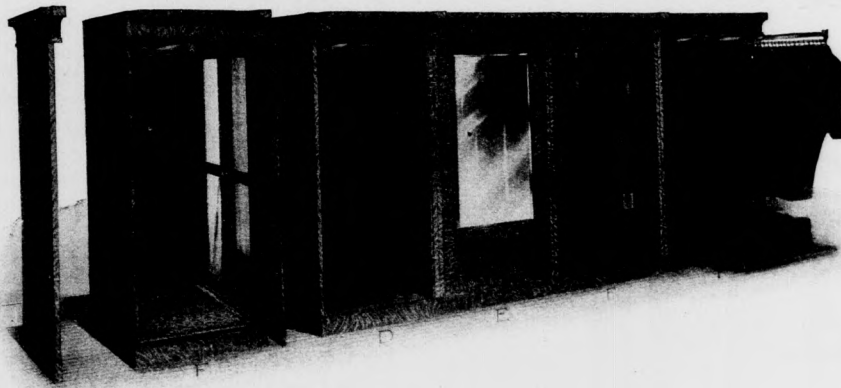


Figure 3

Depreciation is much less when stock is well kept.

Your delivery wagon is an advertisement. Good or bad?

The things they do not see are the things they do not buy.

Spend your money carefully. Make every device pay its way.

Buying display devices is an investment. Dividends are sure.

Folding boxes have come to stay. The grocery department knows a good thing, truly.

You pay for that nail-puller if you do buy it in a gum scheme. Do not fool yourself.

No store should be without an outfit for card writing. They cost little and can be used every day.

Clothing, carpets and draperies can

chine. How some of us do lose our tempers over the cheap ones.

If you need more room run the shelf ladder. Cheaper than building or going without the extra space.

A barrel covered with manila paper can be turned into an umbrella stand, but it will not sell the umbrellas that the real-thing stand does.



Figure 4

The goods you never display become the stickers of a later day.

Glove cabinets are a necessity in the better dry goods stores now.

In these days it does not pay to buy a line you can not display well.

Way down in the damp, cold cellar is no place for that display stand.

For a time the free tobacco and the free clay pipe were fixtures. Gone now.

be handled upstairs, but show them well on the ground floor.

Never allow your store to gain a reputation for the two-legged fixtures who stay there only to gossip.

Good store furniture costs more money than the cheap kind, but it is the cheapest before the year is done.

Two poles and two dozen each of suit and skirt hangers, with a little

At all times of the year a water cooler is as necessary in a store as a scale. It should be neat and clean, with a bright drinking cup handy.

With careful handling wax figures will stand ordinary usage for a long time. When retouching is necessary pack in a box and send them to the maker.

When you buy store devices buy them straight. You will always be

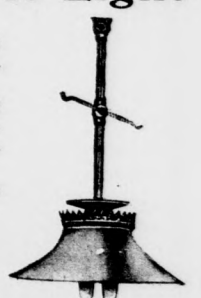
100% Better Light

At Half the Cost are the results you get from the Hanson Gasoline Lighting System.

It has taken 12 years of constant scientific building to produce this system.

Write for descriptive catalogue.

American Gas Machine Co.  
Albert Lea, Minn.





## DISPLAY FIXTURES.

## Plenty of Them Assist the Merchant in Making Timely Displays.

A good assortment of display fixtures are an asset to any store or window trimmer, and the great problem lies in their proper selection.

Perhaps the reason so many stores are better supplied with modern fixtures now than heretofore is because of competition between stores. The greater the competition the more

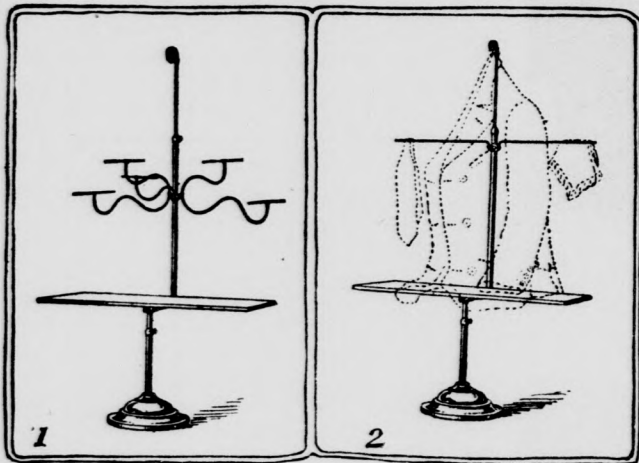
and the suggestion may offer new ideas along the same line.

The Tradesman is indebted to the Curtis-Leger Fixture Co., Chicago, for illustrations used in this article.

## Cash and Package Carriers.

By a Merchant.

The value of a cash carrier system in a country store naturally depends largely upon the store, the size of the stock carried, the amount of business transacted, number of employees, etc.

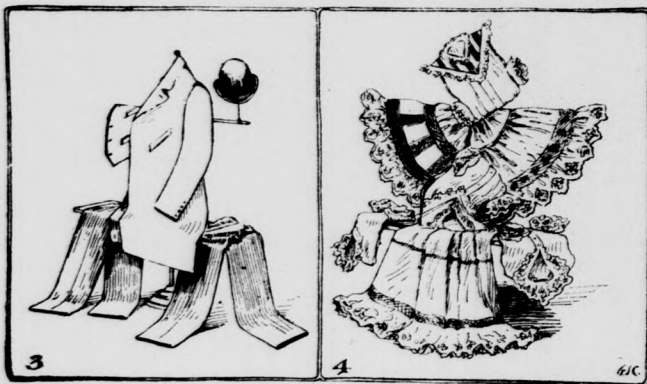


need is there for a store equipment that is absolutely modern.

We can not fight winning battles in this century with the weapons of the century that has passed. We can not build modern houses with the implements of the Stone Age. And we can not conduct a modern business with the tools, the equipment, of a decade ago.

Merchants are no longer content if they transact as much business this year as they did last. They must grow.

Our salesroom is 30 feet front and 100 feet deep with basement, suitable only for storage, under the whole building. In connection with this we have a salesroom 30 by 40 feet on the second floor, reached by a stairway leading from a balcony at the rear of the store on which our office and cash desk are located. We carry a stock of about \$15,000, including dry goods, cloaks and suits, men's hats and furnishings, shoes, crockery and groceries. Our business amounts to from \$50,000 to \$60,000 annually.



Many trimmers are now making their unit displays on a combination fixture which comprises a pedestal, a shelf of glass or wood and the necessary nickel fixtures to complete the desired arrangement, such as shown in Figs. 1 and 2. The display of goods on these fixtures is shown in Figs. 3 and 4.

Draping forms are proving popular among trimmers in displaying dress goods and the like. Fig. 5, known as the "Koester" form, shows how artistically a piece of goods can be displayed, and in draping the goods only pins are used.

Fig. 6, the "Tailor Made" coat drape, shows how advantageously goods of this description can be displayed. It is very easily worked out,

We employ six to eight people with extra help for the holidays and special sales and consider the cashier one of the most essential.

## Duplicate Sales Slips.

From the first we have used duplicating sales slips with specially arranged indexes for separating the different transactions of each salesman.

These slips were placed on filing hooks convenient to the cash drawers, of which we had one on each side of the store and to which all the salespeople had access. These slips were sorted and checked up by the book-keeper, who also waited upon customers when necessary. Mistakes were bound to occur and, despite frequent admonitions, our cash seldom or never balanced exactly. Some-

times we had too much and often too little—sometimes we could trace the error, but oftener we found it impossible to do so.

## A Few Lines First.

Five years ago we placed two lines in operation and, on remodeling our store-room three years ago, added three more, so that we now have four lines from the main floor and one from the second. The lines we use were installed by ourselves in a few hours' time, and in the time they have been in use have cost us not to exceed two dollars for repairs.

Our cashier's desk and office are on a balcony over the rear of the store, commanding a view of the entire room. The sales slips, credits, etc., are sent by the salespeople to the

the correspondence, and we certainly consider the salary paid her as well earned and as good an investment as that paid to any other of our employees.

## Advantages.

The advantages of a cash carrier system as they appear to us are: First, through not having to make change the salesman has more time to devote to his customers and can often interest them in other goods while waiting. Second, the cashier, by checking over the sales slips, can correct many errors which might, and probably would, otherwise pass unnoticed. Third, by allowing one person to devote his time to the books, etc., they are better cared for and kept more accurately than would



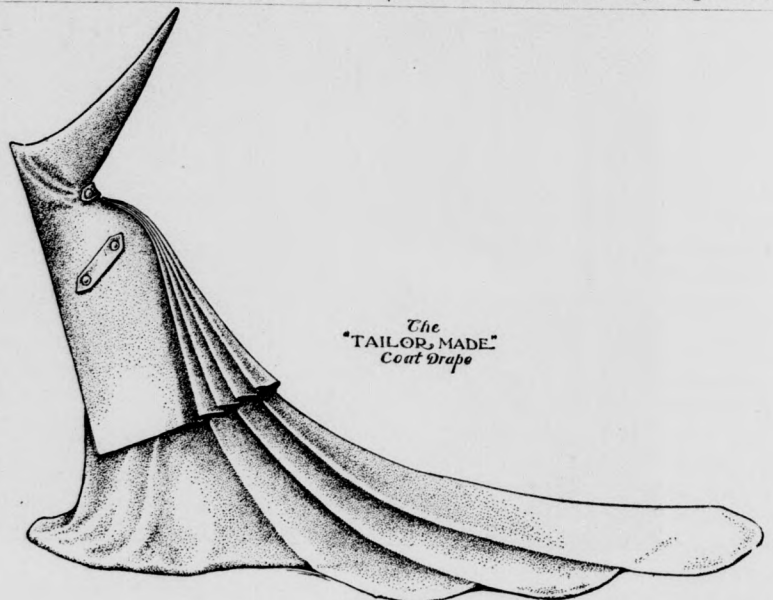
Figure 5

cashier, who enters them on a sheet prepared for each day's business, showing in separate columns cash, credit and produce sales and amounts received on account, whether cash produce or merchandise returned. These columns correspond to the indexes used by the salespeople, which are added and turned in each night and by comparing them an error, if

be possible if the book-keeper were required to assist in the selling of goods and the books were a side issue to be attended to when there was nothing else to do.

## A Fish Story.

A certain Western boom town had a hustling real estate agent named Alonzo Bass, who always signed him-



The "TAILOR MADE" Coat Drape

Figure 6

one exists, is easily found and corrected.

The footings of these sheets are transferred to others so that we are able to tell at a few moments' notice the total sales, charge sales, cash sales, produce received, etc., for any day, month or year. Our cashier attends to this, besides keeping the books and attending to a portion of

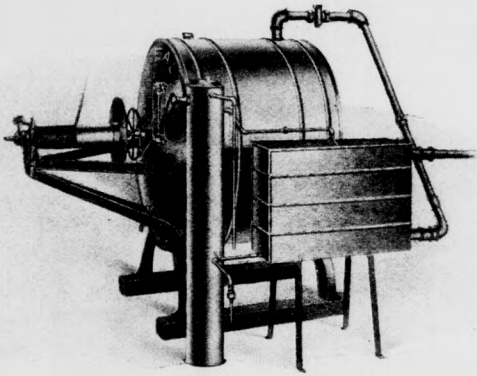
self "A Bass." In reply to a letter setting forth the great advantages of an immediate investment in his firm's addition to the town, he received the following:

"Dear Sir—You may be a bass but I am not a sucker."

It is not half so hard to get trade as it is to retain it.



## A Square Deal Is the "Ideal"



Positively the only gas machine that will use the ordinary 68° to 72° gasoline and use all of it without application of heat.

**No Regulator No Residue No Trouble**

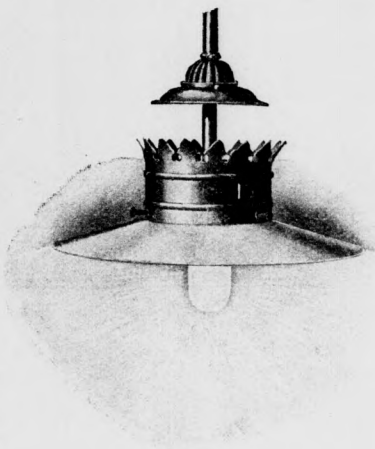
Ask us today for catalogue and how quick we can make shipment as there will be no argument when you find out what the Ideal will do.

**Ideal Light & Fuel Co.**  
Reed City, Mich.

Grand Rapids Office, 362-363 Houseman Bldg.  
W. R. Minnick, Michigan Sales Manager

## The Eveready Gas System Requires No Generating

Nothing like it now on the market. No worry, no work, no odor, no smoke, NOISELESS. Always ready for instant use. Turn on the gas and light the same as city gas. Can be installed for a very small amount. Send for descriptive matter at once.



**EVEREADY GAS COMPANY**

Department No. 10 Lake and Curtis Streets Chicago, Ill.

## A HOME INVESTMENT

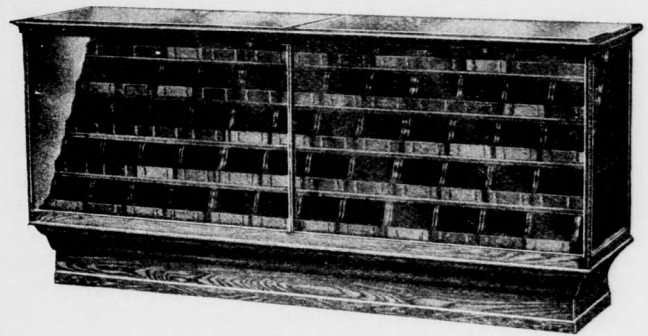
Where you know all about the business, the management, the officers

**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.



## The Case With a Conscience and Dependable Fixtures

appeal particularly at this time to certain classes of buyers.

1st. The man who was going to re-equip before the slump but has decided to wait awhile. We can show him how he can afford to go ahead.

2d. The man who would like to re-equip but has decided to do so only in part, if at all. We can give him what he wants at prices that he won't feel.

3d. The man who decided he would, then that he wouldn't, and now is ready to. We can give him prices that suit and *spot deliveries*.

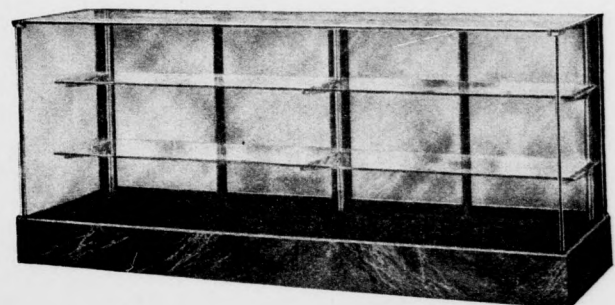
4th. Then there's the man who wants a special case or two. We can give him not only prices, but ideas that he'll appreciate.

Tell us and we'll tell you—*straight*.

**Grand Rapids Fixtures Co.**

918 Jefferson Ave.

Grand Rapids, Michigan





## WELL BALANCED WINDOW

## Where Battenberg Lace Plays Considerable Part.

Written for the Tradesman.

The window herewith presented is a good example of a balanced effect—not too much on one side and not too much on the other. Moreover, the display is not too high and not too low—just about right. The goods in the background are elevated by means of fixtures standing on the floor or on glass supports. All the goods are arranged with precision, the evenness with which they are placed betokening a "true eye" on the part of the one who dressed the window. Originally a Thanksgiving window, this may be used at a January Linen Sale or equally as well at any other time of the year, sim-

a form of fancy work more difficult of sophistication. Those not so fastidious, however, like drawn work for the very reason that the spurious goods so nearly resemble the hand wrought as to defy detection except by experts, and even they are easily fooled, and the copies are so very moderate in cost that they are justified in indulging in their ownership.

There are a number of scarves high in the window's background handsomely bordered with Battenberg and Cluny, each of which makes a very desirable edging. Ladies fond of needlework are in the habit of filling in many an otherwise idle hour on this kind of lace. The rings, large and small (covered with linen threads), and machine-made foundation net, that one may purchase at any fancy or dry goods store, help

that this lace would be too frail to use for "everyday," that it should be brought out from its careful hiding only upon the very stately of state occasions, when it is wished to "dress up" a room. Not so; it is, on the contrary, highly durable and with proper handling will last a long time without washing. When a room is swept a lace scarf of this description should always be covered with one of the thick cleanable cloths kept by every thrifty hausfrau for just this purpose. Also watchfulness must be exercised never to tip over liquids or get anything of an oleaginous nature on it. One would be surprised how long, under these cautious conditions, it will keep nice.

Only one thing, as I see, is lacking to give this elegant window perfection, and that is price tags. I am

## Got in the Wrong Room.

A hotel proprietor in Kansas City once told of an amusing incident connected with the stay at the house of a rural politician of Missouri:

The politician had come to the hotel for but one day, and he had taken his dinner elsewhere with a friend. When, on coming to pay his bill, he found himself charged with a day's board, dinner and all, he protested vigorously. It was explained to him that the American plan was based strictly on time, and that if he chose to eat elsewhere it was his own lookout. The man, however, refused to be pacified, and paid the bill under protest. Then, to every one's surprise, he asked if dinner were "still on." Upon being informed that it lasted until 9 in the evening, he exclaimed:



ply substituting a placard suitable for the occasion or season.

The dresser scarf thrown over a metal fixture at the extreme left of the exhibit is a good specimen of the substantiability that many women prefer to scarves given over to excessive ornamentation, the former being much more readily laundered and outwearing the latter several times over.

Mexican drawn work figures rather largely in this list of luncheon cloths. It is no longer a mere faddish favorite but has come to stay. It, also, "does up" without much bother. It has the advantage that the stitches generally last as long as does the linen, and if they do not they are replaceable with no effort on the part of one familiar with their making.

There is only one thing against drawn work and that is that the machine-made stuff has so cheapened the product and so closely imitates the genuine article that persons of refinement "will none of it," preferring

out wonderfully to "get along fast" with this fascinating occupation.

Whole sets of doilies for the polished luncheon table may be constructed of linen for the center, with a border of Battenberg, or the doilies may be made entirely of the lace. When of the latter the oak or mahogany shows shiningly through the meshes, producing a fine appearance. Any of the illustrated magazines on needlework may be consulted as to the prettiest ways to lay these linen or lace pieces for a luncheon. When these are employed in place of covering the table with a cloth it gives an added and exquisite pleasure to the dainty repast.

An artistic dresser decked out with a scarf composed exclusively of Battenberg is, indeed, a "thing of beauty and joy forever." The work being so flat, comb, brushes and mirror, manicure goods and all the mysterious little beauty pots that go to enhance Milady's charms may find a resting-place here. One would think

an ardent advocate for these business-bringers, maintaining that they can sell goods like a bona fide salesman—sometimes much better. Price "cuts ice" with so many people at all times—even during "dog days"—and especially at ticklish times of wary buying, that the employment of tags in the window often "causes pauses" to hurrying feet, which are thus directed inside the portals, whereas, with tags missing, they would have passed right on, with but a glance at beauties evidently too expensive for slender means. Of course, the merchant argues that if he makes no secret of his prices other establishments can profit thereby; but he need not "lay the flattering unction to his soul" that they can not ferret them out, for there are dozens of sleuth-hound ways of so doing. He is certainly standing in his own light when he omits prices in his windows. N. A.

Happy is he who is too rich in faith to worry over a fortune.

"I've eaten one dinner, but I'm going to get my money's worth out of this house, if I suffer all the torments of dyspepsia."

He then rushed into one of the dining-rooms, seized a bill of fare and ordered everything he could think of. When he finally reached his limit, the waiter handed him a check for \$8.35.

"What's that for?" he demanded.

"Your dinner, sir."

"But I have already paid for my dinner in my bill," protested the unfortunate man. "I am staying here on the American plan."

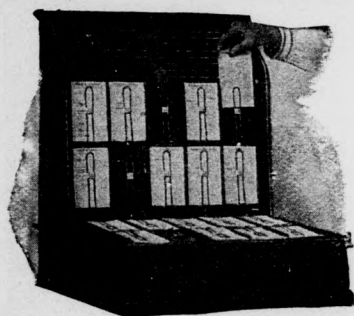
"Then you should have gone into the other lining-room," said the waiter. "This is the European plan cafe."

## The New Diplomacy.

"Tommy," said the hostess, "you appear to be in deep thought."

"Yes'm," replied Tommy; "ma told me somethin' to say if you should ask me to have some cake or anythin', an' I bin here so long now I forgit what it was."





## As A Business Man You Ought To Know

Mr. Merchant, DO YOU KNOW whether you made or lost money last month?

If you made money, DO YOU KNOW how much?

DO YOU KNOW where you made money?

DO YOU KNOW what it costs you to do business?

ARE YOU GETTING all the profits you should out of your business?

DO YOU KNOW how much stock you had on hand the first of the month?

DO YOU KNOW the value of outstanding accounts at that time?

WOULD YOU LIKE to know all these things?

AS A BUSINESS MAN, don't you know you OUGHT TO KNOW? STOP AND THINK on each one of these questions, what it means TO YOU personally, then send for a McCASKEY SYSTEM Agent to call and show you.

**Information is Protection. Protection is Profit.**

INFORMATION is free. Write to-day.

### THE McCASKEY REGISTER CO.

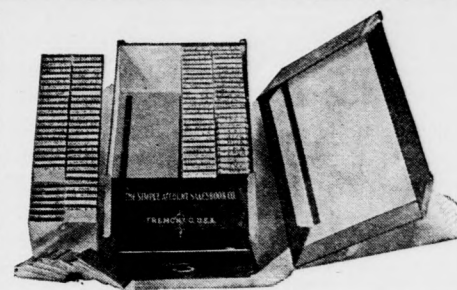
27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads;  
also End Carbon, Side Carbon and Folded Pads.

Agencies in all Principal Cities

## All Combined

**Fire-Protection  
Durability  
Simplicity  
Accuracy  
Safety  
Convenience**



The Keith System is lined with **asbestos** and is otherwise so scientifically constructed as to give absolute security of accounts in case of fire. **FIRE-PROTECTION.**

It has **no springs** or **hinges** to cause expense and trouble, but is of metal construction throughout and will last a lifetime. **DURABILITY.**

It does your book-keeping with **one writing** and that while filling the order. **SIMPLICITY.**

It has an **Individual Book** numbered in duplicate from 1 to 50, so that your customer's account must agree with yours. **ACCURACY.**

It does not have **Loose Slips** that are apt to be lost, destroyed or manipulated without detection. **SAFETY.**

It is **Self-Indexing**, so that you have instant reference to all accounts, and, what is more, you can settle with as many customers as there are books in the cabinet, without the necessity of keeping some impatiently waiting, and without fear of **bringing forward the wrong past account.** **CONVENIENCE.**

### The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use

1062-1088 Court Street

Fremont, Ohio, U. S. A.

# A Wonderful Increase

In this time of uncertain business conditions, when many manufacturers are having difficulty in marketing their goods, we point with pride to the magnificent record of sales of

## Dayton Moneyweight Scales

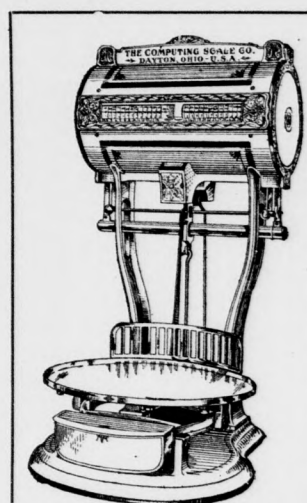
The subject of "**Saving Profits**" comes closer to the heart and pocketbook of the retail merchant when trade is dull than when prosperity is at its highest. Merchandise is sold at a closer margin and in smaller quantities, but the average of loss in the use of old style scales does not decrease in proportion. Merchants are studying this subject as they never did before, and this accounts for the fact that **January, 1908**, shows

## 40 Per Cent. Gain

over January, 1907. Merchants are not buying our scales for fun; they are installing them to save money. A **MONEYWEIGHT SCALE** is a **guarantee** of protection to both merchant and customer. No other scale has reached the high degree of accuracy and sensitiveness.

Don't overlook the fact that we have an attractive exchange proposition whereby a user of a computing scale of any make can bring his equipment up-to date.

Our agent is frequently near your place of business, and if you will drop us a card we will have him call and show this scale on your counter.



The new low platform No. 140 Dayton Scale

Moneyweight Scale Co. Date.....  
58 State St., Chicago.  
Next time one of your men is around this way, I would be glad to have your No. 140 Scale explained to me.  
This does not place me under obligation to purchase.  
Name .....  
Street and No. ....  
Town ..... State .....



## Moneyweight Scale Co.

58 State St., Chicago



## GROCER SUCCESSFUL.

## Public Prefers To Patronize the Well Kept Store and This Means Increased Trade.

There is nothing more pleasing or inviting to the public than the modern equipped, convenient and clean grocery store.

One usually finds these qualities in the successful store, perhaps largely brought about by the keen rivalry between merchants engaged in this line of business.

No doubt but that the principal drawing card to the better grocery is its cleanliness and general tastiness in the arrangement of all food stuffs.

Display in the grocery counts for as much, or even more, than does display of merchandise in stores of other lines. There is nothing so tempting to the woman shopper as attractive and palatable displays of wholesome foods, which frequently result in increased sales.

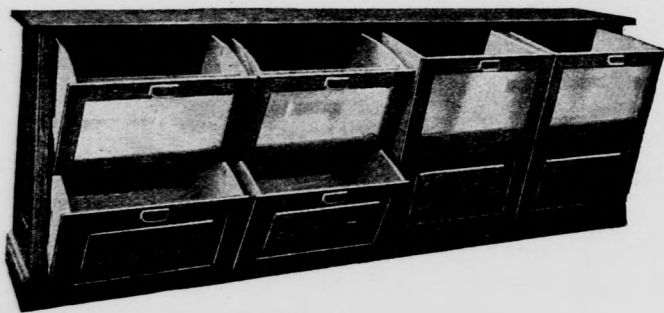


Figure 1

## Various Fixtures Used.

In the way of grocery store fixtures there are many varieties of shelving, wall cases, show cases, spice, coffee and tea cases, sectional combination display and stock counters, tilting wall bins, etc., that have for their object the convenience of accessibility and the proper stocking of goods.

Canopy top and low shelving are meeting with favor among the newly designed grocery stores, while tilting wall bins and combination display and stock carrying counters are replacing the old style plain counters.

Much can be said of these fixtures, but their many advantages are best known to those who have them in use. Besides being more convenient in the filling of orders, they have a tendency to keep stock in better condition, thus avoiding many of the small leaks that are so frequently prevalent among nearly all grocery stores. One style of tilting wall case is shown in Fig. 1.

## Registers Popular.

Among the various mechanical fixtures many of the larger grocery stores are using cash and credit registers, cash and package carriers, electric coffee mills, beef slicers, computing scales, self measuring oil tanks, vegetable stands and several other items too numerous to mention.

Probably the most vital mechanical fixture of the grocery store is the scale. Various descriptions of weigh-

ing devices are being used, from the old style balance scale to the late model computing scale that has been so perfected it almost has talking power.

## Computing Scales.

In regard to the computing scale, a leading salesmanager has the following to say:

"The general distinction between pound-and-ounce and computing scales is in the division of the pound. The pounds-and-ounces are always divided into sixteen parts and as the great majority of pound-and-ounce scales are notched to the ounce, it does not permit accuracy in weight, except where the price per pound can be evenly divided into sixteen.

"On the computing scale the pound is divided into as many parts as there are in the price per pound, permitting the operator to weigh directly into money and ignoring pounds and ounces.

"The various types of computing scales which have been on the mar-

ination of check rods under the base of the scale. These check rods are short levers which are necessary to hold the plate or pan of the scale in a horizontal position.

"It is a practical and scientific fact that the fewer bearings and connection points in a scale the less will be the amount of friction which has a retarding influence on the action of the scale. Also, the longer the lever the less it takes to operate it and the greater its sensitiveness. The use of the long lever extending to the upper part of the scale has done away with the lower check rods and at the same time permits the platform of the scale to come closer to the counter, making the distance to which the weights or goods are to be lifted shorter.

"There are two classes of charts used on scales of this type, one of which has computing values at regular intervals, the other type disregarding the intervals and having computation according to money values.

## Cheese Cutters.

Cheese cutters are having their day, and now nearly every grocer of any consequence finds it an advantage to use a device of this description, as it has been proven to him that by its use he can not only save time but cheese and money.

The accurate cheese cutter cuts ex-



Figure 2

act weights in all sizes of pieces and keeps the cheese in good condition. There are many styles of cutters on the market, ranging in price from \$10 to \$50 each. Fig. 2 shows a fixture simple but effective in construction.

When you hear a man decrying the good you may know he is discounting what he cannot acquire.

## Profits

from Public Telephones are divided equally with the subscriber. Let us show you how to make money.

## "Use the Bell"

IT PAYS

CALL MAIN 330



## The American Account Register

## The Register of the Hour

for

## The "Man of the Hour"

for

## The Customer of the Hour

The Man of the Hour demands that his business be done in a systematic manner, with all leaks and losses eliminated. He won't stand for useless labor, wasted time, forgotten charges, lost money and dissatisfied customers.

He wants more and better sales.

The Customer of the Hour wants to do business in a business-like manner with the "Man of the Hour." He wants an itemized bill with all his goods, he wants a forwarded balance with every duplicate, he wants to know at all times just what he owes and what it is for, he wants to have confidence in the man he favors with his trade, and he wants to pay his honest debts. He wants all suspicious and doubts eliminated.

The Register of the Hour is for both the man and the customer of the hour. It eliminates labor and loss for the "Man of the Hour." It establishes mutual confidence between him and "The Customer of the Hour."

It makes salesmen out of clerks. It advertises the Goods of the Hour. It both saves and makes money for the "Man of the Hour" who always

**ACTS "NOW"**

## The American Case &amp; 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 .....



# SHORT CREDIT SYSTEMS.

## Anything That Saves Time Is Worth Considering.

Anything that cuts the corners and saves time in book-keeping is well worth the merchant's consideration.

The more simple the book-keeping system used by the merchant the less chance for error.

Saving in time and saving by reducing the chances for error and misunderstanding was the necessity that called for the invention of cross-cuts in book-keeping. The short credit systems, short account systems, or any other names by which they may be known, have been a blessing to the retailer. It took a long time and much hard work on the part of manufacturers to get this campaign of education going, but it is going now in good shape. The short cut system is the thing.

Notwithstanding this there are still many merchants who are fooling away time and money with the old-style system. Some of them continue to wear their souls out on the day book, journal and pass book. They are still putting in their nights and some of them their Sundays at posting the accounts into the ledger.

## Every Moment Worth Money.

Every moment of the merchant's time is worth money to him. Every hour wasted in putting in any department of the business is just that much waste. And this applies with especial force to the books.

When the merchant is posting his books he is doing nothing that will produce for the business, simply tying up the ends of transactions that have been made. Therefore the shortest way of keeping those records is the way for him to adopt.

Let us talk to you as if you were just beginning business. Forget the time worn methods which you were taught to respect because they were old.

Begin right here. If you intend doing a credit business you must have some way of keeping the accounts. Transactions with your customers will extend over periods differing in length.

You want some system which will correctly record these transactions and at the same time will satisfy your customers.

## The Value of Simplicity.

You realize the value of simplicity. You want no complicated system. You want the entries plain and the totals easily arrived at. Another point you are thinking of is some way to make sure that the goods bought are charged. One of the biggest leaks in the retail store is in the item of forgotten charges.

You have seen so-called systems where before you could settle with a customer long columns of figures had to be added. You want none of that.

And again that old plan of beginning with the ledger entry and going back through other books in search of the items is not to your liking.

Probably when you were clerking you were driven crazy by requests

from customers for itemized statements of accounts when settling time came. Then there were the misunderstandings and rows—the woman who was sure she never had bought this and the man who would bet his farm that he had been charged with goods delivered to someone else.

Lovely time was settlement time.

But brains overcome such difficulties as time goes by. That is why the short credit system or the short account system or the cross-cut system or whatever you may call it has arrived.

## Make Money in Many Ways.

To tell it in a few words, such systems make money for the merchant in many ways:

By corking up that leak known as "forgotten charges."

By doing away with misunderstandings and disputes over accounts.

By facilitating the work of collecting.

By saving time that would otherwise be fiddled away over a set of books.

By keeping the merchant posted as to the size of the accounts, enabling him to see at a glance when a certain account has reached its limit.

Further than that it establishes confidence between the merchant and his customer. The merchant knows he is getting a square deal at every turn. He has his purchases in detail before him all of the time.

These cross-cuts in book-keeping are based on the duplicate or triplicate sales slip idea. At any rate the customer gets a copy and one stays

with the store. The items are all given and the totals are carried forward on each transaction. Credits are noted and the balances struck.

## No Time Lost.

There you have it. Detailed statement of account furnished the customer in the sales slip. And if he loses his slip the entire list is handy at the store. If the customer comes in to settle the totals and balances are ready. No time lost.

No time lost in posting. It is done as each transaction is completed. No pass book, no day book, no journal. All of these are supplied by this one system of entry. This one record book is a ledger which supplies the place of the entire list of records which many merchants use.

Such a system keeps track of everything and the customer has full knowledge of each transaction before him. All moneys received or paid out are recorded in as easy and simple a way.

It is an up-to-the-hour idea.

The Japanese are noted as a people prepared for any emergency that may arise in war or peace. They regard it a virtue never to be taken by surprise. When Takahira, the new Ambassador to the United States, landed from the ship, a swarm of reporters besieged him for an interview. Reaching down into his pocket he produced the document in typewriter, all ready to go to the linotype machine, and he had a copy for every applicant.



Get our prices and try our work when you need

## Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.

99 Griswold St.

Detroit, Mich.

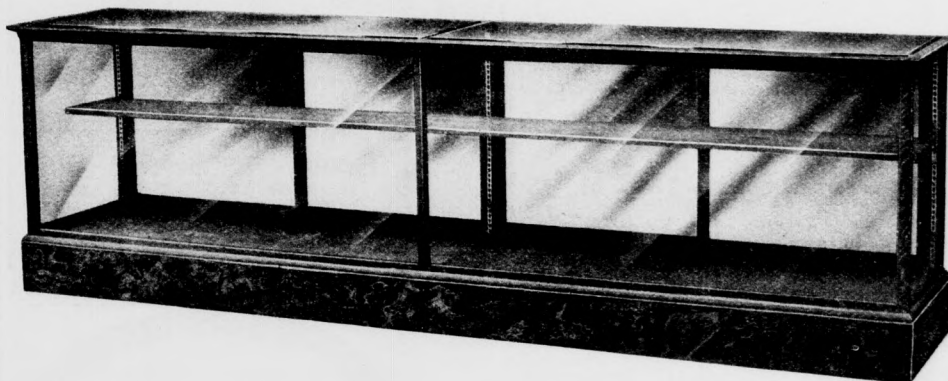
THE MAKERS of Crown Pianos don't know how to make more than one grade of Pianos. They never tried making any but the highest grade possible.

Geo. P. Bent, Manufacturer  
Chicago

# 25% DISCOUNT TO YOU

Cut out the jobber's profit and buy direct from the manufacturer.

After ten years we've decided to eliminate the jobber and sell direct to the merchant, with the positive guarantee that the superior quality and low prices make all cases that leave our factory unequalled values.



Illustrations show K. D. show case 42 inches high, 26 or 28 inches wide, and tobacco case with one piece plate glass top. Can be had with or without panel. A popular case.

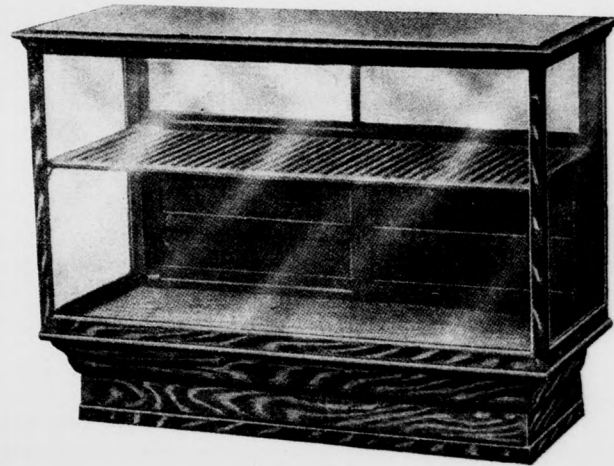
Built of highest grade glass and material. Originality in design, beautiful finish and the durable construction all have combined to give our cases an enviable reputation as

## BUSINESS BUILDERS

Get our catalogue, tell us what you want and if you like we will send you a sample of finish and wood from which our cases are made. We guarantee to refund money and freight if goods are not as represented.

Write us.

Geo. S. Smith Store Fixture Co.  
Grand Rapids, Michigan





## CLOTHING

### Trade Unable to Get Together on Knit Goods.

A deadlock exists in the knit goods trade that is broken only in spots. In the latter instances, where big interests are at stake, some good business has been done and optimism is expressed as regards the future. The balance of the industry is divided between small lot orders and almost no orders at all. Where stocks have run low, immediate needs are being covered at market prices. Where stocks warrant it, orders are being consistently held back. Already the season is six weeks late.

### Looking for a Change.

The general opinion throughout the market is that some sort of a change is due before business will resume its normal level. Just what that change will be is far from evident, yet with this idea firmly fixed in mind there is an intermission. From certain viewpoints the situation appears in the light of a big game of strategy in which buying and selling interests are oppositely arrayed. There are the most widely divergent analyses extant that have been formed in years. With some, business is going on as usual with goodly sized orders and without interruption. With others orders are fairly large, but with poor collections or other disturbing factors. Another element of the industry believes the panic is gone and that its effects have vanished, and from this bullish viewpoint the observations, by prominent factors in the market, graduate to the pessimistic, which are inclined to look for more idle mills and a general slump in prices.

### Yard Demand Still Light.

Spinners are holding rather more firmly to their price schedules than they did a month ago, although the demand is still light, except from manufacturers who have received orders that warrant their buying, and even from this source full needs are not being covered because of the general anticipation of cheaper cotton. There is far less talk of wool breaking and consequently less difference of opinion between manufacturers and spinners, although the latter are not experiencing much demand. Those who have watched the cotton market for years say it is illogical for the present level to hold much longer under the support of manipulation, with demand down and the planting of the new crop only a short time off. Those spinners who predict higher cotton are viewed in the light of trying to hurry business.

### Buyers Ask Concessions.

Buyers who have been and are in the market have been asking concessions which manufacturers feel that they can not grant with the spinners holding out as they have and the raw material at its present figure. Retailers face the same situation in their relations with the jobbers. But so

far price-cutting has been only sporadic and where immediate business has been imperative. The general inclination is firm to do less business rather than cut under. Some selling agents of cheap and medium priced men's wear, however, report that to their knowledge there has been some price cutting in their lines to secure business and they are asking knitters to make goods to meet the competition. One manufacturer was asked to make his heavy-weights so that they could be sold for less than he received for his light-weights. With the manufacturers it is practically a question of whether they can buy their yarns at the right price.

### Buyers Go Home Without Ordering.

Numerous instances have been heard of where buyers have returned home without placing a single order other than for immediate needs. In some cases the salesmen who fell down in their earlier trips have almost immediately followed these buyers, hoping finally to get the business. It is too early yet to know whether they are making good. As it is, price contention has the market almost in a deadlock. How long this will continue depends on the length of time stocks on hand hold out. Various factors may operate to change this condition almost at any time. Should the weather improve and become and remain seasonable, the trade may feel warranted in buying more freely. Or if the raw materials break through a slump in the manipulated market, which is now the chief sustaining factor, spinners, knitters and jobbers may consider it possible to wholly or partially meet buyers' demands and thus do their part in stimulating business.

### Few Compromises.

Last year and previously many manufacturers met the concessionary demands of buyers, either wholly or in part. So far this season this practice has almost entirely been abstained from, due partly to the Philadelphia understanding, which is still supposedly in force. There are jobbers, however, who ridicule the alleged price agreement and say that continued stiff prices are perfectly free—where they are actually being maintained. There are interesting predictions made as to what will happen when the time is up. While knitters generally deprecate the idea of lowering their prices, there is a feeling that some concessions may have to be made to induce buyers to order. Some concerns on the other hand are asking an advance over last year's price for fleeced hose, chiefly with no concessions. Buyers fail to view this stand as a market necessity; hence the difficulty.

### Import Orders Delayed.

Report comes from abroad that labor troubles are seriously affecting certain lines of German hose and importing jobbers are not getting the merchandise they have ordered and that is now due. Foreign prices have not weakened yet, although many importers are holding back all orders they possibly can and canceling where possible. One big house has sent its buyer to Europe to counter-

### 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.

## HATS

At Wholesale

For Ladies, Misses and Children



### Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.  
Grand Rapids, Mich.

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

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.  
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TRADE **IDEAL** MARK.

1908

Our Fall and Winter  
Lines are now ready  
for your Inspection

**CORDUROY**

**D**  
COATS  
VESTS  
PANTS

**DUCK**

**E**  
COATS  
OVERALLS

**MACKINAW**

**A**  
COATS  
PANTS

**KERSEY**

**L**  
COATS  
VESTS  
PANTS

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



mand all fall goods not in works. Sentiment is still very stiff on the other side, however, and one Chemnitz hose maker says he would rather cut off his United States trade than reduce his prices; that if America wants foreign goods it must pay the price. Should events come to such a pass as this it would mean a great boost for domestic knitters.

#### Jobbers' Stocks.

More confirmation is heard about the quantities of heavy-weight stocks jobbers have on hand. Word comes that the mills have comparatively little in their warehouses, but jobbers say that they have considerable on hand, including some carried over from last season. Among light-weight goods gauze garments are said to be most plentiful. Even the retailers are reported to have a considerable quantity of these weights on hand, which may be partly responsible for the dilatory way they are taking hold of spring and summer business. Much business yet remains to be done on this year's light-weight stocks and if the jobbers do not get a lot of it they will have much to carry over another year.

#### Quality Consideration Growing.

Knitters, jobbers and retailers are talking of getting closer together on the matter of qualities and paying more attention to this side of the business. In the past it has been almost wholly a matter of getting merchandise that would fit the price the buyer had determined to pay. A house doing business on a certain number expected just as much profit and wanted all it could get for that money, but would not alter the price to fit the goods.

Jobbers look for a demand for stock next month. They feel that March must bring business, which should be in hand now. Mill agents say that May will be the limit to which buyers will hold out before placing their full fall requirements, and at the same time they point out that if ordering is delayed until then they will not be able to fill anywhere like the quantities usually consumed in a normal season. In fact, there are many mill agents and jobbers who predict a sharp shortage in knit goods at a time when it will be too late to fill the gap.

An instance of the way some buyers are ordering is found in the figures of an eastern retailer. A year ago he ordered 15 cases. During the season he sold seven cases. This year he is ordering three cases. A western merchant told a representative of this paper that he is ordering 33 1-3 per cent. of what he bought a year ago. Another very conservative retailer doing a large New York business and usually in the habit of ordering 25 per cent. of his season's needs in advance, has bought 15 per cent. of what he thinks he will need.

#### Colors.

Considerable is heard among the trade about the demand for purple-helio effects in hose for Tuxedo wear and in some cases for formal wear. This sock generally has a self clock and occasionally a drop stitch or lace effect. Both black and white hose with self or contrast clocking hold

fairly good for semi-formal and formal wear. Solid plain effects for day wear are the best sellers outside of black, although with a few who are beginning to brighten their stock with advance spring styles, a fair demand is felt for the latter. Some merchants are getting out some of their last season's stocks of fancies and are in a limited way doing well with them. Stripes appear to give the best promise in fancies, as most everything else in man's apparel is leaning in that direction. Colored underwear is moving very slowly and is not promising. Even in silk retailers report that white and gray are in greatest demand.

The new style of athletic drawer made of the same material as the outer skirt and buttoned on may be the means of popularizing colors in the under garment this coming summer. Its development is interesting.

#### What Is Left to Clear Out.

Among clearance sales of hose it has been noticeable that plaids were the most conspicuous, both broken and Scotch effects. Plaited fabrics in both cotton and cassimere are also to be seen quite freely. So are freak effects. On the other hand, solid plain colored hose, both with and without clocking, appear to have sold up faster and are not much in evidence at the season-end sales.—Apparel Gazette.

#### Moderate Profits This Year.

The most pronounced characteristic of both wholesale and retail merchandising is holding back instead of pushing forward. Few buyers are willing to anticipate their wants, but buy the smallest possible quantities after waiting until the last moment. Many persons fear this will result ultimately in a shortage of supplies. Another view of the situation is that the consumption of merchandise will be much smaller, caused by the rebound from general prosperity to widespread depression. In this connection it should be remembered that shoes, harness, belting and most articles made of leather are staple necessities and that curtailment of consumption for purposes of economy should more seriously affect luxuries that can be done without.

Some astute observers of trade conditions realize that this will be a year of moderate profits only. They do not fear a severe restriction of consumption, but realize that the hand-to-mouth policy of buying will cause much expensive detail work. It will probably be a year of lessened business transacted at greater proportionate expense.

The Louisville & Nashville Railway Company announces that it has fully complied with the Hepburn law providing that no railway shall own the coal lands whose products it transports. The method is simplicity itself—the railway conveyed the lands to its shareholders as individuals. The same persons own the railway and the coal lands now as before and the letter of the law has been obeyed.

## Our Spring Lines

are now

## Ready

for

## Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

# SHIRTS

We have a complete line of work shirts from \$2.25 to \$6.

Laundered from \$4.50 to \$9.

Be sure and see our line before buying.

**P. Steketee & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.

## LIGHT YOUR STORE

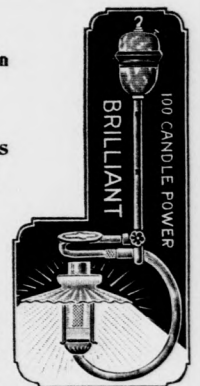
Your Home, Factory or Business Place of Any Kind Better than Your Neighbors and Save 50 to 75% by Using Our

**BRILLIANT** or Bohner Inverted Gasoline Gas Lamps

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



**BRILLIANT GAS LAMP CO.**

42 State St. CHICAGO, ILL.

EXCLUSIVE MANUFACTURERS OF THESE GOODS





### Some of the Bad Results of Guaranteeing Shoes.

Said a prominent shoe retailer to the writer the other day: "My stock is too large, and I am willing to admit it. I have reduced it some in the past year, but it is still larger than I would like.

"You asked me earlier in the day what I considered one of the difficult problems a shoe retailer has to contend with, and I believe I have answered it. We all buy too heavily.

"Some shoe merchants confine their stock to one or two lines, but we find that impracticable. It will probably work all right in a town of 500 or 600 people, but when it comes to a larger one it can not be done successfully.

"There are plenty of fastidious dressers in towns the size of ours—about 4,000 people—and we are obliged to cater to them. In order to get their patronage we must carry snappy, up-to-date styles, and it is an impossibility to find what we want in one or two lines."

"Admitting all you say to be true," said the writer, "when you have selected the lines which you think appeal to your trade, why don't you confine yourself to them?"

"It's a pretty hard thing to do," said he; "some fellow will come along with a mighty smooth article for a feeler, and the first thing we know we have bought a case or two. Then the ice is broken, and before we realize what we are doing we have bought \$400 or \$500 worth of shoes which we didn't really need.

"Neither is that the worst feature of the transaction. It puts another line of shoes in stock on which we have to keep sized up or be burdened with a lot of odds and ends.

"I believe the majority of shoe retailers will agree with me on this proposition."

### Position the Drummer Takes.

Later in the week the writer engaged in conversation with an old traveling salesman, and the same subject was broached:

"Don't you find it to be a fact," he was asked, "that a great many shoe retailers carry larger stocks than they need?"

"Well," said he, "I suppose if I were to look at it in an unbiased way I would be forced to admit that this is the case, but I am naturally prejudiced. I figure that every merchant on whom I call needs shoes and needs them badly."

This gentleman has been selling shoes on the road for thirty years, and as the writer naturally concluded that he had had some unusual experiences, he asked him to relate some of them. He was in pretty good humor and soon became very loquacious:

"Speaking about overloading a merchant," said he, "I will have to

plead guilty to doing this one day last week.

"I called on a merchant who had as clean a stock of shoes as I ever saw. He was one of the few small fellows who confined his stock to one line, with the exception of a few high cuts which he bought from me the season previous.

"When I called the other day he told me that he was full up—that he wouldn't buy a dollar's worth.

"I'm coming back through here in the morning," I told him, "and would advise that you size up on your high cuts. Prices are on the advance, and you won't be able to get them as cheap a month later.

"All right," said he, "we'll run over the stock in the morning and maybe get two or three dozen pairs."

### Spread Out Entire Line.

"The next morning I was Johnny-on-the-spot—not only with my high cuts but my full line. While he was waiting on a customer I spread out the whole shooting match.

"When he got ready to look I had six high cuts to retail for \$4, \$4.50, \$5, \$6, \$7 and \$8 ready for him. After a little parleying he bought the whole six.

"Then I commenced on men's fine shoes, but he began to balk.

"I told you I wouldn't look at anything else but high cuts," said he; "don't you see I'm full up?"

"But I didn't let up. Picking up one of my leaders I enlarged upon its merits, and he finally bought it.

"In the meantime his head salesman was looking daggers at me, and I saw in a moment that he was ferocious. The 'old man' would hold up a shoe, ask his opinion, and the only satisfaction he got was a grunt. But trade was pretty brisk in the store, and the head guy didn't have much opportunity to protest.

"I finally sold the 'old man' about eight or ten numbers of men's fine shoes, and then I commenced on the women's.

"I handed him a beauty, and I saw at a glance it looked good to him. He held it up to the head guy and said, 'Ain't she a daisy?'

### He Expressed His Opinion.

"By this time that important young man was pale with anger and suppressed emotion, and he blurted out, 'If you're going to change your entire line, well and good, but if you are going to discontinue handling Blank's shoes, on which we have built up the best shoe business in town, you don't need a pair of this man's shoes.'

"I saw at once that my goose was cooked as far as ladies' shoes were concerned, and I began to pack up. I took good care, however, to forget to leave a duplicate, for I knew the 'old man' had bought about three times as many shoes as he intended to.

"When I figured up the order that night it amounted to nearly a thousand dollars, and I haven't sent the duplicate yet.

"But that salesman fixed my clock good and proper. If it hadn't been for him I am satisfied the bill would have amounted to \$2,500 at least."



## Greater Value Shoes

Is What Our Trade-mark Always Means

That is, the kind of shoes that hold their shape, fit better and wear longer. This applies equally to everything we make from fine welts to everyday shoes worn in the shop or on the farm.

We make quite a number of styles and kinds, and they all sell at a profit, and each is a greater value shoe.

Think what it means to your business to sell goods of this character.

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

## HOOD "Camel"

### Rubber Boots

This mark on the Heel means Old Fashioned Quality.



"Camel" Boot is Rolled Edge, Duck Vamp and Quarter, Heavy Gum Leg and Heavy Sole.

"Royal Oak" same as "Camel" except it has plain edge sole.

We have them in Fusion, Wool and Net linings. Let us have your next sizing order.

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



In the writer's opinion that salesman was more capable of being at the head of business than was the "old man."

There he had a clean stock of shoes that were giving the best satisfaction; it was just about the right size; he had the best shoe business in the town and should have been content to let well enough alone.

But another house sent a salesman there with some nice looking samples, and an over-abundance of persistency and alienated his affections to a large extent from the house he had been trading with, and sold him nearly a thousand dollars' worth of shoes he didn't need. He was tempted and fell as many other good men have done who started in business with the best intentions.

We presume it will always be so.

#### Another Experience Related.

The old salesman related another instance of the drummer's insistency and the merchant's worse than weakness:

"This happened several years ago," said he, "when a traveling man was supposed to fill every merchant up with rum every time he called on him.

"I had two accounts in a certain town, one of which was about as good as the other. After I had sold each merchant a nice bill we proceeded to make the rounds of the thirst parlors, with the result that both of my merchant friends got pretty well soused.

"Like a great many others who get in this unfortunate condition, they became very talkative and were not as choice of their language as they should have been.

"One of them, whom I call Mike, began making brags about what a big business he was doing. 'Poor Jim, poor Jim,' said he, referring to his comrade in dissipation, 'he's not in it with me any more. His business is all run down, and he doesn't sell half as many shoes as I do. I have certainly got the business of this community.'

"Aren't you ashamed of yourself to talk about your competitor that way when he isn't in a condition to defend himself?" said I. 'You're way off your trolley anyway about the amount of business he does. To judge by the size of your orders he does a bigger business than you do.'

#### "Double My Order, Sir."

"What's that you say?" said he, arising on his dignity; 'what do you mean?'

"I mean," said I, 'that he bought nearly twice as many shoes of me as you did.'

"He did it, eh?" said he. 'Well, I'll tell you what to do right now: I want you to double my order. Do you hear? Double it, I say.'

"Of course I didn't do a thing but double it."

And these are some of the reasons that the majority of shoe stocks are too large.—Shoe and Leather Gazette.

When a man tells the truth about himself he is anxious for some one to call him a liar.

#### Methods of the Day.

There are still some merchants who continue to believe that the ways of their fathers are good enough for them. Their fathers were in business and succeeded. They were up with their own times. But the man who trails along after his father with the antiquated methods used by his father is short-sighted and in reality far behind even his predecessors.

In the days of the fathers and grandfathers times were different and methods were not the same. The population was sparse and scattered, the newspapers were few and the travel was slow. Luxuries which are now almost necessities were never thought of in the poor man's home. Little attention was paid to advertising and almost none to window decoration. Stores were not kept cleanly and nobody paid any attention to pure food laws. The measure of popularity of a merchant was taken on the bulk per dollar, and quality held down a rear seat.

To-day the desire for the best is far stronger. The public wants better things than ever before. Nor is this confined to the rich and well-to-do. The laboring man and his family are dressed in clothing and footwear of superior quality and finish. Costly delicacies are on his table. His wife and daughter scan the advertising pages of the papers, eagerly seeking for what they need and want. Criticism of methods is rife and inspectors are numerous. Filth is recognized as a danger and impurity is a blasting condemnation. Poor service is enough to ruin a business.

The methods of modern business men are better than those of the olden times. Advertising, window display, all sorts of publicity, are necessary now. Clean stores and attractive ones, promptness, courtesy and good service are requisites to business. Competition is keen nowadays, and stores are isolated no longer. The old-time storekeeper would be bewildered and lost in the rush and fierce light of business now. The man who expects to make a success of merchandising must keep abreast of the times. His ancestors did it—they were abreast of their times—and if you would follow their example in spirit and principle you must put away the out-of-date methods and push forward.

Old-fashioned honesty, old-fashioned integrity, old-fashioned honor, old-fashioned rectitude, are just as important to-day as they ever were—perhaps even more so. But the old-fashioned vices, dirt, carelessness, easy extension of credits and neglect of business, have no place any more in the catalogue of merchants' requirements. The successful store must be up with the sentiment for stores.—Shoe Trade Journal.

#### Spring Store Cleaning.

Spring house cleaning is an annual affair in every well kept home; spring store cleaning is also an annual occurrence in every well conducted store. But the number of "well conducted" stores is not so large as it should be.

The big department stores in the cities are models of sanitary cleanliness. The amount of care and labor expended to keep them in first class condition is surprising. It would be considered such if most merchants had to pay the bills. The daily work necessary to preserve attractive cleanliness is in itself heavy and expensive. If every store would give the same care to cleaning—sweeping, washing and scrubbing—daily, that the city department store does there would be more attractive and successful stores throughout the country. The facts in the matter are that not enough attention is given by many merchants to such a simple piece of store management as common everyday scrubbing. The city and office building are scrubbed every day or night. Why should not the store in the small town be subjected to similar treatment?

The store management to-day which "hedges" in the expenses necessary to make a store more attractive is following a penny-wise poli-

cy. The management which has hopes of higher achievements will seek to present a more attractive store this year than it did last. To accomplish this spring cleaning is imperative as well as careful daily store-cleaning. — Cleveland Trade Bulletin.

#### It Must Have Been.

"Ah, yes," said Senator Smugg, as he interlaced his claws in a self-satisfied way in front of his corporosity. "I got my start in life by clerking in a humble grocery store at a salary of \$3 per week, and managed to save money on that."

"But," replied the astute reporter, "that, of course, was before cash-registers were invented."

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.



## The Hard Pan Line Requires No Salesmen

Suppose we say to you that we will furnish you without a cent of cost to you two dozen salesmen.

That's a strong statement, but every pair of boys' H. B. Hard Pans is a salesman.

They are salesmen because they sell shoes for you—because "wherever there is a boy there is a family," and the dealer who sells a line that will stand the test of boys' wear creates a condition that makes it easy to secure the family trade.

Can there be any question about sales under such conditions?

We want to tell you about the "Natural Chap" plan of selling the Junior line of H. B. Hard Pans this spring.

Write us about it.

**Herold-Bertsch Shoe Co.**

Makers  
of the original

**H. B. Hard Pans**

Grand Rapids, Mich.



No. 923 Elkskin Bicycle Cut  
Men's, Boys' and Youths'  
Black or Olive  
Nailed and Fair Stitched





### Observations of a Gotham Egg Man.

The expectations of the speculative element, under whose strong holding of surplus stock our market, together with all other large markets, was forced upward last week, have not been realized. As usual the upward movement of prices was possible only so long as the surplus was held off the market; as soon as the change of sentiment occurred under evidences of larger supplies coming forward in spite of the recent storms, the market fell before any large part of the speculative holdings could be disposed of. It is always a dangerous proposition, toward the close of February, when there is even a moderate surplus of eggs beyond actual requirements, and after a comparatively open winter in producing sections, to speculate on high egg prices. As a rule, the best time to sell out under such conditions is while prices are being artificially boosted by the speculative holding of the other fellow.

The decline realized toward the close is greater than many anticipated and greater than some considered necessary, but there is no present evidence that it is any greater than the situation actually warrants. Consumptive demands have lately been at about low ebb and there seems every probability that by the time they begin to increase materially there will be plenty of stock arriving.

While at this writing it can not be said that all chances of temporary fluctuations in fresh eggs have been passed, before the final drop to low point, there is a practical certainty that within a very short time we shall have reached the beginning of the spring flush when supplies will far exceed the consumptive demand and when the prospective storage demand will set the bottom limit of prices. During March, however, the output of fresh eggs from the large wholesale markets is usually, under normal conditions of supply, far in excess of the actual consumptive needs. This is because we usually enter the first spring month, as we shall this year, with extremely light supplies in all distributing channels, while as prices fall, and the people get the benefit of the fresher quality of March receipts, the largely expanding trade requires larger working stocks in the hands of all classes of distributors from wholesalers to retailers. In a city like this it takes a great many thousands of cases to stock up the market for the spring trade, but dealers will accumulate this stock freely only when they regard the prices as being safe; and as there is nothing certain to make them safe except the point of permanent speculative support we can not expect much buying beyond actual needs until prices have fallen to about that point.

Leaving aside the remote possibility of further serious interference to egg production, shippers will do well

to anticipate a comparatively low price as the limit of the decline as soon as excess receipts are reasonably assured, and as soon as the trade as a whole gives up the thought of possible shortages for actual requirements.

It is useless to attempt any prediction as to the point where permanent speculative support will be found, for this depends very much upon the extent of production indicated by the March lay and by the date at which free storage supplies is realized. But considering the very unprofitable experience with last year's storage operations there is little doubt that unless we have some such freak season as we had two years ago the storage level will be materially lower than it was last year or the year before.

In considering the merits of the deal it should not be forgotten that bad as it was, last year's loss would have been even greater had it not been for the shortage of summer fruits and berries, which doubtless had considerable influence in stimulating the unusually large consumptive demand enjoyed last summer, as a result of which the storage output in August and September was unusually great.

We hear complaints of poor packing of many of the arrivals of Southern eggs, especially of the smaller marks—chiefly as to weak and irregular style cases, poor fillers and general lack of neatness. Some of the larger Southern shippers are sending stock in first class shape—as good as any Western—and it is worth while for all to do so.—N. Y. Produce Review.

### Why Meat Is Tough.

Experiments made to determine why one kind of meat is more tough than others has led to the following conclusions: Raw calf's liver is more tender than beef liver when raw and becomes even more tender upon cooking. This is explained by the fact that calf's liver contains a greater proportion of connective tissue, which becomes changed to gelatin on cooking. The same applies to pig's liver, so rich in connective tissue, which loses five-sixths of its toughness on cooking, the connective tissue in the pig's liver as in that of the calf being converted into gelatin. But with all of this change, pig's liver is twice as tough as calf's liver when both are cooked, which is explained by the presence of the elastic tissue which is present to support the framework of the liver in varying quantities. The elastic tissue is not changed in cooking.

In raw beef's kidney the cortical portion is twice as tough as the medullary portion, but this vanishes upon cooking, and this change is due to the conversion of the excess of connective tissue of the cortex into gelatin.

Too many giving the poor crusts on the street are stealing their bread in the alley.

You never lost your own joy by lending an ear to another's woe.

## 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

## Try Headquarters

with your next shipment of poultry. We pay better than the market. Price card upon application.

References: Commercial Savings Bank, Michigan Tradesman.

**Bradford-Burns Co.** 7 N. Ionia Street  
Grand Rapids, Michigan

Get my prices on

## 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.

## 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**

### 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.

## All Kinds of Cheese at Prices to Please

Write or phone

**C. D. CRITTENDEN CO.**

41-43 S. Market St. Both Phones 1300. Grand Rapids, Mich.

Wholesale Butter, Eggs and Cheese

If you have any fresh **DAIRY BUTTER** or **FRESH EGGS** to sell get our prices before shipping.

We buy all grades of **DAIRY BUTTER** and pay top prices.

**T. H. Condra & Co., Grand Rapids, Mich.**

Manufacturers of Renovated Butter.

**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



# The States Should Pay For the Investigation.

At the last annual convention of the National Poultry and Game Association, held at Chicago, the tendency toward the enactment of laws restricting the methods of handling poultry and other farm products, both while fresh and when carried in cold storage, came up for considerable discussion. It was fully realized that there was much danger of restrictive laws being passed, both by the several States and by the National Government, based upon misinformation as to the actual effect upon the wholesomeness of these food products of cold storing and of methods of handling the goods; and it was the sense of the meeting that, in order to have a fund of authoritative facts with which to meet the efforts to enact such restrictive laws as might be damaging to the trade and, at the same time, unnecessary as measures in behalf of the public health, the association should procure a full investigation by competent scientists. It was considered that these investigations should cover the effect upon the wholesomeness of dressed poultry when handled drawn and undrawn, as well as the effect of carrying poultry, eggs and other products in cold storage; and that the research should be made by competent bacteriologists and pathologists, working together, if possible, under the auspices of the State experiment stations. The committee on publicity and literature of the association was directed to endeavor to have such investigations set on foot.

Inquiry as to the possibilities in this direction has shown that the experiment stations, so far as has been learned, are either not equipped for conclusive work in this difficult field, or have no funds that could be devoted to the subject. It also appears that such investigations would involve the expenditure of sums far beyond the present ability of the national association to furnish. The director of one of our most prominent experimental stations wrote as follows in answer to an inquiry:

"I am not sure that any chemist knows enough at present to make any chemical comparisons. The bacteriologist could, of course, determine the difference between the number of bacteria present, but whether he could separate the pathogenic from the harmless, when present, I am not sure. I mean by this that much fundamental knowledge must be worked out in one of the most difficult fields of research. Such an investigation as you suggest should be reached with large sums of money and years of time given in which to do the work. Very few of our experiment stations are equipped even to begin such investigations if they had the money. We certainly could not enter upon it here without dropping work in hand, or without adding largely to our chemical and bacteriological force. The question is important, however, and if we had the means, and those interested would have patience to give us the time,

we would be glad to begin extensive investigations.

Met by such evidence of the magnitude of the expense involved the committee on publicity has been unable to carry out the purposes of the association. And it would appear that unless it should be decided to adopt some special and unusual means of raising a very large sum of money necessary to institute such investigations even at any one competent institution, the only practical way to secure the research desired is through the State legislatures or some of them. It ought not to be difficult to convince legislators that in considering restrictive laws seriously affecting the methods of handling food products, they are often asked to assume hygienic effects about which very little is known; and they are often urged to accept opinions that are not based upon scientific knowledge, but are directly opposed to the empirical knowledge gained by practical men engaged constantly in handling these products. There is a strong argument that before enacting damaging and far-reaching restrictive measures the facts as to the necessity for such restrictions should be clearly demonstrated by competent scientific research, and that the duty of causing such research to be made lies with the people.

It would seem very advisable that members of the association in States where these ideas of restrictive laws have been agitated should endeavor to make liberal appropriations for proper research work in the direction outlined above.—New York Produce Review.

## Keep Flies Away From Meat.

Among the provisions of the Kansas pure food law is one requiring all meats displayed in show windows to be covered so that flies and dirt can not reach them. This requirement, like many other wholesale regulations, has not been very well obeyed. It is stated that the opening of another fly season will witness a general and determined effort to enforce this section of the law. Such a requirement should be in active force in every State and Territory during the fly season. The common house fly is actually more dangerous than the tiger of the jungle, more deadly in its effects than the poisonous cobra. In every community a rigorous warfare should be waged against the house fly, and every butcher should make an effort to keep the dangerous fly away from his meat. Overhead fans will go a long way toward accomplishing the desired result.

## Where Reform Should Begin.

The studious looking man passed his order to the waiter. The latter glanced it over. His usually placid face assumed a puzzled frown. "Excuse me, sare," he said in choice restaurant French, "but I do not comprehend. Vat is zeess?" The stranger glanced in the direction pointed out by the waiter's stubby fingers. "That," he replied, "is egg. I have followed the reformed way of spelling it, eig, egg."

The waiter nodded and brought the egg. The stranger attacked it with a fork. Then he suddenly leaned back and turned pale.

"Waiter," he feebly gasped, "take it away. In this instance it is quite evident the reform should be in the egg and not in the spelling."

## 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

## 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.

Citizens Phone 5166

HEADQUARTERS

Bell Phone 2167

## Onions, Apples, Potatoes, Cabbage, Etc.

and we are exclusive distributors of the celebrated ROSE & CLOVER brands REDLANDS Navel Oranges for Western Michigan.

Yuille-Miller Co., Grand Rapids, Mich.

## 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.

## 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



**Building Up and Stimulating Trade.**

Instant, unflinching and constant attention goes a long ways in the up-building of a good trade. This should be prominent, in season and out of season, from the moment the customer crosses the threshold of your store until he is out on the street again. Have you ever wandered into a store and been forced to stand about without being recognized? How mean you feel, and you leave with the mental reservation never to enter that store again. It goes without saying that such treatment goes very much against the grain and is something that will not be tolerated by the average American. The customer who has been pleasantly greeted and told he will receive attention in a few minutes will wait cheerfully, whereas he would leave the store in bad humor if his presence were entirely ignored. This ability to keep waiting customers in a good humor and make them feel they are not entirely neglected, is one of the most valuable qualities a hardware dealer or clerk can possess and practice.

The art of closing a sale is by no means a common one, and is sometimes left entirely out of the make-up of many clerks who are otherwise well equipped in the matter of good address and pleasant manners. It is only the unskillful salesman who will allow his customers to drag him into a general conversation when he is actively engaged in showing goods and endeavoring to get his patron's decision and close the sale. Now, understand me, I don't mean by this that it is not wise to chat pleasantly with customers about personal and social matters, but what I do mean is that this should not be done when once the business of selling is really at hand. Far better—much better—let the "visiting" be done before or after the showing of goods has begun.

On the other hand, never worry those you hope to secure for customers if you can help it. Let us suppose you are desirous of increasing your sales on washing machines, stoves or sewing machines. Ask your customers to let you show them the stove, or sewing machine, and even if they don't buy at once there will be no harm done, and it will act as a good advertisement for you and the machines or the stoves. A great many will say that they will buy next fall or next spring, or some other time in the near future. Tell them frankly and candidly that you know the machine will be worth many dollars to them during this time, if they will buy now. If, however, you can not close with them at once, thank them for their attention, and suggest the fact that you will be glad to sell them a machine or stove at some future time, but don't "slop over" in an attempt to force matters.

Making sales and creating business and more business, the building up of a constantly increasing line of satisfactory customers, to do just a little more and just a little better than yesterday or the week or month before, is the reward of constant endeavor and effort.

Of course, goods that realize a fair profit are the ones to push the hardest. In order to increase the sales on a certain line of goods the clerk or salesman should have special instructions to push the particular item you aim to sell largely. He should be instructed to keep it continually in mind and constantly before his customers. A good way to do this, and one that is really inexpensive in the long run and that will help to increase sales on certain lines more rapidly than any other way I know, is to offer a bonus or cash prize for the man who sells the largest amount during a certain specified period. This also stirs up a little friendly rivalry among the clerks, and where one man is strong on a certain line the others soon learn from him the knack he has in presenting the goods, while the increased business will more than pay for the bonus you have offered.

Of all the goods carried in a hardware store cutlery of all kinds is the line that pays a splendid profit, therefore one which it pays to push. It is clean to handle. It does not easily deteriorate with age and there is no waste or loss in handling properly. To those who have poor facilities for displaying cutlery an attractive showcase will help wonderfully, and which is usually furnished free by jobbers to all dealers who will buy a stated amount of cutlery at one time.

Some merchants argue strongly that it does not pay to push staple goods, the profits being too small. I don't entirely agree with this view. However, I certainly would not push staples on the question of price alone, but by giving them a little extra attention their volume in sales may be largely increased and the profits augmented accordingly. True, the profit on nails is only about 5 per cent., yet the amount of capital invested is turned over many times during the twelve months, possibly

The easiest selling Mower on the market. Send for circular.



**Clipper Lawn Mower Co.**  
DIXON, ILL.

Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

**The Clipper**  
The modern Mower demanded by the trade.

**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.

**QUALITY****Our Harness**

have a reputation for quality. They are correctly made and we guarantee them to give absolute satisfaction. It will pay you to handle our line. Write for catalogue.

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

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**

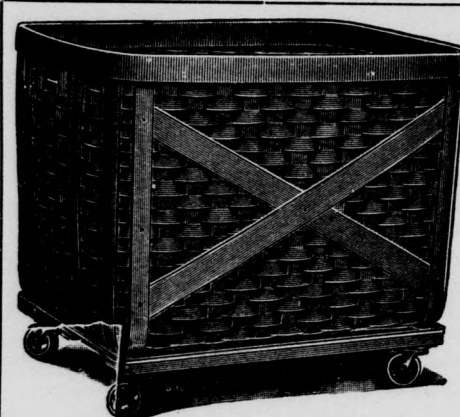
**The Weatherly Co.**  
18 Pearl St. Grand Rapids, Mich.

**Foster,  
Stevens & Co.****Wholesale  
Hardware****Fire Arms  
and Ammunition**

33-35-37-39-41 Louis St.

10 and 12 Monroe St.

Grand Rapids, Michigan

**BALLOU BASKETS ARE BEST**

X-strapped Truck Basket

**BALLOU MFG. CO., Belding, Mich.**

**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.

**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.



twelve or fifteen times every year, while articles like scythes or lawn mowers, which may possibly yield a profit of 30 or 40 per cent., sell only two, or at the best, three months during the year.

The query naturally presents itself, which class of goods pays the best profits on the relative capital investment? The answer is, of course, obvious. Your constant aim should be to push seasonable goods, everyday goods, but don't entirely neglect or overlook the staples. They practically sell themselves, and while the profits are small, they are a necessity and help to draw other and more profitable trade.

Primarily the hardware dealer is in business to sell goods and to make money, but he should remember that his policy should be such as not only to bring new customers to his store, but to permanently build up and increase his trade. The basis of all successful business is confidence, therefore you should remember that to misrepresent in any way will destroy confidence, and endanger rather than build up and improve your business. It is far better for the dealer to understate than to over-estimate the merits of his goods.

By all means strive to get the confidence of the people. Try to get the people with you first, last and all the time. When a merchant gains a reputation for never misrepresenting his goods, he is on the high road to permanent success. He will command the trade of his community and hold it against all obstacles. In order to do this it is necessary to give your customers not only full value for their money but also fair and courteous treatment. Study the needs of your customers and keep in close touch with them. Your business must go either forward or backward. It certainly can not remain stationary. A business that halts between the two is like a great ship drifting rudderless upon the ocean—there is no safety. Make your business move. Let it expand. Make it move forward and grow. If you were to ask the man how he crossed Niagara Falls on a tight rope he would tell you he kept his eye on the other side and kept going, and that is what you must do.—G. H. Dishold in Hardware.

## Lightning Rods



We manufacture for the trade—Section Rods and all sizes of Copper Wire Cables. Send for catalogue and price list.  
E. A. Foy & Co., 410 E. Eighth St., Cincinnati, O.

## 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.			
Rival—For Shotguns.			
No.	Powder	Shot	Gauge
120	4	1 1/2	10
129	4	1 1/2	9
128	4	1 1/2	8
126	4	1 1/2	6
135	4 1/2	1 1/2	5
154	4 1/2	1 1/2	4
200	3	1	10
208	3	1	8
236	3 1/2	1 1/2	6
265	3 1/2	1 1/2	5
264	3 1/2	1 1/2	4
Discount, one-third and five per cent.			
Paper Shells—Not Loaded.			
No. 10, pasteboard boxes 100, per 100	72		
No. 12, pasteboard boxes 100, per 100	64		
Gunpowder.			
Kegs, 25 lbs., per keg	4 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. S. 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			
Common	7 1/2 c.	6 1/2 c.	5 1/2 c.
BB.	8 1/2 c.	7 1/2 c.	6 1/2 c.
BBB.	9 c.	8 c.	7 1/2 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	
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
Casters, Bed and Plate	50 & 10 & 10
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30
PANS	
Fry, Acme	50
Common, polished	70 & 10
PATENT PLANISHED IRON	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	
PLANES	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS	
Advance over base, on both Steel & Wire	
Steel nails, base	3 00
Wire nails, base	2 40
10 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 1/2 advance	35
RIVETS	
Iron and tinned	50
Copper Rivets and Burs	50
ROOFING PLATES	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20, IC, Charcoal, Allaway Grade	7 50
14x20, IX, Charcoal, Allaway Grade	9 00
20x28, IC, Charcoal, Allaway Grade	15 00
20x28, IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	09
SAND PAPER	
List acct. 19, '86	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	32 00
SHEET IRON	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 71
Nos. 18 to 21	3 91
Nos. 22 to 24	3 06
Nos. 25 to 26	4 00
No. 27	4 10
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, per doz.	6 50
Second Grade, per doz.	5 75
SOLDER	
1/2 @ 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	80-11
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nicked	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware	
STONEWARE	
No charge for packing.	
Butters	
1/2 gal. per doz.	52
1 to 6 gal. per doz.	6 1/2
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 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	52
1 gal. flat or round bottom each.	6 1/2
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	7
Stewpans	
1/2 gal. fireproof, ball, per doz.	86
1 gal. fireproof, ball, per doz.	1 10
Jugs	
1/2 gal. per doz.	68
3/4 gal. per doz.	51
1 to 5 gal., per gal.	8 1/2
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
1/2 gallon	5 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 50
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 60
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 30
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 60
5 gal. galv. iron with faucet, per doz.	5 25
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 60
No. 2 B Tubular	5 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 3/4 in. wide, per gross or roll.	28
No. 1, 1/2 in. wide, per gross or roll.	38
No. 2, 1 in. wide, per gross or roll.	60
No. 3, 1 1/2 in. wide, per gross or roll.	90
Cold Blast w/ 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	5 00





### Woman's Inability To Strike Happy Medium.

It is, of course, a platitude to say that the medium course is always the path of wisdom. One extreme is just as far from the right as the other, and the opposite poles of opinion are equally wrong. Between a Mrs. Nation smashing other people's property with a hatchet, because they do not agree with her on the temperance question, and a drunkard spending for liquor the money that belongs to his family there is not much to choose. The man who lives only for pleasure is not more foolish than the one who shuts himself off from all the sunshine and joy of life.

Unfortunately—I say it with bitter regret—the virtue of moderation is one not often possessed by my sex. We are extremists in everything and when we do a thing we are almost sure to overdo it. We are fanatics in religion, partisan in politics and fools in love, and one of the reasons we get hurt so often is because we have not yet found out the saving grace of taking everybody and everything with a pinch of allowance. We have still to learn the wisdom of discounting our faith and our affections.

You do not have to look far to see how this tendency to run everything into the ground affects women. Let a woman be noted as a good housekeeper and she becomes such a monomaniac on order and cleanliness she makes her home as uncomfortable as a reformatory. Let her be interested in the public movements of the day and nine times out of ten she will "club" herself to death or bring on nervous prostration running around after meetings. Let her be a working woman and she is not satisfied with doing a hard day's work—she adds a society or housekeeping annex that breaks her down in her prime. Let her be a church woman and she preaches and nags at you until you fly to the company of easy-going sinners.

Half of women's failures and most of their unhappiness come from overdoing things, for there is a time to quit, as well as a time to do. Many a wife loses her point from her determination to have the last word in the argument. Much of woman's influence is wasted because she does not know when to stop rubbing in good advice. There is a certain psychological moment up to which we are tenderly receptive of the counsel of the woman who loves us, but if she passes that her entreaties, her prayers and her anxiety about us become an offensive persecution that make us mulish.

Nowhere else, however, is woman's inability to strike the happy medium so apparent as in the way she raises her children. There are two distinct schools of child culture. In one

the children rule the house. They monopolize the floor and dominate the conversation and are beastly little autocrats who know no law but their own sweet will. Nobody attempts to guide or control them and the mother is merely an adoring slave that they trample upon at pleasure.

The other school is the direct antithesis of this. The parents are tyrants who arbitrarily enforce their will upon their children. The home is a gloomy prison from which the boys and girls escape at the earliest possible moment. No childish visitors are allowed because they make noise and dirt. All of the pretty things in the house are shut away from admiring little eyes and destroying little hands. On the glum table, where the children eat in silence, are only the wholesome, tasteless messes that are so good for our digestion and so bad to our palate. The children grow up with no confidences between themselves and their parents, and what should be the tenderest and most precious tie in life becomes nothing but a chafing fetter.

Now, between the no-rule family and the too-much-rule family there is surely a golden mean, and the most important thing on earth to every father and mother is to find it. It is not an easy thing to do. Indeed, nothing could be more difficult than to find just the point at which indulgence should cease and firmness begin—just how far to let the spirited young steed have its head and where to draw the reins and make it feel it has a master. The iron hand in the velvet glove is the ideal of family government, as well as state.

A year or two ago I attended a big mothers' congress where they spent hours discussing whether a parent should say "must" to a child. It seemed to me to be the very quintessence of idiocy, when life is one long "must" to every one of us. Neither do I believe in hiring children to do the things they ought to do or deceiving them by telling them that a bitter draught is sweet. The child that is taught to do a thing simply because it is his duty, and it is right to do it, and to stand up bravely and take his bitter dose in life, has been given the backbone of which success is made in this world. He is no weakling who will give in at the first hardship. He is the vertebrate man who fights the good fight and wins the victory.

Yet—and here comes in the necessity for an appreciation of the golden medium in family government—it is worse than folly, it is a crime, for the parent to constrain a child against every natural impulse. Thousands of the failures in life are the direct result of a father or mother trying to make one thing of a child when Nature had made something else. Because it is a tradition in the family for the oldest son to be a professional man, some poor lad, all of whose talents lean to trade, is set out on a career of murder as a doctor or of boring people as a preacher or of failure as a lawyer or because a man wants his son to succeed him in

the business he has built up he tears him away from the books he loves and the profession he would honor and chucks him into a counting house, where he wastes his life and ends in bankruptcy. We see this tragedy every day, and the wonder is that after counting the wrecks all about us, so many people should still believe that they can work a miracle in their own children and make a square peg fit into a round hole.

No hard and fast laws can be laid down for family government, because so many problems depend on

the temperament of the child, and a curious illustration of this was afforded a few weeks ago in New York in the case of a young girl who ran away from home for the third time because her mother forced her to do the dishwashing. Of course, the mother argued, reasonably enough, that it was the girl's duty to help about the housework, but a little tact, a substitution of some other work for the hated task, would have settled the matter happily for all concerned. Certainly I do not think that a child, unless there is the direct ne-

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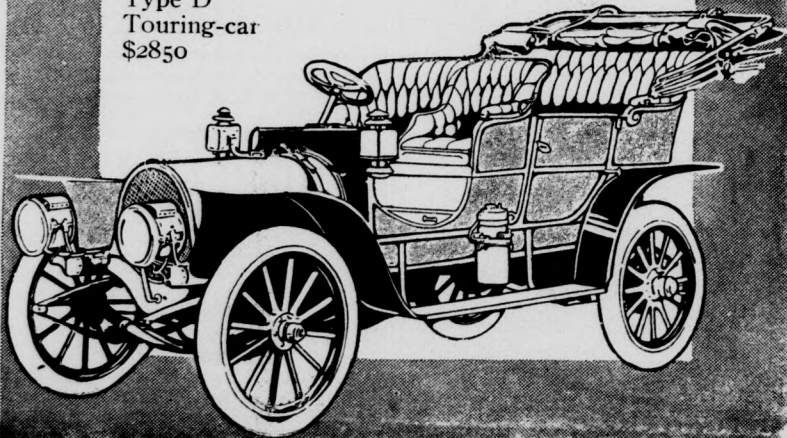
Let us demonstrate for you on the roads, the hills, and the scales.

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cessity for such a thing, should be forced to do anything especially repugnant to her. There is plenty of work in the world for us all to find a congenial task.

Between the parents who do not control their children and the ones who rule them with a rod of iron there is generally a strangely similar result in the way the children turn out. The children who have been repressed at every turn go to excesses because they are mad with the first intoxicating draught of liberty and extremes have met.

A woman said to me once, speaking bitterly of her wrecked life, "My mother might have saved me this if she had only taught me self-control." At another time I heard a man say, "The deepest regret of my life is that I never knew my father. I know, now that I am middle-aged myself, that he was a man of wonderful intellect, a great heart and soul that doubtless hungered for my love and companionship, but he raised me so to fear and dread him as a child that, by the time I was grown and no longer afraid of him, a wall of ice had grown up between us that neither could break down, and in all my life I never had one free conversation with him." Of the two speeches I do not know which was the sadder.

Between the two extremes of regarding a child as a plaything to be petted and indulged and a little slave to be bulldozed and tyrannized over, there is a golden medium of companionship where the parent is loved and respected, and no father or mother is doing their duty unless they find it.

Dorothy Dix.

#### No True Success Without Character.

Character is an essential to business success, and a man is certain to fail without it.

A well known statesman, discussing the part character plays in the doing of work that counts, says: "An intelligent architect would not think of erecting a handsome building without putting it on a firm foundation. A sculptor carving a block of marble often rejects it when nearly finished because he finds it contains a flaw. For the same reason the far sighted business man refuses to build his career on any but a right foundation."

Character is the only right foundation. It is the ideal which determines what we put into our work. The ideal is commonly called ambition. The kind of ambition determines the quality of a man's work.

"There are some men who hold positions here more because of their integrity than for their ability," said the manager of a big store. "I never keep a man in our employ, however great his ability, if I find loose places in his character. Some months ago a man who had been working for me more than a year wished to know why his work had not been recognized by promotion. I told him he had shown ability, but his work fell short because it was only when my eyes were upon him he tried to do his

best. I gave him another six months to overcome this serious defect, and then having found no improvement discharged him, giving him this word of friendly advice:

"Look here, young man. If you wish to succeed, learn to know yourself. Get acquainted with your shortcomings and put your best ability into your work. The pleasure that comes in doing honest, conscientious work ought to give you more satisfaction than any salary I can pay you. If you lacked ability I should deal less harshly with you. It is your ability which shows me you are unwilling to put your talents to their best use."

A man's character is more important than his work. Work as an isolated factor has little meaning and small value. It is a means to an end and becomes a vital force as it relates itself to man.

A great deal is said about the chicanery of the modern successful business man. But there are plenty who are succeeding because they respect themselves, love their work and use only fair methods.

The President of a large railroad declares that "the small success I have won was obtained by simple methods. I commenced my career on a farm with poor soil and worse tools. It was the pride I took in doing my work well that made me a good farmer in spite of obstacles. When I came to the city and began my career as messenger and all the way up the climb I followed the same path.

"I saw boys about me who had more ability and better opportunities, but I banked myself on character. I tried to do every day's work as well as I could, irrespective of whether the boss was watching me or not. When there was a promotion I was usually the man pushed in, not because I had any special ability, but the management realized I wished to treat them squarely.

"Since I have become President I have plenty of opportunity to study the men and women working under me. There are men in our employ who outstrip me in ability. They are failing to produce their best fruits because they are unwilling to make their talents and opportunities count."

There can be no real failure where a man puts character into his work and no real success where a man lacks it.

John Trainor.

#### Pass It Along.

Items like the following create sentiment in favor of the home dealer. Encourage your local publisher to reproduce items of this nature:

An observing exchange remarks: We noticed a broken pump at the depot this week from a Chicago mail order house. The handle was broken off, but it was received just the same. The man who received it would not have taken a broken pump from his home dealer, but in this case his money was in Chicago, and the handleless pump was here, so he hauled it home.

#### G. J. Johnson Cigar Co.

S. C. W. El Portana  
Evening Press Exemplar  
These Be Our Leaders

#### Largest Exclusive Furniture Store in the World

When you're in town be sure and call. Illustrations and prices upon application.

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Grand Rapids, Mich.  
Ionia, Fountain and Division Sts.  
Opposite Morton House

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Closing out and reducing stocks of merchandise a specialty. Address

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#### TRADE WINNERS.

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

#### 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.  
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Good in any climate.

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

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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.

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#### ORIGINAL TERPENELESS EXTRACT OF LEMON

Not Like Any Other Extract. Send for Recipe Book and Special Offer.

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are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company - - - Grand Rapids, Mich





### What Trend Ambition Should Take.

Many salesmen apply for employment who tell us that although they have had no experience in selling paper they are quite confident they would succeed for us because they have had a great diversity of experience and have "made good" in other lines.

These men undoubtedly have ability in most instances, and undoubtedly have made good in one branch or another of salesmanship, but it is usually safe to presume that their success has been in selling specialties—otherwise they would hardly come to us and make the cool statement that although they are unfamiliar with our goods and have no training in business of this kind, they are quite confident of being able to "catch on" and make an immediate winning.

Our line is a staple. The salesman who sells it has to know it from the ground up. He has to depend principally upon his ability to talk paper from all points of view, and to answer intelligently and effectively any question which may be sprung upon him. This requires a thorough and accurate knowledge of the technique of the business. I think this is true with most staple lines; and if a salesman expects to succeed with them he must spend time and effort in acquiring a familiarity with all their details. He must be a student first, and a salesman afterward.

We have found it the best plan to recruit our selling force from the various departments in the home office. In almost all instances our successful men on the road—or approaching a city trade—are men who entered the employ of this company as office boys. We try to be particular in choosing our office boys. In making the selection of an applicant for this rather humble post we have in view the making of a future salesman. Boys of good family, of intelligence and honesty enter this business and do errands for a year or two. Then if they show a degree of brightness they are graduated into the stock department or the order department. When we aim to make salesmen of them we avoid promoting them into the book-keeping department, first, because training in this branch of the business is not so essential to the salesman and he can therefore put his time to better account.

In regard to prices and costs for salesmen, in our business we find it advisable to have a set price. The salesman can not make any reduction or charge anything in excess of it. Of course, there are special prices made in special cases—often in consideration of the volume of trade from a customer—but these changes from the usual rule are arranged by the sales department, and the salesman has no authority to alter the

selling price. There are firms who allow considerable latitude to the salesman in this respect—usually with unsatisfactory results. Oftentimes customers who are being charged heaviest discover the discrepancy between the price made to them and that to their competitors, and a good deal of trouble results. The absurdity of this irregular method is shown in the fact that I have known one customer to have been charged four different prices for the same article. There is no salesmanship in this juggling of the price scale.

Salesmen should, of course, be ambitious, but there is a great difference in the interpretation which may be placed upon this term. If a man's ambition lies in performing his entire duty, in developing his capability to the utmost, and in building up a large and prosperous trade for his firm, his ambition is a most laudable quality. There is another kind of ambition, however, which is apt to breed discontent, and in this way prevent a salesman from putting his earnest effort and his whole heart into his work. It is the ambition for making too rapid strides toward the goal of wealth. For instance, a man, recently employed—a college man of good family—was plagued with this variety of ambition. His mind was filled with images with himself as a partner of the firm, or as heading some other business enterprise. But his ambition did not concern itself with the means by which he was to accomplish the success he had in mind. He failed to put his attention on his work. The result was that the young man, instead of forging to the front and taking control of affairs as he dreamed of doing, was judged incompetent to hold down the ten dollar a week position with which he started on his career. He was a good fellow, and I am sorry to predict that unless he breaks his ambition and harnesses it to some service, as one would an unruly colt, he will go through life making false starts, meeting with disillusionment and disappointment, and will never be more than an aspirant for success. Ambition, unless a man "makes good" in his position, be it ever so menial, is usually a misfortune.

I have known men who by being diligent rather than ambitious have met with promotions when they hardly looked for them. There was one man in particular who started in as a stock clerk in a large establishment, and from his conversation one would not have supposed he ever intended to be anything more than a stock clerk. He was satisfied to put in long hours in order to learn all the details of the department entrusted to him. He familiarized himself with it as if his sole aim in life were to remain in that department and conduct it more thoroughly and systematically than another could do. I do not believe that in his own mind he had any definite ambition other than this—thoroughness and perfection in the performance of his work.

Possibly he was not a young man whom the casual observer would have

picked out to make a striking success in life, he was so quiet and unassuming, and so well satisfied with the minor duties entrusted to him. But the head of the establishment with which he was employed was not a casual observer; he was a student of men. He sized up the stock clerk as being a man with a future ahead of him, and decided to shove him along. The young man was rapidly promoted from one department to another, and in a very few years' time occupied a high and responsible position, which might be envied by the most ambitious man in his line of business. If you meet him to-day you will find him the same unassuming and diligent worker that he used to be when he began his career in the stock department. He doesn't seem to realize that he has attained to any ambitious height. The thing that occupies him entirely is the work that falls to his share to do.

Adaptability is perhaps the most essential point, next to a knowledge of his line, in a salesman's equipment. Our boys, after two or three years in the different departments in the home office, are surprisingly proficient as salesmen when we send them out upon the road. From what they have seen or overheard in the course of their office training they have caught many points in the selling game, and are a pretty good match for an experienced and successful salesman who has not had the advantage of growing up with the firm.

In the business of selling goods there are seldom two cases alike; the temperament of the buyer and the peculiar conditions of his case make every instance of putting up a proposition a new problem to the salesman. For this reason, in addition to all the instruction that he can get, it is absolutely necessary for him to be able to adapt himself. He has to be prolific in resources if he succeeds on the road.

It goes without saying that when he knows very thoroughly the goods of his house, its methods of doing business, all the conditions of its trade, and is also an all-around capable and resourceful fellow, he is likely to be identified with the future of his firm. The majority of firms are very glad to recruit their department chiefs from the ranks of their successful roadmen. Therefore, if a salesman has ambition let him work with the aim in view of serving the interests of his house so well that he will become indispensable, and will be chosen for one of the highest offices that it can confer. This is by far a wiser and more intelligent ambition than that which makes a man feel superior to detailed work on the road, and often influences him to change from one business to another, and then to change again in an erratic quest for high honors, which he has not merited by systematic work.—E. U. Kimbark in Salesmanship.

### Why the Salesman Is Still Single.

"I have met hundreds of men who were married and living happy lives," said the traveling salesman with the

horseshoe pin in the smoking compartment, "but there is neither love nor matrimony for me."

"Got turned down in your callow days?" was asked.

"No, I was never turned down. If I was it was by religion instead of love. On the street, in Cincinnati, I had the felicity to assist a young lady who had fallen. Say, she was a daisy. She was just my style from head to heels. I was a good deal of a cynic even then, but after one look at that girl there was no other in this world for me. She stepped into her carriage almost as soon as I found her and was driven away, and though I felt that I would give thousands to see her again I knew that it was only one chance in a thousand. I took that chance and attended a fashionable church the next Sunday."

"Well?"

"You could have knocked me down with a feather. I was shown right into her pew. She sat there with her mother, and she gave me a slight bow of recognition. I sat there in a sort of seventh heaven and never understood five words of the sermon. At last the contribution box was passed."

"And you hadn't even a nickel, of course?"

"Hadn't I? You are wrong. I had a one-dollar bill and a five-hundred-dollar bill, as it happened. They were rolled together and placed in my vest pocket."

"And you put in the five hundred by mistake?"

"Not much I didn't. I put in the one, and what followed made my heart ache. The deacon in charge of the box handed it back to me with the remark that the church for cheap skates was two blocks further down the street, and the girl giggled at her mother behind my back and said she'd ask papa to take me on as coachman at \$35 per and board."

"And did nothing else happen?"

"Nothing else? Of course something else happened. I was frozen to my seat with horror, and when all but me had left the church the same deacon came around and pried me loose and run me out into the cold world."

Joe Kerr.

## The Eternal Question

Where are you stopping?

It's a decided point in your favor if your answer is

**Hotel Livingston**  
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### 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.



### Gripsack Brigade.

Quincy Herald: Geo. Olmstead, of Coldwater, has taken a position as traveling salesman for the McKenzie Milling Co., beginning work this week.

John A. Sherick (Rindge, Kalmbach, Logie & Co., Ltd.) is confined to his home by a carbuncle on the back of his neck. He came in last Tuesday and will probably be compelled to remain indoors for a couple of weeks longer. Mr. Sherick is greatly interested in the coming visit to this city of National Field Secretary Bowers, of Nebraska, who will address the Grand Rapids Gideons on March 15. The principal address will be given in the Division street M. E. church.

A Hancock correspondent writes: Traveling salesmen making the copper country are greatly interested in the preliminary steps looking to the formation of a business organization of the traveling men of the United States, who, as a class, have never been nationally organized, which were taken at a meeting pursuant to the call of a number of commercial travelers, held at the club room of the Plankinton House, Milwaukee. At this meeting the somewhat startling information was made public that up to the present time the 750,000 commercial travelers of the United States, men who visit regularly almost every known line of business and who represent every organized trade in the country, have been without a business organization. While there are associations of traveling men having in view insurance and other protective features, there has been no business association in their interests. While no politics is proposed in the new association, it is intended to have committees in every state to look after legislation in the interests of the members. There will also be committees to take up and investigate complaints against hotel management, railway shortcomings and also to look out for "dead beats" both within the charmed circle of traveling men and among tradesmen. The Milwaukee meeting will be followed by one or two more before the final steps will be taken to form the association, to give it a name and to elect the first set of officers. General headquarters will be maintained in some centrally located city, like Milwaukee, Chicago or St. Louis. Here certain officers and assistants will be found to receive and follow up all complaints and transact such other business as comes within their province.

### Movements of Michigan Gideons.

Detroit, March 3—E. M. Armstrong, of Fenton, was at home last week getting acquainted with his family, resting and getting ready for the grand rush for orders the first of March.

Arthur Carlton and family were at Fenton last week visiting and returned to their Lansing home the last of the week. Brother Carlton was one of our leaders in singing at the last State convention of Gideons. He carries his song and sunshine with him wherever he goes.

George B. Clark came in last week with smiles all over his face and an order book full of orders. He changed houses the first of the year and got back to a part of his old love, and since then his coffee and tea taste better. George is all right anyway.

Geo. D. Lyford, formerly with Snedcor & Hathaway, of this city, and who has been residing in Big Rapids recently while representing a shoe house of Fort Wayne, has accepted a call to preach. The Board of Authority in the Congregational church asked him to do some work for them recently, and this was done so well that he was asked to go to Port Huron and fill the pulpit of Ross Memorial church. He did this so acceptably for a period of several weeks that the church desired him to remain as regular pastor. He will move his family within a short time and take his place in and among his flock. We are not surprised, because when we have heard him talk at some of the Gideon meetings we felt that he was cut out for a preacher.

H. R. Gladding, whose home is at Northville, is employed by his firm in the Dakotas, and in his travels is able to help the organization considerably. Recently he was at Fargo, North Dakota, when that State was organized, and now in his travels in South Dakota his desire is to get that State organized and have a camp at Sioux Falls.

Wedding bells will ring in Toledo on St. Patrick's day we have just been made aware, and while we feel that the secret should not be let out fully, yet you could Pickett out of us if you really had to know. There is one thing sure that you can depend upon—that there will be one wife less that will be pestered with corns and bunions.

The Gideons of Camp No. 1 report an increased attendance at the meetings of the Volunteers of America, which they conduct each Saturday evening. A week ago four started in the better way, and at a former meeting two more signified their attention of leading a higher life. Captain O'Neal and wife are much liked and their work among the downcast and fallen is resulting in much good and increased attendance at the meetings of worship.

Aaron B. Gates.

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

Buffalo, March 4—Creamery, fresh, 26@31c; dairy, fresh, 20@25c; poor to common, 17@20c; rolls, 20@25c.

Eggs—Strictly fresh, candled, 21@22c; fancy white, 23@24c.

Live Poultry—Springs, 13½@14c; fowls, 13½@14c; ducks, 14@15c; geese, 10@12c; old cox, 9@10c.

Dressed Poultry—Springs, 14@16c; fowls, 13@14½c; old cox, 10c; ducks, 13@16c; geese, 9@11c; turkeys, 16@20c.

Beans—Marrow, hand-picked, \$2.25@2.35; medium, hand-picked, \$2.25@2.30; peas, hand-picked, \$2.35@2.40; red kidney, hand-picked, \$2; white kidney, hand-picked, \$2.40@2.50.

Potatoes—White, 80c per bu.; mixed, 70@75c. Rea & Witzig.

### Short Thoughts on the Subject of Credits.

It is comparatively easy to start credit, but the art is to keep credit.

The use or abuse of credit determines whether a man will rise or fall.

Credit is a subsidy, and it stands the hustling business man in good stead.

It is the man who breaks promises who gets hard usage from the creditors.

When you are caught up and financially strong stick by those who stuck by you.

Be reasonably slow in paying your bills, but positively sure that you do pay them.

If you have been given to sharp practice or dishonesty, woe be unto you when you fall.

Be grateful. Don't be afraid to express yourself freely and frequently on this point.

So long as your creditor gets something every time he writes it keeps him good natured.

Remember, credit is based on confidence in the individual rather than in his bank account.

Keep your record clean, and if later you get on the shoals your past will stand you in good stead.

Establish a credit whether you need it or not. It is a good advertisement and a frequent help.

Every time a creditor gets out of sorts go to him and pay him something and he will quiet down.

Many men have started in business with a capital only of ability, hard work, honesty and good reputation.

No factor is so necessary in building up business as credit, and no factor is so necessary in building up credit as truth.

Avoid bad associates. You can not play the races and give wine dinners and maintain strong confidence with your creditors.

You must be worthy of the confidence reposed in you. It is your duty and part of the contract to be reliable and truthful.

When you get a sharp or blunt letter asking for a settlement, go to your creditor face to face, and set a date when you will make a payment and keep your agreement.

Do not get into nasty arguments or disputes. Give and take. Be fair. Be square. Keep your temper. Stoop to conquer. Cut out all thoughts of revenge.

Don't be specific as to amount unless you are decidedly sure you can do it. Be specific as to date, however, and be there or have your check there on the date.

When a house does not treat you right curb your temper, and as soon as you can get in touch with some other good house. Tell the new house frankly why you changed.

It often happens that the small bank or small manufacturer is the best place for the beginner to go for credit. You can get closer to the small growing creditor than you can to the big fellow who is independent.

There is sentiment in business. Creditors have hearts and they have good impulses. They appreciate

friendship and especially gratitude. Don't believe a word of that great untruth, "There is no sentiment in business."

An honest, frank, heart to heart talk is most valuable. The credit man keeps the truthful man in mind and his account under his protecting wing. The credit man glories with you, and has a distinct interest in your success when it comes.

The young business man who says, "I want no credit, I buy and sell for cash," makes a mistake. It is all right to pay promptly, but do not establish a spot cash payment basis, for later on when you ask credit your creditors will think something is wrong.

### Undoubtedly True.

"There are thousands and thousands of drummers in the country," said the furniture salesman, "and while only two of them are known to be prevaricators, their conduct is a smirch on the whole body of men."

I am going to relate a curious circumstance, and while I know that I shall not be believed I yet feel it my duty to give the story to my fellow-men on account of the moral connected with it.

Everybody put on a grave face and prepared to listen, and after clearing his throat the furniture salesman continued:

"Five years ago I was eating dinner at a Chicago restaurant. Just as I arose I put a ten-dollar gold piece to my mouth to hand to the waiter. At that minute a drummer for a New York leather house came up and slapped me on the back and I swallowed the gold. I consulted a physician and he said nothing could be done. In fact, he advised me not to do anything, as it would turn me into a sort of gold-cure in case I ever took to drink."

There were winks and nods and knowing looks, but the relator had truth on his side, and there wasn't a tremor in his voice as he went on:

"Last week I was in New York. I entered a restaurant for a good meal, but before sitting down I felt for my boodle. It was missing. I had been robbed on a subway train. Gentlemen, I was hungry, homeless and penniless. Just as the situation dawned on me and my blood began to run cold that same leather-house man, now connected with a hymn book establishment, came up and slapped me on the back as before. That ten-dollar gold piece flew from my mouth and struck the wall, and I was saved. That's all."

"But the moral of it?" he asked.

"Yes, it is the moral. Gentlemen, the moral is, Never despair. No matter how dark the situation or with what troubles you are surrounded, you can not tell at what moment you may cough up ten dollars and walk in sunshine again. Try it and take no other."

Listening to the troubles of their neighbors affords some people a lot of pleasure.

Our idea of a good boss is one who can boss without bossing.





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#### Came Back for a Double Dose.

School had been closed only a week, and I had taken a position behind the counter. One can not learn the location of every article in so short a time, as I have found out since. But at that time I thought I "knew it all," so when Mr. B. planned to go to the city one afternoon, I said, "Certainly, I'll be able to take care of the store."

Everything was lovely until an old man who lived four miles out in the country entered. After buying a box of "special priced" soap which we were advertising and had displayed in the window, he asked for a half pound of Paris green. Dear me! Where, oh, where was the Paris green?

"Oh! yes, we have it," I said, trying to remember where to find it. "We aim to keep everything that should be kept in an up-to-date drug store."

I began to look around, and finally the old man surmised that I did not know where it was and made some remark to that effect. I was greatly humbled when I had to explain that I had not been in the store very long and did not know where to find everything. He began to help me, and, at last, in a tall can high upon the shelf, the desired article was found.

"Yes, sir'ee, I'd know that was Paris green; there ain't anything else just that pretty green color," he said as he lifted the can down. I weighed out his half pound and he went on his way rejoicing.

That night Mr. B. returned, and I told him I had no trouble about finding things, except the Paris green.

"Well, you didn't find any here, did you?" he laughingly asked.

"Why, sure, I did," and I told him where it was. When he saw the can he laughed and said: "Well, the old man might paint his vines with that, but I fear not many potato bugs will care about it. The Paris green is in that keg in the back room. I thought after I had gone that it had not been opened."

Thereupon he put the chorme green can back on the shelf among the dry paints. The next week the old man appeared and said his Paris green didn't work first rate, and he'd

take a pound this time an' give it to 'em stronger!—Nora I. Mitchell in Bulletin of Pharmacy.

#### Dispensing Castor Oil for Olive Oil.

Miss Mitchell sends us a second contribution which emphasizes again the need of vigilance:

The store was full of customers and a lady wearing a black silk dress rustled in. "I want some medicine for my daughter," she said, looking dubiously at the little girl who came forward to wait on her.

"Yes, ma'am, what will it be?"

"I want some olive oil in this," and she produced a three-ounce bottle. "Can you get it?"

"Oh, yes, ma'am. Did you want the best oil? We have two grades."

"Certainly I do. I will take no other. My daughter is trying to use it internally and it is hard for her to take it. When she was a child I could not get her to take castor oil, and she can't to this day," she explained.

Dear me! dear me! Why did she talk about castor oil! The bottle was soon filled and labeled, and the lady in silk rustled out upon the street.

The next morning the usually smiling husband of the young daughter entered the store with a clouded face as if there might be a storm brewing. "Whatever did you sell Mrs. E. last night?" he asked in thunder tones.

"She wanted some olive oil," faltered the little girl, her heart seeming to give one last beat.

"Yes," he continued, "she asked for olive oil, but this is what she got," holding forth the identical three-ounce bottle. "My wife took a big tablespoonful of it and is terribly sick? Will it hurt her?"

"Oh, no! Oh, no! That's only castor oil," bravely declared the clerk, beginning to breathe easier. "Dr. Z. often prescribes larger doses than that. It is good for people. I'll get you another bottle and fill it with olive oil," which she did, and the storm cleared away, although confidence and a customer were lost forever.

#### Regarding "Key West" Cigars.

The movement recently inaugurated by manufacturers and citizens to protect the integrity of the name of Key West, when used in connection with cigars, is a step in the right direction, and one which should be encouraged by the trade generally.

It is possible to find cigars that were made in New York, in Pennsylvania, and in various other sections of the United States, openly masquerading as Key West goods. Most of these cigars that thus appropriate the name of Key West are of indifferent quality, while some of them are positively rank. As a natural consequence, the smoker who gets a cigar of mediocre quality which is wrongfully labeled as a Key West product is almost certain to acquire more or less prejudice against the genuine Key West cigar.

Key West came into existence as a cigar manufacturing center under most auspicious circumstances, and

had it been possible from the beginning to have prevented anything but high-grade clear Havana cigars from being packed and sold as Key West goods, the city would undoubtedly have come to be of far more importance commercially than it is at the present time.

In all frankness, however, it must be admitted that the first really serious blow—and a blow that at one time threatened to prove fatal to the best interests of Key West as a cigar manufacturing center—was struck not from without, but from within.

It was not long after Key West had attained to fame as a place that produced absolutely fine cigars, when a few fakirs descended upon the town, and for the sake of quick profits for themselves went far toward robbing the Key West cigar of its good name. Key West, of course, gained its reputation on fine clear Havana cigars, made by workmen from Cuba, employed under essentially the same climatic conditions that prevail in Havana.

With the entry of the fakirs into the cigar manufacturing industry in Key West, cigars that were anything but clear Havana were put out under the Key West label and brand mark, and considerable quantities of Pennsylvania, Ohio, and other cheap domestic tobaccos found their way into cigars made in Key West.

To the everlasting credit of the cigar industry it should be said, however, that these fakirs were comparatively few in number, and that the great majority of cigar manufacturers in Key West maintained the integrity of their cigars as clear Havana goods. At the present time the general standard of quality of Key West cigars is as high as it has ever been before, if not even higher.

It is therefore essential that every proper precaution should be taken to prevent that standard from being lowered in the estimation of smokers, through having inferior cigars made in other sections offered as Key West goods.—Tobacco.

#### Suggestion for Perfume Labels.

Writing perfume labels while the customer waits for the package is not a good practice. It is conducive to scribbling, and in any event involves a waste of time for the druggist and patron alike. A neat system is as follows: Let the best penman in the store first write a stock of the labels at his leisure, doing the job nicely. Then have the same man take some small, blank drug envelopes, equal in number to the different bulk odors in the perfumery case, and write the names of the odors in large and clear lettering on the flaps. Distribute the labels in the envelopes and put the latter upright in a suitable box, classifying them alphabetically. By this method any envelope can be easily found, and the labels are ready for instant use. A relatively larger number of labels can of course be written for the more popular odors.

Wise is the man who knows what not to say, and remembers not to say it.

#### The Drug Market.

Opium—Is unchanged.  
 Morphine—Is steady.  
 Quinine—Is firm on account of higher price for bark at the Amsterdam sale.

Citric Acid—Has again declined.  
 Glycerine—Is firm but unchanged.  
 Haarlem Oil—Has declined.  
 Oil Spearmint—Continues to advance.

Gum Camphor—Shows a decline of 2c per pound.

Goldenseal Root—Is very firm and advancing.

Quince Seed—Stocks are very small and concentrated, very high prices ruling.

#### A Sifting Device.

Some drugs run through a sieve slowly, notably compound licorice powder and condition powders. I find that the following method facilitates the work immensely: I fill the sifter with the powder and then take an ordinary soda glass, invert it and press the edge down through the powder until it touches the wire meshes. By giving the glass a circular motion, at the same time maintaining the contact with the sieve, you can force the powder through a fine mesh.

#### Another Method of Mixing Ointments.

For mixing and triturating ointments, a shallow, enameled, steel evaporating dish and a flexible spatula are very handy. These utensils enable you to triturate the ointment while warm, wherever this is desirable. The spatula, by its flexibility, readily fits the curve of the dish, thus insuring thorough and rapid workmanship. In a one-gallon dish you may prepare from one to five pounds of ointment at a time.



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**SECOND-HAND**  
**SAFES**

**Grand Rapids Safe Co.**  
 Grand Rapids, Mich.



## WHOLESALE DRUG PRICE CURRENT

Acidum	6@	8	Copaiba	1 75@	1 85	Scilla Co.	50	Liquor Arsen et	12@	14	Vanilla	9 00@
Aceticum	7@	8	Cubebae	2 15@	2 25	Tolutan	50	Hydrarg Iod	25		Vanilla Tinctorum	12@
Benzolcum, Ger.	70@	75	Erigeron	2 395@	2 50	Prunus virg.	50	Liq Potass Arsenit	10@	12	Vanilla	9 00@
Boracie	12		Evechthitos	1 00@	1 10			Magnesia, Sulph. bbl	@ 1 1/2		Vanilla	9 00@
Carbolicum	26@	29	Gaultheria	2 50@	4 00			Mannia, S. F.	45@	50	Vanilla	9 00@
Citricum	58@	60	Geranium	02				Menthol	2 65@	2 85	Vanilla	9 00@
Hydrochlor	3@	5	Gossippi Sem gal	70@	75			Morphia, SP&W	3 25@	3 50	Vanilla	9 00@
Nitrosum	8@	10	Hedeoma	00@	3 50			Morphia, SNYQ	3 25@	3 50	Vanilla	9 00@
Oxalicum	14@	15	Junipera	40@	1 20			Morphia, Mal.	3 25@	3 50	Vanilla	9 00@
Phosphorium, dil.	14@	15	Lavendula	90@	3 60			Moschus Canton.	40		Vanilla	9 00@
Salicylicum	44@	47	Limons	1 75@	1 85			Myristica, No. 1.	25@	40	Vanilla	9 00@
Sulphuricum	13@	15	Mentha Piper	1 80@	2 00			Nux Vomica po	15	10	Vanilla	9 00@
Tannicum	75@	85	Menta Verid	50@	6 00			Os Sepia	35@	40	Vanilla	9 00@
Tartaricum	38@	40	Morrhuae gal	1 60@	1 85			Pepsin Saac. H & P D Co	01 00		Vanilla	9 00@
			Myrica	3 00@	3 50			P D Co	01 00		Vanilla	9 00@
			Olive	1 00@	3 00			P D Co	01 00		Vanilla	9 00@
			Pisces Liquida	10@	12			P D Co	01 00		Vanilla	9 00@
			Pisces Liquida gal.	40				P D Co	01 00		Vanilla	9 00@
			Ricina	1 06@	1 10			P D Co	01 00		Vanilla	9 00@
			Rosmarini	1 00@				P D Co	01 00		Vanilla	9 00@
			Rosae oz.	6 50@	7 00			P D Co	01 00		Vanilla	9 00@
			Succini	40@	45			P D Co	01 00		Vanilla	9 00@
			Sabalina	90@	1 00			P D Co	01 00		Vanilla	9 00@
			Santal	40@	50			P D Co	01 00		Vanilla	9 00@
			Sassafras	90@	95			P D Co	01 00		Vanilla	9 00@
			Sinapis, ess. oz.	10@	1 20			P D Co	01 00		Vanilla	9 00@
			Tigil	1 10@	1 20			P D Co	01 00		Vanilla	9 00@
			Thyme	40@	50			P D Co	01 00		Vanilla	9 00@
			Thyme, opt	1 60@				P D Co	01 00		Vanilla	9 00@
			Theobromas	15@	20			P D Co	01 00		Vanilla	9 00@
								P D Co	01 00		Vanilla	9 00@
								P D Co	01 00		Vanilla	9 00@
								P D Co	01 00		Vanilla	9 00@
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								P D Co	01 00		Vanilla	9 00@
								P D Co	01 00		Vanilla	9 00@
								P D Co	01 00			



## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Winter and Spring Wheat Flour  
Meal  
Corn and Oats

## DECLINED

Canned Apples.  
Rolled Oats  
Dried Fruits  
Dried Beans  
Pearl Barley  
Hay

Index to Markets  
By Columns

1		2	
<b>ARCTIC AMMONIA</b>		<b>Plums</b>	
12 oz. ovals 2 doz. box 75		Plums 1 45@2 50	
<b>AXLE GREASE</b>		<b>Peas</b>	
Frazer's		Marrowfat 1 00@1 3	
1 lb. wood boxes, 4 dz. 3 00		Early June 1 00@1 60	
1 lb. tin boxes, 3 doz. 2 35		Early June Sifted 1 25@1 80	
3 1/2 lb. tin boxes, 2 dz. 4 25		<b>Peaches</b>	
10 lb. pails, per doz. 6 00		Pie 2 25@2 75	
15 lb. pails, per doz. 7 20		<b>Pineapple</b>	
25 lb. pails, per doz. 12 00		Grated 2 50	
<b>BAKED BEANS</b>		Sliced 2 40	
1 lb. can, per doz. 90		<b>Pumpkin</b>	
2 lb. can, per doz. 1 40		Fair 85	
3 lb. can, per doz. 1 80		Good 90	
<b>BATH BRICK</b>		Fancy 1 00	
American 75		Gallon 2 75	
English 85		<b>Raspberries</b>	
<b>BLUING</b>		Standard @	
Arctic		Russian Caviar	
6 oz. ovals 3 doz. box \$ 40		1/2 lb. cans	
16 oz. round 2 doz. box 75		1 lb. cans	
<b>Sawyer's Pepper Box</b>		<b>Salmon</b>	
Per Gross.		Col'a River, talls 1 95@2 0	
<b>BROOMS</b>		Col'a River, flats 2 25@2 7	
No. 3, 3 doz. wood bxs 4 00		Red Alaska 1 35@1 45	
No. 5, 3 doz. wood bxs 7 00		Pink Alaska 1 00@1 10	
<b>COCOA</b>		<b>Sardines</b>	
No. 1 Carpet, 4 sew. 2 75		Domestic, 1/2 s. 3 1/4 @ 4	
No. 2 Carpet, 4 sew. 2 40		Domestic, 1/2 s. @ 5	
No. 3 Carpet, 3 sew. 2 25		Domestic, Must'd 6 1/4 @ 9	
No. 4 Carpet, 3 sew. 2 10		California, 1/2 s. 11 @ 14	
Parlor Gem 2 40		California, 1/2 s. 17 @ 24	
Common Whisk 90		French, 1/2 s. 7 @ 14	
Fancy Whisk 1 25		French, 1/2 s. 18 @ 28	
Warehouse 3 00		<b>Shrimps</b>	
<b>BRUSHES</b>		Standard 1 20@1 40	
Scrub		Succotash	
Solid Back 8 in. 75		Fair 85	
Solid Back, 11 in. 95		Good 1 00	
Pointed Ends 85		Fancy 1 25@1 40	
<b>Stove</b>		<b>Strawberries</b>	
No. 3 90		Standard 1 60	
No. 2 1 25		Fancy 2 50	
No. 1 1 75		<b>Tomatoes</b>	
<b>Shoe</b>		Fair @ 1 00	
No. 8 1 00		Good @ 1 10	
No. 7 1 30		Fancy @ 1 40	
No. 4 1 70		Gallons @ 3 60	
No. 3 1 90		<b>CARBON OILS</b>	
<b>BUTTER COLOR</b>		Perfection @ 10	
W. R. & Co.'s 25c size 2 00		Water White @ 10	
W. R. & Co.'s 50c size 4 00		D. S. Gasoline @ 15	
<b>CANDLES</b>		Gas Machine @ 24	
Paraffine, 6s 10		Deodor'd Nap'a @ 13	
Paraffine, 12s 10		Cylinder 29 @ 34 1/2	
Wicking 20		Engine 16 @ 22	
<b>CANNED GOODS</b>		Black, winter 8 1/4 @ 10	
<b>Apples</b>		<b>CEREALS</b>	
3 lb. Standards 1 00@1 10		Breakfast Foods	
Gallon 3 50@3 75		Bordeau Flakes, 36 lb. 2 50	
<b>Blackberries</b>		Cream of Wheat 36 lb. 4 50	
2 lb. 1 25@1 75		Egg-O-See, 36 pkgs. 2 85	
Standards gallons 6 5		Excello Flakes, 36 lb. 4 50	
<b>Beans</b>		Excello, large pkgs. 4 50	
Baked 80@1 30		Force, 36 2 lb. 4 50	
Red Kidney 85@ 95		Grape Nuts, 2 doz. 2 70	
String 70@1 15		Malta Ceres, 24 lb. 2 40	
Wax 75@1 25		Malta Vita, 36 lb. 2 85	
<b>Blueberries</b>		Mapl-Flake, 36 lb. 4 05	
Standard 1 35		Pillsbury's Vitos, 3 doz. 4 25	
Gallon 7 00		Raisins, 36 lb. 4 50	
<b>Brook Trout</b>		Sunlight Flakes, 36 lb. 2 85	
2 lb. cans, spiced 1 90		Vigor, 36 pkgs. 2 75	
<b>Clams</b>		Voigt Cream Flakes 4 50	
Little Neck, 1 lb. 1 00@1 25		Zest, 20 2 lb. 4 10	
Little Neck, 2 lb. @ 1 50		Zest, 36 small pkgs. 2 75	
<b>Clam Bouillon</b>		<b>CRESCENT FLAKES</b>	
Burnham's 1/2 pt. 1 90		One case 2 50	
Burnham's pts. 3 60		Five cases 2 40	
Burnham's qts. 7 20		One case free with ten cases.	
<b>Cherries</b>		One-half case free with 5 1/2 cases.	
Red Standards @ 1 40		One-fourth case free with 2 1/2 cases.	
White @ 1 40		Freight allowed.	
<b>Corn</b>		<b>Rolled Oats</b>	
Fair 80@85		Rolled Avena, bbls. 6 50	
Good 1 00@1 10		Steel Cut, 100 lb. sks. 3 35	
Fancy 1 45		Monarch, bbl. 6 25	
<b>French Peas</b>		Monarch, 90 lb. sacks 3 00	
Sur Extra Fine 22		Quaker, 18-2 1 67 1/2	
Extra Fine 13		Quaker, 20-5 4 65	
Fine 15		<b>Cracked Wheat</b>	
Moyen 11		Bulk 3 1/4	
<b>Gooseberries</b>		24 2 lb. packages 2 50	
Standard 1 75		<b>CATSUP</b>	
Standard 85		Columbia, 25 pts. 4 15	
<b>Lobster</b>		Snider's pints 2 25	
1/2 lb. 2 25		Snider's 1/2 pints 1 35	
1 lb. 2 25		<b>CHEESE</b>	
Picnic Tails 2 75		Acme @ 13 1/2	
<b>Mackerel</b>		Elsie @ 15	
Mustard, 1 lb. 1 80		Emblem @ 15 1/4	
Mustard, 2 lb. 2 80		Gem @ 15 1/4	
Soused, 1 1/2 lb. 1 80		Jersey @ 14 1/2	
Soused, 2 lb. 2 75		Riverside @ 14 1/2	
Tomato, 1 lb. 1 50		Springdale @ 14 1/2	
Tomato, 2 lb. 2 80		Warner's @ 15	
<b>Mushrooms</b>		Laiden @ 18	
Hotels @ 24		<b>Crackers</b>	
Buttons @ 28		National Biscuit Company	
<b>Oysters</b>		Brand	
Cove, 1 lb. @ 1 00		Butter	
Cove, 2 lb. @ 1 85		Seymour, Round 6	
Cove, 1 lb. Oval @ 1 30		N. B. C. Square 6	
<b>Tea</b>		Soda	
Tobacco		N. B. C. Soda 6	
Twine		Select Soda 8	
<b>Vinegar</b>		Saratoga Flakes 13	
Wick		Zephyrette 13	
Woodenware		<b>Oyster</b>	
Wrapping Paper		Gem 6	
<b>Yeast Cake</b>		Faust. Shell 7 1/2	
		<b>Sweet Goods.</b>	
		Boxes and cans	
		Animals	
		Atlantic, Assorted 10	
		Brittle 11	
		Cartwheels 11	
		Cassia cookie 9	
		Current Fruit Biscuit 10	
		Cracknels 15	
		Coffee Cake, n. or food 16	
		Cocoa Taffy Bar 12	
		Cocoa Bar 10	
		Cocoa Drops 12	
		Cocoa Honey Cake 12	
		Cocoa Hon. Fingers 12	
		Cocoa Macaroons 12	
		Dandelion 10	
		Dixie Sugar Cookie 9	
		Frosted Cream 8	
		Frosted Honey Cake 12	

3

4

5

## FARINAGEOUS GOODS

## Beans

Dried Lima 6 1/2  
Med. Hd. Pk'd. 2 45  
Brown Holland

## Farina

24 1 lb. packages 1 50  
Bulk, per 100 lbs. 3 50

## Hominy

Flake, 50 lb. sack 1 00  
Pearl, 200 lb. sack 4 00  
Pearl, 100 lb. sack 2 00  
Maccaroni and Vermicelli  
Domestic, 10 lb. box 60  
Imported, 25 lb. box 2 50

## Pearl Barley

Common 4 00  
Chester 4 00  
Empire 4 65

## Peas

Green, Wisconsin, bu. 2 50  
Green, Scotch, bu. 2 65  
Split, lb. 64

## Sago

East India 5 1/4  
German, sacks 7  
German, broken pkg.

## Tapioca

Flake, 110 lb. sacks 6 1/4  
Pearl, 130 lb. sacks 5 1/2  
Pearl, 24 lb. pkgs. 7 1/2

## FLAVORING EXTRACTS

## Foot &amp; Jenks

## Coleman Brand

## Lemon

No. 2 Terpeness 75  
No. 3 Terpeness 1 75  
No. 8 Terpeness 3 00

## Vanilla

No. 2 High Class 1 20  
No. 4 High Class 2 00  
No. 8 High Class 4 00

## Jaxon Brand

## Vanilla

2 oz. Full Measure 2 10  
4 oz. Full Measure 4 00  
8 oz. Full Measure 8 00

## Lemon

2 oz. Full Measure 1 25  
4 oz. Full Measure 2 40  
8 oz. Full Measure 4 50

## Jennings D. C. Brand

## Terpeness Ext. Lemon

No. 2 Panel 75  
No. 4 Panel 1 50  
No. 6 Panel 2 00  
Toper Panel 1 50  
2 oz. Full Meas. 1 25  
4 oz. Full Meas. 2 00

## Jennings D C Brand

## Extract Vanilla

No. 2 Panel 1 25  
No. 4 Panel 2 00  
No. 6 Panel 3 50  
Paper Panel 2 00  
1 oz. Full Meas. 90  
2 oz. Full Meas. 1 80  
4 oz. Full Meas. 3 50  
No. 2 Assorted Flavors 1 00

## GRAIN BAGS

Amoskeag, 100 in bale 19  
Amoskeag, less than 19 1/2

## GRAIN AND FLOUR

## Wheat

New No. 1 White 1 00  
New No. 2 Red 1 00

## Winter Wheat Flour

## Local Brands

Patents 5 50  
Second



6	7	8	9	10	11
<b>Meal</b> Bolted ..... 3 40 Golden Granulated ..... 3 50 St. Car Feed screened 25 00 No. 1 Corn and Oats 25 00 Corn, cracked ..... 24 50 Corn Meal, coarse ..... 24 50 Winter Wheat Bran 26 00 Cow Feed ..... 25 50 Middlings ..... 27 00 Buffalo Gluten Feed 30 00 <b>Dairy Feeds</b> Wykes & Co. O P Linseed Meal ..... 32 00 Cottonseed Meal ..... 29 00 Gluten Feed ..... 29 00 Malt Sprouts ..... 25 00 Brewers Grains ..... 28 00 Molasses Feed ..... 24 00 Hammond Dairy Feed 25 00 <b>Oats</b> Michigan carlots ..... 55 Less than carlots ..... 57 <b>Corn</b> Carlots ..... 65 Less than carlots ..... 67 <b>Hay</b> No. 1 timothy carlots 13 00 No. 1 timothy ton lots 14 00 <b>HERBS</b> Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 25 <b>HORSE RADISH</b> Per doz. ..... 90 <b>JELLY</b> 5 lb. pails, per doz. 2 35 15 lb. pails, per pail ..... 50 30 lb. pails, per pail ..... 98 <b>LICORICE</b> Pure ..... 30 Calabria ..... 23 Sicily ..... 14 Root ..... 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip ..... 4 50 @ 4 75 <b>MEAT EXTRACTS</b> 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 55 Liebig's Imported, 4 oz. 8 50 <b>MOLASSES</b> New Orleans rancy Open Kettle ..... 40 Choice ..... 35 Fair ..... 26 Good ..... 22 Half barrels 2c extra <b>MINCE MEAT</b> Per case ..... 2 90 <b>MUSTARD</b> 1/4 lb., 6 lb. box ..... 18 <b>OLIVES</b> Bulk, 1 gal. kegs ..... 1 65 Bulk, 2 gal. kegs ..... 1 60 Bulk, 5 gal. kegs ..... 1 55 Manzanilla, 3 oz. ..... 90 Queen, pints ..... 2 50 Queen, 19 oz. ..... 4 50 Queen, 28 oz. ..... 7 00 Stuffed, 5 oz. ..... 90 Stuffed, 3 oz. ..... 1 45 Stuffed, 10 oz. ..... 2 40 <b>PIPES</b> Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob ..... 30 <b>PICKLES</b> Medium Barrels, 1,200 count ..... 8 50 Half bbls., 600 count ..... 4 75 Small Half bbls., 1,200 count 5 7 <b>PLAYING CARDS</b> No. 90 Steamboat ..... 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 672, Special ..... 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle ..... 2 00 No. 632 Tourn't whist. 2 25 <b>POTASH</b> 48 cans in case ..... 4 00 Babbitt's ..... 4 00 <b>PROVISIONS</b> Barreled Pork Mess ..... 13 00 Clear Back ..... 16 00 Short Cut ..... 15 50 Short Cut Clear ..... 15 50 Bean ..... 13 50 Brisket, Clear ..... 15 50 Pig ..... 19 00 Clear Family ..... 14 00 <b>Dry Salt Meats</b> S. P. Bellies ..... 9 1/2 Bellies ..... 9 Extra Shorts ..... 9 <b>Smoked Meats</b> 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 ..... 7 1/2 Picnic Bolted Hams ..... 13 1/2 Bolted Ham ..... 16 Berlin Ham, pressed ..... 9 Mince Ham ..... 9 Bacon ..... 12 1/2 @ 14 <b>Lard</b> Compound ..... 7 3/4 Pure in tierces ..... 8 1/2 80 lb. tubs ..... advance 1/4 60 lb. tubs ..... advance 1/4 50 lb. tins ..... advance 1/4 20 lb. pails ..... advance 1/4 10 lb. pails ..... advance 1/4 5 lb. pails ..... advance 1/4 3 lb. pails ..... advance 1/4	<b>Sausages</b> Bologna ..... 7 Liver ..... 7 Frankfort ..... 9 Pork ..... 9 Veal ..... 7 Tongue ..... 7 Headcheese ..... 7 <b>Beef</b> Extra Mess ..... 9 75 Boneless ..... 13 50 Rump, new ..... 14 00 <b>Pig's Feet</b> 1/4 bbls. ..... 1 25 1/4 bbls., 40 lbs. ..... 1 25 1/4 bbls. ..... 3 80 1 bbl. ..... 9 00 <b>Tripe</b> Kits, 15 lbs. ..... 70 1/4 bbls., 40 lbs. ..... 1 50 1/2 bbls., 80 lbs. ..... 3 00 <b>Casings</b> Hogs, per lb. ..... 30 Beef, rounds, set ..... 16 Beef middles, set ..... 40 Sheep, per bundle ..... 90 <b>Uncolored Butterine</b> Solid dairy ..... 10 @ 12 Country Rolls ..... 10 1/2 @ 16 1/2 <b>Canned Meats</b> 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 <b>RICE</b> Fancy ..... 7 @ 7 1/2 Japan ..... 5 1/2 @ 6 1/2 Broken ..... 4 <b>SALAD DRESSING</b> Columbia, 1/2 pint ..... 2 25 Columbia, 1 pint ..... 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 <b>SALERATUS</b> Packed 60 lbs. in box ..... 15 Arm and Hammer ..... 3 15 Deland's ..... 3 00 Dwight's Cow ..... 3 15 Emblem ..... 2 10 L. P. ..... 3 00 Wyandotte, 100 3/4 s ..... 3 00 <b>SAL SODA</b> Granulated, bbls. ..... 85 Granulated, 100 lb. cs. 1 00 Lump, bbls. ..... 80 Lump, 145 lb. kegs ..... 95 <b>SALT</b> Common Grades 100 3 lb. sacks ..... 2 10 60 5 lb. sacks ..... 2 00 28 10 1/2 lb. sacks ..... 1 90 28 10 1/2 lb. sacks ..... 1 90 56 lb. sacks ..... 30 28 lb. sacks ..... 15 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks ..... 24 <b>Common</b> Granulated, fine ..... 80 Medium, fine ..... 85 <b>SALT FISH</b> Cod Large whole ..... @ 7 Small whole ..... @ 6 1/2 Strips or bricks ..... 7 1/2 @ 10 1/2 Pollock ..... @ 5 <b>Halibut</b> Strips ..... 13 Chunks ..... 13 <b>Holland Herring</b> 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 <b>Norwegian</b> Round, 100 lbs. ..... 3 75 Round, 40 lbs. ..... 1 75 Sealed ..... 12 <b>Trout</b> No. 1, 100 lbs. ..... 7 50 No. 1, 40 lbs. ..... 3 25 No. 1, 10 lbs. ..... 90 No. 1, 8 lbs. ..... 75 <b>Mackerel</b> Mess, 100 lbs. ..... 15 00 Mess, 40 lbs. ..... 6 20 Mess, 10 lbs. ..... 1 65 Mess, 8 lbs. ..... 1 35 No. 1, 100 lbs. ..... 14 00 No. 1, 40 lbs. ..... 5 80 No. 1, 10 lbs. ..... 1 65 No. 1, 8 lbs. ..... 1 35 <b>Whitefish</b> No. 1, No. 2 Fam 100 lb. ..... 9 75 @ 4 50 50 lb. ..... 5 25 @ 2 40 10 lb. ..... 1 12 @ 50 8 lb. ..... 92 @ 60 <b>SEEDS</b> Anise ..... 10 Canary, Smyrna ..... 4 1/2 Caraway ..... 10 Cardamom, Malabar 1 00 Celery ..... 15 Hemp, Russian ..... 4 1/2 Mixed Bird ..... 4 1/2 Mustard, white ..... 10 Poppy ..... 9 Rape ..... 6 <b>SHOE BLACKING</b> Handy Box, large, 3 dz 2 50 Handy Box, small ..... 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85	<b>SNUFF</b> Scotch, in bladders ..... 37 Maccaboy, in jars ..... 35 French Rappie in jars ..... 43 <b>SOAP</b> J. S. Kirk & Co. American Family ..... 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 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 <b>LAUTZ BROS. &amp; CO.</b> Acme, 70 bars ..... 3 60 Acme, 30 bars ..... 4 00 Acme, 25 bars ..... 4 00 Acme, 100 cakes ..... 3 50 Big Master, 70 bars ..... 2 90 <b>Marseilles, 100 cakes</b> 5 86 <b>Marseilles, 100 cakes</b> 5c 4 06 <b>Marseilles, 100 ck toilet</b> 4 06 <b>Marseilles, 1/2 bx toilet</b> 2 10 <b>A. B. Wrisley</b> Good Cheer ..... 4 00 Old Country ..... 3 40 <b>Soap Powders</b> Lautz Bros. & Co. Snow Boy ..... 4 00 Gold Dust, 24 large ..... 4 50 Gold Dust, 100-5c ..... 4 50 Kirkoline, 24 4 lb. ..... 3 80 Pearline ..... 3 75 Soapine ..... 4 10 Babbitt's 1776 ..... 3 75 Roseine ..... 3 50 Armour's ..... 3 70 Wisdom ..... 3 80 <b>Soap Compounds</b> Johnson's Fine ..... 5 10 Johnson's XXX ..... 4 25 Nine O'clock ..... 3 35 Rub-No-More ..... 3 75 <b>Scouring</b> Enoch Moss's Sons. Sapolio, gross lots ..... 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes 2 55 Sapolio, hand ..... 2 25 Scourine Manufacturing Co. Scourine, 50 cakes ..... 1 80 Scourine, 100 cakes ..... 3 50 <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2 <b>SOUPS</b> Columbia ..... 3 00 Red Letter ..... 90 <b>SPICES</b> <b>Whole Spices</b> Allspice ..... 12 Cassia, China in mats. 12 Cassia, Canton ..... 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyna ..... 25 Cloves, Zanzibar ..... 20 Mace ..... 55 Nutmegs, 75-80 ..... 35 Nutmegs, 105-120 ..... 25 Nutmegs, 115-20 ..... 20 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot ..... 17 <b>Pure Ground in Bulk</b> Allspice ..... 16 Cassia, Batavia ..... 28 Cassia, Saigon ..... 55 Cloves, Zanzibar ..... 15 Ginger, African ..... 15 Ginger, Cochon ..... 18 Ginger, Jamaica ..... 18 Mace ..... 65 Mustard ..... 17 Pepper, Singapore, blk. 18 Pepper, Singap. white. 28 Pepper, Cayenne ..... 20 Sage ..... 20 <b>STARCH</b> Common Gloss ..... 4 1/2 @ 5 1 lb. packages ..... 6 3 lb. packages ..... 6 1/2 6 lb. packages ..... 6 1/2 40 and 60 lb. boxes 3 1/2 @ 3 3/4 <b>Common Corn</b> 20 lb. packages ..... 5 40 lb. packages ..... 4 1/2 @ 7 <b>SYRUPS</b> Corn Barrels ..... 29 Half Barrels ..... 31 20 lb. cans 1/4 dz. in cs 2 00 10 lb. cans 1/2 dz. in cs 1 95 5 lb. cans 3/4 dz. in cs 2 00 2 1/2 lb. cans 2 dz. in cs 2 10 <b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25 <b>TEA</b> Japan Sndried, medium ..... 24 Sndried, choice ..... 32 Sndried, 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 <b>Fannings</b> ..... 12 @ 14	<b>Gunpowder</b> Moyune, medium ..... 30 Moyune, choice ..... 32 Moyune, fancy ..... 40 Pingsuey, medium ..... 30 Pingsuey, choice ..... 30 Pingsuey, fancy ..... 40 <b>Young Hyson</b> Choice ..... 30 Fancy ..... 36 <b>Oolong</b> Formosa, fancy ..... 42 Amoy, medium ..... 25 Amoy, choice ..... 32 <b>English Breakfast</b> Medium ..... 20 Choice ..... 30 Fancy ..... 40 <b>India</b> Ceylon, choice ..... 32 Fancy ..... 42 <b>TOBACCO</b> Fine Cut Cadillac ..... 54 Sweet Loma ..... 34 Hiawatha, 5 lb. pails. 55 Telegram ..... 33 Pay Car ..... 33 Prairie Rose ..... 43 Protection ..... 40 Sweet Burley ..... 44 Tiger ..... 40 <b>Plug</b> Red Cross ..... 31 Palo ..... 35 Hiawatha ..... 41 Kilo ..... 35 Battle Ax ..... 35 American Eagle ..... 33 Standard Navy ..... 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 47 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 ..... 32 Mill ..... 32 Great Navy ..... 36 <b>Smoking</b> Sweet Core ..... 34 Flat Car ..... 32 Warpath ..... 26 Bamboo, 16 oz. 25 I X L, 5 lb. ..... 27 I X L, 16 oz. pails. 31 Honey Dew ..... 40 Gold Block ..... 40 Flagman ..... 40 Chips ..... 33 Kiln Dried ..... 21 Duke's Mixture ..... 40 Duke's Cameo ..... 43 Myrtle Navy ..... 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1 lb. pails. 40 Cream ..... 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1 lb. ..... 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 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 <b>TWINE</b> Cotton, 3 ply ..... 26 Cotton, 4 ply ..... 26 Jute, 2 ply ..... 14 Hemp, 6 ply ..... 13 Flax, medium N. ..... 24 Wool, 1 lb. balls ..... 20 <b>VINEGAR</b> 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 <b>WICKING</b> No. 0 per gross ..... 30 No. 1 per gross ..... 40 No. 2 per gross ..... 50 No. 3 per gross ..... 75 <b>WOODENWARE</b> Baskets Bushels ..... 1 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 <b>Bradley Butter Boxes</b> 2 lb. size, 24 in case. 72 3 lb. size, 16 in case. 68 5 lb. size, 12 in case. 63 10 lb. size, 6 in case. 60 <b>Butter Plates</b> 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 <b>Churns</b> Barrel, 5 gal., each ..... 2 40 Barrel, 10 gal., each ..... 2 55 Barrel, 15 gal., each ..... 2 70	<b>Clothes Pins</b> Round head, 5 gross bx 55 Round head, cartons. 70 <b>Egg Crates and Fillers</b> 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 <b>Faucets</b> Cork lined, 8 in. .... 70 Cork lined, 9 in. .... 80 Cork lined, 10 in. .... 90 <b>Mop Sticks</b> Trojan spring ..... 90 Eclipse patent spring. 85 No. 1 common ..... 80 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 ..... 85 <b>Pails</b> 2-hoop Standard ..... 2 15 3-hoop Standard ..... 2 35 2-wire, Cable ..... 2 25 3-wire, Cable ..... 2 45 Cedar, au red, brass ..... 1 25 Paper, Eureka ..... 2 25 Fibre ..... 2 70 <b>Toothpicks</b> Hardwood ..... 2 50 Softwood ..... 2 75 Banquet ..... 1 50 Ideal ..... 1 50 <b>Traps</b> Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 65 Rat, wood ..... 80 Rat, spring ..... 75 <b>Tubs</b> 20-in. Standard, No. 1 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 <b>Wash Boards</b> Bronze Globe ..... 2 50 Dewey ..... 1 75 Double Acme ..... 2 75 Single Acme ..... 2 25 Double Peerless ..... 4 25 Single Peerless ..... 3 60 Northern Queen ..... 3 50 Double Duplex ..... 3 00 Good Luck ..... 2 75 Universal ..... 3 65 <b>Window Cleaners</b> 12 in. .... 1 60 14 in. .... 1 85 16 in. .... 2 30 <b>Wood Bowls</b> 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 <b>WRAPPING PAPER</b> Common straw ..... 1 1/4 Fibre Manila, white. 2 1/4 Fibre Manila, colored. 4 No. 1 Manila ..... 4 Cream Manila ..... 3 Butcher's Manila ..... 2 1/4 Wax Butter, short cut. 13 Wax Butter, full count 20 Wax Butter, rolls ..... 15 <b>YEAST CAKE</b> Alagic, 3 doz. .... 1 15 Sunlight, 3 doz. .... 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo ..... 16 Whitefish, No. 1 ..... 12 Trout ..... 11 Halibut ..... 12 Ciscos or Herring ..... 8 Bluefish ..... 17 Live Lobster ..... 40 Boiled Lobster ..... 40 Cod ..... 16 Haddock ..... 8 Pike ..... 12 1/2 Perch, dressed ..... 9 Smoked, White ..... 13 1/2 Red Snapper ..... 11 1/2 Chinook Salmon ..... 16 Mackerel ..... 15 Finnan Haddie ..... 12 1/2 Roe Shad, each ..... 1 50 Shad Roe, each ..... 75 Speckled Bass ..... 8 1/2 <b>HIDES AND PELTS</b> Hides Green No. 1 ..... 5 Green No. 2 ..... 4 Cured No. 1 ..... 6 1/2 Cured No. 2 ..... 5 1/2 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured No. 2 9 1/2 <b>Pelts</b> Old Wood ..... @ 20 Lambs ..... 60 @ 1 00 Shearlings ..... 50 @ 1 00 <b>Tallow</b> No. 1 ..... @ 4 1/2 No. 2 ..... @ 3 1/2 <b>Wool</b> Unwashed, med. .... @ 18 Unwashed, fine ..... @ 14	<b>CONFECTIONS</b> Stick Candy Pails Standard ..... 3 1/2 Standard H H ..... 3 1/2 Standard Twist ..... 9 <b>Cases</b> Jumbo, 32 lb. .... 8 1/2 Extra H H ..... 10 Boston Cream ..... 12 Big stick, 30 lb. case. 8 1/2 <b>Mixed Candy</b> Grocers ..... 6 1/2 Competition ..... 7 Special ..... 7 Conserve ..... 8 Royal ..... 8 Ribbon ..... 8 1/2 Broken ..... 10 Cut Loaf ..... 9 1/2 Leader ..... 9 1/2 Kindergarten ..... 10 Bon Ton Cream ..... 9 French Cream ..... 9 1/2 Star ..... 11 Hand Made Cream ..... 17 Premio Cream mixed 14 O F Horehound Drop 11 <b>Fancy—in Pails</b> 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 <b>Fancy—in 5 lb. Boxes</b> Old Fashioned Molass- es Kisses, 10 lb. box 1 30 Orange Jellies ..... 50 Lemon Sours ..... 60 Old Fashioned Hore- hound drops ..... 60 Peppermint Drops ..... 60 Champion Choc. Drops 76 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 ..... 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. L. Licorice Drops ..... 90 Lozenges, plain ..... 60 Lozenges, printed ..... 65 Imperial ..... 60 Mottoes ..... 65 Cream Bar ..... 60 G. M. Peanut Bar ..... 60 Hand Made Cr'ms ..... 80 @ 94 Cream Wafers ..... 60 String Rock ..... 60 Wintergreen Berries ..... 60 Old Time Assorted ..... 2 75 Buster Brown Goodies 3 50 Up-to-date Asstmt. 3 75 Ten Strike No. 1 ..... 6 50 Ten Strike No. 2 ..... 6 00 Ten Strike, Summer as- sortment ..... 6 75 Scientific Ass't. .... 18 00 <b>Pop Corn</b> Cracker Jack ..... 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 200s 1 35 Azuliki 100s ..... 3 00 Oh My 100s ..... 3 50 <b>Cough Drops</b> Putnam Menthol ..... 1 00 Smith Bros. .... 1 25 <b>NUTS—Whole</b> Almonds, Tarragona ..... 17 Almonds, Avica ..... 17 Almonds, California sft. shell ..... 12 @ 13 Brazil ..... 12 @ 13 Filberts ..... @ 13 Cal. No. 1 ..... @ 13 Walnuts, soft shelled @ 18 Walnuts, Chilli ..... @ 16 Table nuts, fancy ..... 13 @ 14 Pecans, Med. .... @ 10 Pecans, ex. large ..... @ 12 Pecans, Jumbos ..... @ 13 Hickory Nuts per bu. Ohio new ..... Cocoanuts ..... Chestnuts, New York State, per bu. .... <b>Shelled</b> Spanish Peanuts 6 1/2 @ 7 1/2 Pecan Halves ..... @ 48 Walnut Halves ..... 32 @ 35 Filbert Meats ..... @ 27 Alicante Almonds ..... @ 42 Jordan Almonds ..... @ 47 <b>Peanuts</b> Fancy H. P. Suns 6 @ 6 1/2 Roasted ..... 6 1/2 @ 7 1/2 Choice, H. P. Jumbo 7 @ 7 1/2 Choice, H. P. Jumbo Roasted .....



## Special Price Current

### AXLE GREASE



Mica, tin boxes...75 9 00  
Paragon .....55 6 00

### BAKING POWDER

#### Royal



10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
1 1/2 lb. cans 13 00  
5 lb. cans 21 50

### SLUING



#### C. P. Sluing

Doz.  
Small size, 1 doz. box..40  
Large size, 1 doz. box..75

### CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots ....31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32

Worden Grocer Co. brand  
Ben Har

Perfection .....25  
Perfection Extras .....25  
Londres .....35  
Londres Grand .....25  
Standard .....25  
Puritane .....25  
Panatellas, Finas .....35  
Panatellas, Bock .....25  
Jockey Club .....25

### COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60  
35 1/2 lb. pkg. per case 2 60  
35 1/4 lb. pkg. per case 2 60  
18 1/2 lb. pkg. per case 2 60

### FRESH MEATS

#### Beef

Carcass .....5 @ 8 1/2  
Hindquarters .....7 1/2 @ 10  
Loins .....8 @ 14  
Rounds .....6 1/2 @ 8  
Chucks .....5 @ 6 1/2  
Flats .....5 @ 5  
Livers .....6 @ 6

#### Pork

Loins .....@ 8 1/2  
Dressed .....5 @ 5 1/2  
Boston Butts .....@ 7  
Shoulders .....@ 7  
Leaf Lard .....@ 8 1/2  
Swimmings .....@ 6

### Mutton

Carcass .....@ 9  
Lambs .....@ 12 1/2  
Spring Lambs .....@ 12 1/2  
Carcass .....6 @ 8 1/2

### CLOTHES LINES

#### Sisal

60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
90ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..1 29

#### Jute

60ft. ....75  
72ft. ....90  
90ft. ....1 05  
120ft. ....1 50

#### Cotton Victor

50ft. ....1 10  
60ft. ....1 35  
70ft. ....1 60

#### Cotton Windsor

50ft. ....1 30  
60ft. ....1 44  
70ft. ....1 80  
80ft. ....2 00

#### Cotton Braided

40ft. ....95  
50ft. ....1 35  
60ft. ....1 65

#### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb. ....  
White House, 2lb. ....  
Excelsior, M & J, 1lb. ....  
Excelsior, M & J, 2lb. ....  
Tip Top, M & J, 1lb. ....  
Royal Java .....  
Royal Java and Mocha .....  
Java and Mocha Blend .....  
Boston Combination .....  
Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

Peerless Evap'd Cream 4 00

### FISHING TACKLE

1/4 to 1 in. ....6  
1/4 to 2 in. ....7  
1 1/2 to 2 in. ....9  
1 1/2 to 3 in. ....11  
2 in. ....15  
3 in. ....20

#### Cotton Lines

No. 1, 10 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....10  
No. 5, 15 feet .....11  
No. 6, 15 feet .....12  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

#### Linen Lines

Small .....20  
Medium .....25  
Large .....34

#### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

### GELATINE

Cox's, 1 doz. ....1 80  
Knox's Sparkling, doz. 1 20  
Knox's Sparkling, gro. 14 00  
Nelson's .....1 50  
Knox's Acidu'd. doz. 1 20  
Oxford .....75  
Plymouth Rock .....1 25

### SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

### SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50  
50 cakes, large size..3 25  
100 cakes, small size..3 85  
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

### TABLE SAUCES

Halford, large .....3 75  
Halford, small .....2 25

# STOP!



And read what we have to say about  
placing your business on a cash basis  
by using our

## Coupon Book System

This system prevents forgotten charges  
and poor accounts and does away with  
the expense of book-keeping.

We manufacture four kinds of coupon  
books, so can suit any taste. We will  
gladly send you samples, prices and  
full particulars on application.

Tradesman Company  
Grand Rapids

Use

Tradesman

Coupon

Books

Made by

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.

**Southern Investment**—The south with plenty of cheap raw material, has a paper mill needing capital in amounts from \$100 to \$1,000; should pay 30 per cent. dividends; over \$100,000 now invested. Full particulars, Box 555, Newbern, N. C. 549

**For Sale**—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

**Homeseekers**—Write me for full particulars about the Great Panhandle of Texas lands, \$5 to \$15 per acre. S. S. Allen, Channing, Texas. 546

**For Sale**—The only exclusive plumbing and tinshop business in a hustling Michigan town of 3,000 inhabitants. Good brick building. Plenty to do. Adin P. McBride, Durand, Mich. 547

**For Sale**—A paying business consisting of clothing, shoes and furnishings at Cheboygan; reason for selling, death of the proprietor. Store can be rented at a reasonable figure. Address Golden Rule Store, Cheboygan, Mich. 544

**For Sale**—20 per cent. less invoice will buy good paying cash business, groceries, crockery, furnishings invoicing about \$2,500. Two-thirds groceries. County seat town of 1,200 population, surrounded by rich farming country, West Wisconsin. Building for rent or sale cheap. Best of reason for selling. Address E. A. Peterson, Ellsworth, Wis. 553

**For Sale**—Small drug stock and fixtures, all new; will sell cheap. Address Harry G. Lewis, Charlotte, Mich. 551

**For Sale**—Store building and stock general merchandise, flour, feed and hay business. Also pool tables. Store located on the best corner on main street. Two-story building with living rooms over store. Reason for selling, wish to retire from business. For further particulars, address No. 550, care Michigan Tradesman. 550

**For Sale**—Well-established dry goods store, located in one of the best farming and manufacturing towns in Central Michigan, noted for its famous mineral springs. Established 18 years. Good reasons for selling. For full particulars address Seitner Dry Goods Co., St. Louis, Mich. 541

**For Sale**—\$3,000 dry goods, shoes and furnishing goods. Paying business. Best location in city of 5,000 population. Southern Michigan. Small expenses. Reason, have other business interests. Address No. 540, care Tradesman. 540

**Are you looking for a home?** If so, don't buy before seeing a copy of the Real Estate Journal. It has nearly 4,000 farms, city property and stock of goods advertised in it and reaches 50,000 readers each issue; advertising rates 2c per word. Send 10c for two months' trial subscription. Farm & Real Estate Journal, Traer, Iowa. 522

**For Sale**—On account of ill health, a lumber, feed and coal business. A good opportunity for right party. Apply owner, H. F. Batterman & Co., Palatine, Ill. 520

**New Mexico** will soon have one million population, 23,000 homestead entries in seventeen months and the tide has just begun. Its vast coal deposits would alone make it a great commonwealth. The government is spending many millions in big irrigation works. The finest climate in the world. Albuquerque is the leading city and always will be. Situated in the great and fertile valley of the Rio Grande. It commands in every direction a trade area larger than many states. To-day a city of 20,000, to-morrow, 50,000; this is a certainty, for the fortunes of New Mexico, are the fortunes of its metropolis. I am not in the real estate business, but there has been placed in my hands an entire subdivision to the city, close in, 600 lots, 50x132 feet, that must be closed out at once. No favorites, prices already marked upon every lot, \$75 to \$400, about one-half their present value. A chance like this seldom occurs. Invest at the commencement of a city's growth. Write for full size city map and literature. M. P. Stamm, Sec'y, Albuquerque, N. M. 519

**For Sale**—A dry goods business consisting of dry goods, notions, millinery and groceries; building included, all conveniences, two store rooms and ten living rooms; hot water heat and gasoline lighting plant. Only two competitors in town. Address D. J. Sloan, North Baltimore, Ohio. 518

**Rolling Ladders For Sale**—Three nearly new Meyers ladders and 150 ft. of track. Address No. 523, care Michigan Tradesman. 523

**For Sale**—White Rocks, White Leghorns, Partridge Wyandottes, Rhode Island Reds, Pekin Ducks, Collie Pups, eggs and stock. Price, quality, treatment, please all. Michaelis Poultry Farm, Marinette, Wis. 517

**For Sale**—A clean stock of general merchandise in a thriving inland town in Eastern Iowa. Well established and paying business, light expenses. Moral community. For further particulars address Hall & Pierpoint, Whittier, Iowa. 524

**For Sale**—Oldest established grocery, crockery and wallpaper business in one of best villages in Southern Michigan; best location in town; large brick store and cheap rent; best reasons for selling and will give you bargain if sold before March 15. If you have \$2,000 to invest in a genuine bargain and mean business, address at once for full particulars, No. 525, care Tradesman. 525

**Snap**—General merchandise business, invoicing \$2,000. Easy terms. Excellent location. For particulars address Homeseekers' Realty Company, Green River, Utah. 529

**Dealers—Merchants—Salesmen**—Send for our new post card catalogue. Illustrated 500 profitable, quick-selling designs. Attractive, lowest prices. Perkins Novelty Co., 2nd Par. E. Buxton, Iowa. 528

**Mr. Merchant**—Did you ever figure on the immense profits of a 5 or 10 acre tract of peach and orchard land in the famous Green River Valley an unequalled climate? Let us tell you about it. Homeseekers' Realty Co., Green River, Utah. 530

**For Rent**—Double store building in the hustling town of Shepherd, Mich. For particulars apply to Mrs. H. O. Bigelow, Shepherd, Mich. 537

**For Sale**—On account of other interests, general mercantile business. Money getter. Post Office in connection. Invoices about \$5,500. Easy terms. For particulars address Homeseekers' Realty Co., Green River, Utah. 531

## G. B. JOHNS & CO. Merchandise Auctioneers GRAND LEDGE, MICH.

If you want your stock closed out slick and clean, get Mr. Johns. **Freeport Clothing Co.**  
Geo. J. Nagier, Sec'y

**For Sale**—To close an estate in shortest time possible. I am offering a fine improved farm of 360 acres in Howard County, Iowa, at \$65 per acre and will take as part payment, a city residence property up to \$5,000. Will allow \$15,000 to remain on farm at 5½ per cent. interest, if desired. A good chance for some one with a family to get out of the city and on to a good farm. Address J. F. Dougherty, Waukon, Iowa. 533

**For Rent**—In one of the best towns in Northern Illinois, one story brick and basement, 40x66; east front corner, plate glass windows, Matthews gasoline lighting plant, furnace heat, equipped with counters and shelving; established reputation twenty-five years; successful general merchandising; close investigation given and desired. Address J. J. White, Stillman Valley, Ill. 508

**For Sale**—Clean stock of general merchandise, invoicing \$3,500. J. F. Donovan, Warren, Ill. 502

**For Sale**—Twenty-four Andrews fountain stools, No. 237 M. 26-inch new; Burrows cream cabinet, double. Either at a bargain. Address Union Drug Co., Saginaw, W. S., Mich. 507

**Clothing stock for sale.** Four hundred suits in first-class condition. Sizes from 35 to 44 and well assorted. Address No. 501, care Michigan Tradesman. Grand Rapids, Mich. 501

**For Sale**—Nice clean stock general dry goods. Invoicing \$2,700. Address Box 64, Warren, Ill. 503

**We want** two more responsible and reliable resident bean buyers at local stations tributary to Grand Rapids. Write us at once. H. J. Cheney & Co. Elevator & Office, Prescott St. & Grandville Ave. 512

**Gasoline Launches**—Our new \$200 Launch is a world beater. Has mahogany decks and ample power. A dashing beauty, every inch of which speaks of quality. Send for circular. M. P. Minn. Boat & Power Co., Stillwater, Minn. 516

**For Sale**—In Northeastern Texas, fruit and truck lands in the heart of the fruit and truck belt. Largest orchards in the state located here. Good markets for all products, price of land very reasonable. I also have several large tracts of hardwood and pine timber lands which will average 10,000 feet per acre. Write for particulars. No. 491, care Michigan Tradesman. 491

## 100c on the Dollar Guaranteed

### Leonard and Company

Sales Managers and Auctioneers  
Bank and Commercial References

68 and 74 LaSalle St. Chicago, Ill.

**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

**For Exchange**—One saw mill complete, for good property of any kind. Address Lock Box 31, Onaway, Mich. 461

**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

**For Sale**—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

**For den I offer** Prehistoric Indian relics, Modern Indian trophies, elk tusks, Pioneer crockery, Antique pistols, weapons from wild tribes. List free. N. Carter, Elkhorn, Wis. 513

**Thoroughbred fox, wolf and coon hounds, puppies to trained dogs on hand at all times.** Low prices and guaranteed. S. A. Smith, Keosauqua, Ia. 500

**Drug Store**—On account of death of proprietor, we have a bargain for someone. Clean stock of drugs and sundries in small town. Hazeltine & Perkins Drug Co. 499

**To Exchange**—80 acres, 40 cleared and in hay, 40 acres cedar, ash and elm timber, fine creek. Price \$3,000. Want dry goods or general stock. Evans-Holt Co., Fremont, Mich. 476

**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, \$8,640. Good reasons for selling. Address No. 386, care Michigan Tradesman. 386

**For Sale**—\$1,400 stock of groceries. Address 2043, Nashville, Mich. 424

**For Sale or Rent**—Store building at Croton, suitable for general stock. No other store within nine miles. L. E. Phillips, Newaygo, Mich. 410

**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

**\$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

## SITUATIONS WANTED.

**Wanted**—Position as clerk by married temperance man. Sixteen years' experience. Can furnish references. A. G. Anderson, Thompsonville, Mich. 552

## HELP WANTED.

**Salesman Wanted**—To sell calendars and advertising novelties in Northern Michigan. Old-established house has established trade. Address Chas. W. Kaldor, Dist. Mgr., Hillsdale, Mich. 543

**Cigar salesman** wanted in your locality to represent us. Experience unnecessary; 68¢ per mo. and expenses. Write for particulars, Monroe Cigar Co., Toledo, Ohio. 545

**Wanted**—Experienced dry goods salesman who can trim windows in first-class store. Michigan city of 18,000. Permanent position. State full particulars in first letter. Age, reference, salary wanted. Address No. 506, care Tradesman. 506

**Wanted**—A registered pharmacist. Young man preferred. Address Nelson Abbott, Moorestown, Mich. 477

Want Ads. continued on next page.

# 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.



**THE COUNTRY IS SOUND.**

There is nothing the matter with this country. The country is all right. The sun shines on none better. If evil conditions exist they have been produced by the people, or allowed by them to develop. No valid reasons can be given for any interruption of prosperity here. Artificial causes are responsible, and because they are artificial their effect must speedily disappear. Many things indicate that we had more prosperity than we could stand and that we became careless and reckless in our business methods. In an address before a trade association in New York the other night Richard Young, a prominent merchant of the metropolis, traced the train of events in an interesting manner:

"Up to six months ago," said Mr. Young, "we were enjoying a prosperity unprecedented everywhere throughout the land. Workers were employed at wages far higher than were ever paid since the world was made. Business men in all lines were doing well and wealth was accumulating by leaps and bounds. Men who a few years ago were comparatively unknown loomed large on the commercial and financial horizon, and they came from the West and from the East and from all sections of the country and joined hands with kindred spirits in New York and began buying control from banks and trust companies, hypothecating the stock, and with the money realized they bought interests in other smaller similar institutions. Such were the men who undertook to show New York bankers how to do business. They were ready to pay higher interest on deposits than were ever paid before and willing to give larger lines of discount and less scrutiny to collaterals than the old-fashioned bankers. They began a grand scramble for business, which culminated in debauchery of banking. This was the financial condition of six months ago. Then came the crash."

Notwithstanding wrecks wrought in the financial panic, Mr. Young contended that there is nothing wrong with the legitimate banking system of New York or the country: "The country is sound and prosperous and it can not be otherwise with a population of 80,000,000, and increasing 1,000,000 a year; 80,000,000 of people with double the earning and spending power of any on earth, with never-ending but always increasing wants. We must remember the gold, silver, coal, iron and copper are all in the earth just as they were six months ago. We should not forget that our farmers are rich, their mortgages are paid and the soil is just as good as last year when it yielded \$7,000,000,000. We can also look with pride and confidence to our growing foreign commerce, which last year showed a balance in our favor of \$500,000,000. Gentlemen, with a people having the energy, ingenuity and intelligence of our population, stagnation or long retrogression is impossible. When the people of New York in time of depression can put their hands in

their pockets and take out hard cash enough to over-subscribe six times an offering to \$50,000,000 4½ per cent. bonds at 104½, they have enough to finance anything. We may not do as much business in 1908 as we did last year; we will not make so much money as we have some other years, but the trade will be safer."

These are cheering words and they have the merit of being true. They will encourage every optimist and discourage every pessimist. This country is sound and ultimately its business status will be materially improved by the bitter medicine administered by adversity.

**SOUTH AMERICAN TRADE.**

The enthusiastic reception accorded the battleship fleet wherever it has touched during its journey around the South American continent has caused the revival of hopes that the more friendly relations established will help to build up increased trade between this country and its Southern neighbors. It is a fact well known that the United States does not secure anything like a proper share of the rich South American trade. We are the best customers for the products of South America, but that part of the world does not purchase from us anything like the bulk of the foreign products consumed.

Mere sentiment and friendly visits will never build up trade. Commerce is not based upon sentiment, but upon sound, common sense. The South American people will trade where they find it most advantageous and profitable to trade. The country that offers the goods they want at the lowest price put up in the most attractive and convenient packages will get the trade, particularly if that country is also able to control the rates of freight and a sufficiency of tonnage.

Some persons have suggested that the proper thing to do was to subsidize steamship lines to South America. No subsidized line could hope to compete on equal terms with the free ships of other countries. In order to secure and retain trade we should have more shipping, but that is to be got not by means of subsidies, but by the removal of restrictions upon the registry of American vessels. The ship owner should be permitted to buy ships wherever they can be obtained the cheapest. Under such a system of free ships American-owned vessels would compete in all branches of trade, and ships would go wherever there is cargo to be had.

Even abundant transportation facilities will not capture the South American trade until this country learns to ship just such articles as are wanted in South America and pack the articles to meet the views of the people who purchase the goods.

Don't expect to strike any man favorably if you aim at his pocket book.

The man who faces both ways never sees much any way.

**INDECENT ENTERPRISE.**

As a rule, public opinion is a fairly safe estimate to accept and, relying upon such a verdict, the members of the medical profession are a reputable, fair minded and wise lot of men. This being the case it is difficult to figure out any reason why the John H. Drake Company's anatomical laboratory in Chicago should permit any such grewsome and repulsive experience as that of an artists' model—a woman—who was posed by a photographer in various attitudes and surrounded by cadavers, skulls and skeletons. The probabilities are that the Drake Company had no knowledge of the event until after it happened and that some employee secretly co-operated with the photographer in an effort to secure a set of uniquely horrible photographs which would find a ready sale to the morbidly inclined. At all events it is evident that a set of photographic negatives has been obtained and that pictures will be printed therefrom and offered for sale, and it is also beyond question that such pictures can not be becoming, comely, modest or decent. For this reason the governmental authorities should at once take steps to prevent the circulation of the nightmares.

**MARCH WEATHER.**

There are always lively interest and much speculation as to the sort of weather which March will provide in this climate. According to the almanac designation it is spring, but the sun will not cross the line until the 21st, which marks the beginning of the real spring season. But the days are longer and the sun is stronger, and sometimes the winds are fiercer. Friday and Saturday were "almanac days" for March, some believing that the last two days of the month foretell what the next will provide. There is another old-time rule which says that if March comes in like a lion it will go out like a lamb. There was nothing very lamblike about the weather Sunday, though there have been many worse days this winter. Last year the spring was late. This year some of the weatherwise prophesy that it will be early. It is not uncommon to have many bright warm days in March, and the same month has seen some mammoth blizzards. If the accepted signs are reliable good weather will come in about two weeks, but, next to those political, the weather signs are the most untrustworthy.

Lawyers in Boston have obtained a judgment for \$7,226.90 against Hetty Green for services rendered by them for her in the settlement of an estate in which she was interested some five years ago. She would not pay the bill that they rendered and so they brought suit, which she contested. Probably she will keep waiting for several years ere they finally get their money. Hetty Green has millions to loan on good security, but never a cent can be otherwise obtained from her except by force. She despises lawyers but occasionally is obliged to employ them. Usually sympathy rests with clients in cases where lawyers sue for fees, but this rich woman is

so hard to separate from her cash that there is always applause whenever anybody succeeds in such an undertaking.

Fred A. Golling is a salesman for the Pacific Coast Borax Co., manufacturer of Twenty Mule Team borax, and has scattered a large quantity of this washing powder over the soiled spots of Michigan. Golling has come up from the ranks of the mule drivers who are employed by the company to get the product out of Death Valley and to get its name into the minds of the customers. His connection with the mules was in the latter phase of their usefulness, when the picturesque outfit was traveling over the country as an advertisement. He toyed with the festive Maud and came off unharmed. Golling is an expert at handling either mules or customers. He is a Michigan man and has many friends in the State.

No one need be told that Thomas A. Edison is one of the greatest men of modern times. His inventions have made him both famous and wealthy. A great many young men probably envy him. Those who do will benefit perhaps by bearing in mind that Edison recently told a friend who complimented him on his genius that it was two per cent. genius and 98 per cent. hard work which had made him successful. That is about what there is of it in any walk of life. A man who is in business or a profession will find this rule a very good one to follow, and if followed it will certainly bring its own rich reward. Edison's reference to genius and its proper proportion in contributing to success is worth remembering.

**BUSINESS CHANCES.**

Wanted—To exchange Grand Rapids real estate for stock of merchandise or farms. Cusick Bros., 320-321 Widdicombe Bldg., Grand Rapids, Mich. 552

For Sale—First-class flour, feed and coal business in city of 5,000. Will sell part or whole. Address 221 Warren Ave., Charlotte, Mich. 554

For Sale—Stock of clothing, hats, furnishings and fixtures. Will invoice about \$10,000, including fixtures, which are modern. Best location (corner) one of best cities of 25,000 in Indiana. Everything first-class. Chance to walk into a snap. Address Snap, care Tradesman. 555

For Sale—Stock of clothing, hats and furnishings in good town of 1,200 in Indiana. New store room. Good thing to investigate. Stock and fixtures will invoice about \$1,800. Address Chance, care Tradesman. 556

To Exchange—\$1,600 equity in a new house and lot in Grand Rapids, valued at \$2,700, for stock of groceries, dry goods or hardware. Address No. 557, care Michigan Tradesman. 557

To Exchange—Edison Standard Graphophone, 23 records, for kodak or what? Also disc machine and 25 records and set parlor bells, for what? Leo Holz, Kankakee, Ill. 561

Lumber Company in California—Owning over 400,000,000 feet of sugar and white pine and fir timber, desires selling \$50,000 more stock on basis of \$2 per thousand valuation for timber, in order to provide additional working capital. For full particulars address M. D. Miller, Georgetown, Ind. 560

For Sale At A Sacrifice—A \$10,000 bankruptcy stock including fixtures and lease. This is the largest store in a town of 1,100 inhabitants in Northern Michigan. Stock consists of dry goods, clothing, shoes, hats, etc. All new goods and well assorted. We bought the stock and fixtures from the bankruptcy court in order to cover our claim which we had against the bankrupt. This is a rare chance for anyone to start in business as this business is established. We will take \$5,000 cash and give easy terms on the balance. Address Bargain, care Tradesman. 559

For Sale—Very cheap, stock of general merchandise, consisting of dry goods, clothing, boots and shoes. Reason for selling, disagreement of partnership. The Savings Bank Store, Clio, Mich. 558





**LOWNEY'S COCOA** has maintained its high quality unimpaired regardless of the rise in the price of cocoa beans. For years now it has appealed to the best trade on its merits and become a **staple article** with a sure demand, constant and growing. Wide advertising in street cars, newspapers and magazines will go on pushing, pushing, pushing. It is a safe investment and **pays a fair profit.**

**LOWNEY'S PREMIUM CHOCOLATE** for cooking is of the same superfine quality.

The **WALTER M. LOWNEY COMPANY**, 447 Commercial St., Boston, Mass.

## BULLETIN

People are drinking more and yet more of our superb "White House" Coffee. Just where and how they obtain the thousands upon thousands of cans we send out is best known to themselves; BUT that they DO—somewhere, somehow—is significant of the fact that hundreds of grocers are "wise" to the FACT that "White House" is a **MIGHTY GOOD COFFEE TO HANDLE**, and are reaping a little harvest and, incidentally, taking away some of the other "feller's" customers for other goods.

**DWINELL-WRIGHT COMPANY**  
Principal Coffee Roasters, Boston and Chicago

## DO YOU KNOW



Is Carefully Selected

Popular Priced



Thoroughly Cleaned

Growing in Favor



Roasted Daily

Always Uniform

Never Sold in Bulk

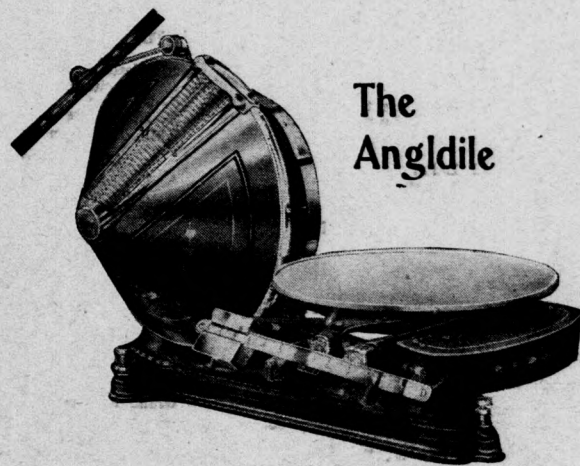
Always sold in 1 lb. Red and Gold packages

### Judson Grocer Co.

Packers

Grand Rapids, Michigan

## Quality and Price



Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angldile and the price is of interest to every one who uses a Scale. For the first time you can buy an honest Scale at an honest price.

Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

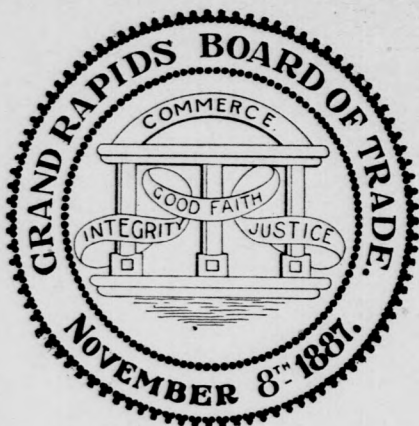
The way we weigh will please you.

Let us convince you.

**Angldile Computing Scale Company**

Elkhart, Indiana





# Perpetual

## Half Fare

# Trade Excursions

## To Grand Rapids, Mich.

Good Every Day in the Week

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

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

### Amount of Purchases Required

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

**Read Carefully the Names**  
you are through buying in each place.

as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as

**ART GLASS**  
Doring Art Glass Studio.

**AUTOMOBILES**  
Adams & Hart  
Richmond, Jarvis Co.

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

**BELTING AND MILL SUPPLIES**  
F. Ranville  
Studley & Barclay

**BICYCLES AND SPORTING GOODS**  
W. B. Jarvis Co., Ltd.

**BOOKS, STATIONERY AND PAPER**  
Edwards-Hine Co.  
Grand Rapids Stationery Co.  
Mills Paper Co.  
M. B. & W. Paper Co.

**BREWERS**  
Grand Rapids Brewing Co.

**CARPET SWEEPERS**  
Bissell Carpet Sweeper Co.

**CEMENT, LIME AND COAL**  
S. P. Bennett Fuel & Ice Co.  
A. B. Knowlson  
S. A. Morman & Co.

**CIGARS AND TOBACCO**  
Woodhouse Co.

**CIGAR MANUFACTURERS**  
G. J. Johnson Cigar Co.  
Geo. H. Seymour & Co.

**CLOTHING AND KNIT GOODS**  
Clapp Clothing Co.  
Ideal Clothing Co.

**COMMISSION—FRUITS, BUTTER, EGGS, ETC.**  
Bradford & Co.  
C. D. Crittenden  
J. G. Doan  
E. E. Hewitt  
Yuille-Zemurray Co.

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

**CROCKERY, HOUSE FURNISHINGS**  
Leonard Crockery Co.  
G. R. Notion & Crockery Co.

**DRUGS AND DRUG SUPPLIES**  
Hazeltime & Perkins Drug Co.

**DRY GOODS**  
Grand Rapids Dry Goods Co.  
P. Steketee & Sons

**ELECTRIC SUPPLIES**  
Lewis Electric Co.  
Lynch & Ball Co.  
M. B. Wheeler Co.

**FLAVORING EXTRACTS AND PERFUMES**  
Jennings Manufacturing Co.

**GAS ENGINES**  
Lynch & Ball Co.

**GRAIN, FLOUR AND FEED**  
G. R. Grain & Milling Co.  
Valley City Milling Co.  
Voigt Milling Co.  
Wykes & Co.

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

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

**HEARSES AND AMBULANCE**  
Michigan Hearse & Carriage Co.

**HOT WATER—STEAM AND BATH HEATERS**  
Rapid Heater Co.

**ICE CREAM**  
Kelley Ice Cream Co.

**LOOSE LEAF GOODS AND MANUFACTURING STATIONERS**  
Edwards-Hine Co.

**MEATS, FISH, OYSTERS & FANCY GROCERIES.**  
Dettenthaler Market

**MEN'S FURNISHINGS.**  
Otto Weber Co.

**MILLINERY**  
Corl, Knott & Co.

**MUSIC AND MUSICAL INSTRUMENTS**  
Julius A. J. Friedrich

**OILS**  
Standard Oil Co.

**PAINTS, OILS AND GLASS**  
V. C. Glass & Paint Co.  
Harvey & Seymour Co.  
Heystek & Canfield Co.  
Pittsburg Plate Glass Co.

**PIPE, PUMPS, HEATING AND MILL SUPPLIES**  
Grand Rapids Supply Co.

**SHOES, RUBBERS AND FINDINGS**  
Herold-Bertsch Shoe Co.  
Hirth-Krause Co.  
Geo. H. Reeder & Co.  
Rindge, Kalmbach, Logie & Co. Ltd.

**PLUMBING AND HEATING SUPPLIES**  
Ferguson Supply Co. Ltd.  
The Federal Co.  
Wolverine Brass Co.

**POST CARDS AND NOVELTIES**  
W. P. Canaan

**READY ROOFING AND ROOFING MATERIAL**  
H. M. Reynolds Roofing Co.

**SADDLERY HARDWARE**  
Brown & Sehler Co.  
Sherwood Hall Co., Ltd.

**SAFES**  
Grand Rapids Safe Co.

**SAUSAGE MANUFACTURER**  
Bradford & Co.

**SEEDS AND POULTRY SUPPLIES**  
A. J. Brown Seed Co.

**SHOW CASES AND STORE FIXTURES**  
Grand Rapids Fixtures Co.

**STOVES AND RANGES**  
Wormnest Stove & Range Co.

**TELEPHONE COMPANIES**  
Citizens Telephone Co.  
Mich. State Telephone Co.

**TINNERS' AND ROOFERS' SUPPLIES**  
Wm. Brummeler & Sons  
W. C. Hopson & Co.

**UNDERTAKERS' SUPPLIES**  
Durflee Embalming Fluid Co.  
Powers & Walker Casket Co.

**UPHOLSTERING SUPPLIES**  
A. F. Burch Co.

**WALL FINISH**  
Alabastine Co.  
Anti-Kalsomine Co.

**WALL PAPER**  
Harvey & Seymour Co.  
Heystek & Canfield Co.

**WHOLESALE FRUITS**  
Vinkemulder & Company

**WINES AND LIQUORS**  
Dettenthaler Market

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