

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, March 11, 1908

Number 1277



"Excuse me—I know what I want, and I want what I asked for—**TOASTED CORN FLAKES**—Good day"

## Ever Had That Said to YOU?

No reason why you should. The housewife knows there is only one genuine Toasted Corn Flakes. She knows that one is Kellogg's. She knows any other product by that name is an imitation. And isn't her dislike for an imitation only natural? Do you blame her then for her haughty "good day" when offered anything in place of

## The Genuine Kellogg's Toasted Corn Flakes

Why not keep on the safe side? Say to yourself, "I'll carry what my customers want," and then do it. It costs no more. You sell many times the quantity and you get your customers' good will. Isn't this what you're in business for?

See that every package bears the signature of

If it doesn't send it back to your jobber—quick.

Toasted Corn Flake Co.  
Battle Creek, Mich.

*W. K. Kellogg*





## DO IT NOW

Investigate the

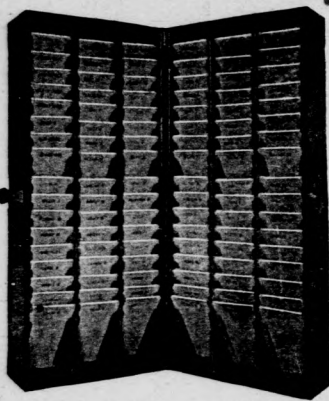
### Kirkwood Short Credit System of Accounts

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.



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.

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.



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**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

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## AN IDEAL CITIZEN.

Again and without warning are the people of Grand Rapids mourning the death of one of her best citizens. Lacking but eight days of having spanned a half century, the life of the late Judge Alfred Wolcott leaves as a heritage to the young men of Michigan an example of good citizenship rarely if ever excelled. The son of a farmer, Alfred Wolcott early developed a spirit of self reliance based upon the keenest sense of fair dealing and absolute rectitude. With such an equipment came, naturally, the establishment of high ideals and so, in the passing of years, there has been a continuous revelation on his part of supreme devotion to those ideals.

Judge Wolcott's boyhood, passed upon the parental farm, ended when, at 16 years of age he became a student at the Western Reserve College at Hudson, Ohio, from which institution he was graduated with honors in 1880. The succeeding year was passed as a student of law at Cincinnati, after which he completed his law studies in this city in the offices of Messrs. Stuart & Sweet, being admitted to the bar in May, 1883, and at once began the practice of his profession.

In 1885 Judge Wolcott was married to Miss Carrie Hawk, of Akron, Ohio, and the same year he became the law partner of H. H. Drury. Three years later he was elected Circuit Court Commissioner and in 1892 he was elected Prosecuting Attorney for Kent county and formed a new copartnership with Charles E. Ward. In 1894 he was re-elected Prosecuting Attorney, which office he filled with distinction for two more years. On January 1, 1900, he was elected jointly with Judge Perkins to be Judge of the Circuit Court and in 1907 he received the distinction of being re-elected to that office by a unanimous vote, being the candidate jointly of both the Democratic and the Republican parties. This honor

was not only deserved but it was an equal distinction for both parties in that it emphasized the pattern set by their candidate and the influence of such a model in developing harmonious good citizenship.

It was not alone as lawyer and jurist that Judge Wolcott's influence and power were effective, for he was a man broad, deep and alive with a genuine generous public spirit; and, being a student and scholar, that spirit was always alert and sure in its direction toward the betterment of the general welfare. Unassuming, gentle and unselfish, it is but natural that he should win the confidence and affection of all citizens; that to his initiation and later devotion is due the still growing reform throughout all Michigan in the treatment of juvenile delinquents; that to his efforts, very largely, are to be credited the enthusiasm and efficiency of the unique Class in Applied Christianity (of which he was President at the time of his death) of the Fountain Street Baptist church. He was also chairman of the sub-Committee (of the Board of Trade) on "A Better Governed City." No man lives in Grand Rapids who is more free from bigotry of any sort, more tender of heart, more serene and fair in analysis and judgment, more open to conviction or more free to acknowledge his error, if warranted in such an admission, than was Judge Wolcott, the all-around good citizen, the citizen whose departure the entire community mourns and deplores.

## OUR SINGLE PROBLEM.

Just how long it will be before the people of Grand Rapids are sufficiently educated to appreciate the unquestionable fact that protection against floods and the widening and deepening of our river's channel from Fulton street bridge to Bass River are a single problem, it is difficult to decide; but they have already taken several steps toward realizing such an appreciation and, after they have expended a million or two of dollars in experimenting and trying out the score or more of makeshifts that have been suggested, they will have then become a unit in advocating and supporting what should have been done in the first place.

In view of this fact, there is consolation to be found in the thought that very few of the present day taxpayers will be present to contribute toward carrying out the long-delayed right process. That is to say, those people who are now declaring that it is not right for them to be required to pay for a convenience, a business resource which is to benefit only those who are to succeed them, will, because of their absence, be permitted to go Scot free. There is another feature of the future situation: The people of Grand Rapids

twenty-five years hence will not only be more accurately and correctly informed upon their river problem, but they will number close to 200,000, and the rate of taxation for the solution of that problem will be an infinitesimal fraction less than it would be were the same wise and permanent work carried out to-day.

Speaking of the injustice of requiring a citizen to pay a tax for the benefit of citizens not yet born, perhaps it is only fair and decent to designate such an argument as parsimonious and contemptible. How much of the original cost of the Erie Canal was paid by present-day rate payers? How many taxpayers of 1908 contributed to the city's expenses fifty years ago? A few, perhaps, and they are among the men who do not grumble to-day because, possibly, they are helping to pay for a sewer or a pavement which will be of service after they are gone.

Fifty years ago our only transportation outlet to the south was a plank road to Kalamazoo and a line of Concord coaches, one each way every day; the Grand Trunk road managed to get to and from Detroit daily and three or four steamboats plied daily between this city and Grand Haven. Why is it that we now have thirty or more passenger trains and dozens of freight trains in and out of our city daily? Because of the loyalty and public spirit of taxpayers, long since dead, whose energy, patriotism and manliness maintained Grand Rapids in its march of progress so generously that the railways had to extend their lines to this point; they could not avoid us. And it is because of this same wisdom, enterprise and good citizenship on the part of those who have gone before that we now have over 100,000 population, mostly splendid citizens, with but a sprinkling of those who do not know and do not care.

The effects of tobacco on habitual smokers has been discussed by the scientists for many years, with varied results, and it is still a case of where the doctors disagree. Dr. Seavor, physical director of Yale College, holds that tobacco tends to stunt the growth of the smoker and to retard his mental development. On the other hand comes an opinion from Dr. Meylan, physical director of Columbia, that the deleterious effect of tobacco is exaggerated and that the ordinary healthy young man may smoke in moderation without suffering any appreciable injury. We often read of men nearing the century mark who have been smokers all their lives; and then of others who attribute their ripe old age to the fact that they never used tobacco in any form. Expert opinion and experience seem to support either view of the case, as may be desired.

**GRAND RAPIDS  
FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

**Commercial Credit Co., Ltd.**

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids  
Majestic Building, Detroit

**ELLIOT O. GROSVENOR**

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

**TRACE** YOUR DELAYED  
FREIGHT Easily

and Quickly. We can tell you  
how. **BARLOW BROS.,**

Grand Rapids, Mich

**FIRE AND  
BURGLAR  
PROOF**

**SAFES**

**Grand Rapids  
Safe Co.**

Tradesman Building





### Luxuries Not Completely Barred by Depression.

Even during times of financial depression many a woman who goes down town secure in the conviction that she needs a plain tailor-made street dress, and with the firm intention of allowing no allurements to swerve her from her best judgment, reaches home minus her cash, as she would be under the purchase of the above sensible outfit, but with an order left with a store to send to her address goods for the making of a diametrically opposite garment, which, to be sure, she persuades herself she requires, but with which she can easily dispense and which will not do her one quarter the service that would the one on which she originally planned.

The change in this woman's convictions has been brought about, not by entering an establishment and rummaging around until she found what suited her tastes and necessity and means; not by the suggestions and blandishments of cunning clerks with an eye single to their employer's interests.

What then?

Simply by the display in a window of goods that appealed to her far in excess of the merchandise that she should be buying.

Seeing the former her mind at once begins to wander from the latter. At this juncture to wander means to waver. To waver spells an immediate—and final—change of mind. She enters the portal—and the clerk, if she be "tendin' to her knittin'," does the rest.

Staples naturally sell themselves, but many a luxury will be indulged in, if it be brought to the glare of the store front, which would not be thought of if a woman did not run across it in this manner.

"Seeing," they say, "is believing."

And so, Mr. Windowman, don't always make your displays of substantials, but vary them by the introduction, in that portion of the store wholly at your disposal, of goods that appeal to the extravagant that is in the make-up of the average feminine, whether she acknowledges its possession or not.

\* \* \*

The east window of Steketee & Sons a few days ago contained such an interesting black silk exhibit.

Just enough of the goods were on view to avoid skimpiness or overcrowding. The setting was all in white, which contrast made the silks stand out to perfection.

To pique curiosity there were knots of the silk threads showing different stages or processes through which the finished product is put. A number of half-filled glass jars stood around, holding materials employed in those processes. Down inside of each jar was a tiny slip of white paper containing typewritten information as to the contents of the con-

tainers. Next to every jar this information was duplicated on a white card with black letters (observe that the black-and-white effect here also was carried out). These were large enough to be readily read. The cards were about 6x8 or 8x10 inches and were tilted with a strip of stiff white cardboard at the back like an easel.

The unusualness of this display would, of itself, command attention. But there are legions of people, don't you know, who like to be absolutely sure about everything that they see, and I observed more people peeking over into those little jars, to see if the wording on the scraps of paper was the same as on the accompanying cards, than were looking at the beautiful lustrous silks themselves. They would read the cards first and then peer into the jars and read the strips as if they expected to find the writer of the cards napping; as if they suspected his accuracy in spelling, or thought to discover some other discrepancy.

And this manifestation of suspicion was not limited to the Curious Sex, either, for as many men were satisfying this inquisitiveness as women.

I presume the silk in its unwoven state and the dye stuffs in the jars were furnished by the manufacturer or manufacturers of this particular brand of silk.

Such an exhibition should be often resorted to by you, Mr. Dealer in the small town, if compassable. Show enterprise. Don't let the big city get away with all the good ideas. Show a trick or two on your own account.

If he only thought so, the village merchant could have just as nice windows as his city brother. Neatness and cleanness are at the command of every trimmer from Maine to Calif. And, true, in every provincial store where there is more than one clerk one of these is sure to have more of a birthright aptitude for "fixing things in the windows" than the rest; and if there is not enough of this trimming to warrant the hiring of a specialist, that most versatile clerk may be chosen to keep the windows changed. Many a to-day-expert window dresser owes his success to just this start: as the "most handy man around the place."

\* \* \*

But I was going to say something else about Steketee's:

That same east window, that was used so advantageously for those black silks and chemicals in the glass jars, is this week given up to a handsome display of evening stuffs—cream white, pale pink and pale blue—of the variety that easily lend their texture to draping into soft graceful folds showing how these would appear in the skirt of a function frock.

And here is one of those windows where women may well be excused for "wandering."

As a rule, clinging wool is far less "trying" to a lady's figure than silk, and when made up artistically with handsome accessories will give greater satisfaction all around. And, too, wool wears better; also the profes-

sional cleaner gets better results with it than with the product of the labor of the moths of the Bombycidae.

\* \* \*

In the issue of the Tradesman of February 26 I had occasion to pleasantly mention one of the windows of West's drug store on Canal street—the one devoted to the Old-Fashioned Molasses Kisses—where a clever imitation was given of a fire under a kettle of the Kisses, by the use of narrow strips of red tissue paper that were kept briskly fluttering by means of an electric fan adroitly concealed amid a pyramid of natural sticks, the realistic effect being further kept up by a red electric bulb, likewise artfully hidden beneath the sticks.

This week the same arrangement has been transferred to the West drug store on Monroe street, where hundreds of people stop to wonder "how the contrivance works."

Those who try such extraneous devices emphatically declare that they are really a help in selling goods. Those who "never bother with such fussin'" lackadaisically aver that it is labor lost.

### Will Make Paint From Refuse Material.

Bay City, March 10—The Phoenix Paint & Color Co., this city's newest industry, began operations Monday morning in the remodeled Howe mill plant, on the river front. The company's equipment is in place and it will have a daily capacity of 1,000 gallons of stain, 250 gallons of shellac and 500 gallons of mixed paints.

Plans are now being drawn for an oxydizing plant, 150x50 feet and a number of kilns. In the oxydizing plant will be placed a number of reducing furnaces, by which mineral color bases will be secured. As soon as the new building is completed the company will manufacture a line of graphites, paste colors, etc. Already the company has a heavy list of orders and it will start at full capacity. Samples of its paints have been submitted to many dealers with gratifying results. The colors are made from waste materials from the E. I. Du Pont de Nemours wood alcohol plant and the sugar factories.

About April 15 two new lumber product plants, the new W. D. Young & Co. hardwood flooring mill and the Richardson Lumber Co. mill, will begin operations, furnishing employment to about 400 men. The Young sawmill has been completed. The entire plant was destroyed by fire last September and when completed will employ about 100 more men than the old plant. The sawmill and planing mill alike are equipped throughout with individual electric motors for every piece of machinery, the only plant of its kind in the country similarly fitted out.

The Richardson mill is a model of its kind and will cut both hardwood and pine. Logs are now being railroad to this city from the North. The Richardson company has standing timber which will run the mill for more than thirty years.

The richest gifts come out of the poorest pockets.

### The Trouble With Organized Labor.

The trouble with organized labor is that it has abandoned its powers to a coterie of ignorant and insolent leaders who have undertaken to arrogate to themselves as the masters of organized labor pretty much everything in the country. They have tried to take charge of our industries and in that field they have shown how ruinous a thing it is when class spirit, stimulated by class selfishness, gets control of a great force. They have tried to take charge of our shops, little and big, and they have barred the door to American youth. They have tried to take charge of our reconstructive operations, shutting the gates against newcomers of industry and character, increasing the cost of every domestic commodity and putting up the cost of building to a point that is now restricting enterprise in a thousand forms. These leaders have undertaken to make the rules and to inspire the minds of our workmen, and we see the result in many cases in the individual laziness, shiftlessness and dishonesty toward employers, out of which has come a condition really abhorrent to the well-meaning members of the working classes. These are a few of the things attempted by organized labor under its present leaders, and these leaders represent the trouble which has come upon trade unionism in this country. The remedy is found in the open shop. And let it be understood that the term open shop does not mean the destruction of unionism in its legitimate forms and demands. The open shop does not bar unionized labor—it simply denies to unionized labor monopoly of employment.

### Poisons Kill 1,085 in England and Wales.

The report of the registrar general of births, deaths and marriages in England and Wales, indicates that during the year 1906 1,085 deaths were caused by poisons. These cases may be classified as follows: Poisons accidentally administered, 245; poisons taken by suicides, 534; poisons administered as anaesthetics, 183; poisons used by murderers, 5; deaths attributed to morphia habit, 9; deaths due to poisonous fumes, 109.

The most popular poison for suicidal purposes is carbolic acid, which was taken with fatal consequences in 120 cases; next comes oxalic acid, which was taken by 90 suicides; the next spirits of salts, by 86; next "opium, laudanum and morphine," by 52. Of deaths caused by poisons taken by accident with fatal results 73 were due to "opium, laudanum and morphine." Of the deaths due to anaesthetics 107 were caused by chloroform. Curiously enough only 3 deaths were attributed to cocaine.

### New Plant Will Open Next Month.

Monroe, March 10—The United States Coin Register Co. expects to occupy its new plant, which was recently completed, on or about April 1. The company will employ only skilled labor, which it will bring here. The company manufactures electrical appliances and also pay stations for telephone lines.



THE BUYING EXCHANGE.

When the Grocer Has No Kick Coming.

Do you know, it is a mighty hard thing to put ourselves in the other fellow's place!

I often wonder why the Creator did not want to make human nature perfect, while he was about it; why he couldn't have given all of us a mind clear enough to see the other side and act accordingly.

I have known a whole lot of men who in a thousand years could not be made to see any side of the case but theirs.

And that is why consistency so often becomes a rhinestone.

I had a heated little argument with a grocery friend of mine the other day which came to nothing, except a headache for me.

A man came in his store to buy a pound of sausage while I was in there. The store, by the way, is not far from Pittsburg.

The grocer waited on him himself, and I noticed right away that the atmosphere was very frosty. Two or three pleasant little jollies that the fellow got off about the weather, and so on, were just answered, and that was all.

The thing was so pronounced that when he had gone I said to the grocer:

"Have you anything against that fellow? You were not exactly warm toward him."

"I surely have," was the reply. "He is trying to drive us out of business.

Trying to play cute tricks on-us by buying over our heads."

"What do you mean by that?" I asked.

"He belongs to a social club down here in — street," he explained, "and he got up a scheme last fall of ten of the members clubbing together and getting goods at wholesale. They buy sugar and flour and canned goods out in Pittsburg, and of course we lose the business."

"Where do they get a jobber out there that will sell consumers?" I asked.

"Oh, they buy of a little fellow in Pittsburg who claims to do a wholesale and retail business both," was the answer.

"We are not going to let it pass," continued the grocer. "We have had it up in our Association two or three times already and we are going to take it up again. The first thing these fellows know they may find they will have to buy everything in Pittsburg. They won't do that long, because it is too inconvenient, so in that way maybe we will be able to break it up."

"But if you don't break it up you will simply throw away a part of the trade of ten good customers," I suggested.

"I am willing to lose my share," he said. "They have no right to go over our heads that way. The proper place to buy groceries is at the stores of their own town. If we do not take the thing in hand there is no telling where it will go."

"Have you got a good association here?" I asked him.

"Fine as silk!" he said. "Every grocer in town belongs but one, and he is not much good. We have the liveliest little Secretary you will meet in a day's travel. We are going into co-operative buying next fall."

"Co-operative buying!" I repeated, smelling something.

"Sure! Going to buy together. We can save about 10 per cent. that way. Didn't you ever hear of what they do in Philadelphia? Tell me they have a thousand members and buy five millions a year!"

"I suppose you all buy of jobbers now, don't you?" I said.

"Of course we do now. None of us is big enough to do anything else. But wait until forty-five of us begin to buy together. The jobber can go hang—we'll buy as cheap as he will."

"Looks like a good scheme," I said. "Just about as good as the scheme of your ten men who go to Pittsburg and let you go hang."

"Eh?" he said. I showed all my magnificent teeth in a horse laugh.

"Well, you are a dandy!" I said; "you are all right! Saying one minute it is not right for ten of your customers to buy together over your head, and admitting the next minute that that is exactly what you are going to do to your jobber! Oh, isn't that funny!"

He had sense enough to get red. "You don't mean to say that is the same!" he blustered.

"Why isn't it?" I asked. "Because it isn't!" he said brilliantly. "We are trying to buy our

goods cheaper so we can save money for the general public. If we buy cheaper we can sell cheaper, can we not? Isn't that a good thing to do?"

"Nothing the matter with it at all," I said, "but how is it different from what your own ten customers are doing? They are only doing for themselves what you say you are going to try to do for them. Haven't they as much right to cut down their cost by not paying you a profit as you have to cut down your cost by not paying the jobber a profit?"

"It is an entirely different thing!" he spluttered, and do you know, I could not make him see the point in nearly half an hour's red hot talk. At any rate, if he did see it he would not own up.

Maybe I am twisted myself. Maybe there is a difference. It does seem to me, though, that the grocer who joins a buying exchange has no real kick coming when his customer does the same thing. He will do right to fight it, of course, just as he would fight any competition, but he has no room to put up any howls about principle.

At least that is the way it looks to me.—Stroller in Grocery World.

She Must Not Smoke.

Wife—If I thought a thing was wicked I'd die before I'd do it.

Husband—So would I.

Wife—I think smoking cigars is a wicked waste—an impious defilement, in fact.

Husband — Then you mustn't smoke. Hand me a match, please.

# To Get and Hold Trade

Sell your customers absolutely reliable goods. Don't run the risk of losing their good will by offering an article of doubtful quality or one which may injure health.

When you sell Royal Baking Powder you are sure of always pleasing your customers. Every housewife knows that Royal is absolutely pure and dependable. It is the only baking powder made from Royal Grape cream of tartar. You are warranted in guaranteeing it in every respect the most reliable, effective and wholesome of all the baking powders. On the other hand, you take chances when you sell cheap baking powders made from alum or phosphate of lime. They are unhealthful and fail to give satisfaction.

Royal never fails to give satisfaction and pays the grocer a greater profit, pound for pound, than any other baking powder he sells.

To insure a steady sale and a satisfied trade, be sure to carry a full stock of Royal Baking Powder.





### Movements of Merchants.

St. Joseph—Edward Schaefer will shortly open a bazaar store.

Vermontville—Lloyd Gunn will shortly embark in the baking business.

Port Huron—Frank Nurnburg will open a new meat market on Gratiot avenue.

Wayland—F. A. Burlington has opened a meat market in his building on West Superior street.

Bridgman—Geo. Fox has purchased the general stock of Edw. J. Main, who went into bankruptcy.

Middleville—A. J. Stevens is negotiating for the purchase of the Thompson Bros. meat market.

Jonesville—W. B. Howlett and C. M. Clark, of Reading, have purchased the Ed. W. Scott stock of dry goods.

Linden—Horace Wilber will open a general store, removing his present stock to this place from Gaines.

Bay City—Charles L. Bertch, who has been engaged in the meat business here since 1885, has retired from trade.

Allegan—B. F. Foster has purchased Jackson Bros.' stock of groceries, which was recently sold to them by Frank Voorman.

Benton Harbor—The W. H. Webber grocery store has been closed and the stock taken over by the Kidd, Dater & Price Co.

Uby—The W. T. Brown Co., which conducts a general store, has purchased the hardware and implement stock of D. H. Pierce.

Cheboygan—D. C. Horton has about closed out his stock of groceries and as soon as he cleans out entirely will retire from the business.

Constantine—S. A. Morrison has sold a half interest in his grocery business to Bert Dickerson. The new firm will be Morrison & Dickerson.

Pentwater—Logan Carney will open a confectionery store in his building on Hancock street, where he formerly conducted a similar business.

Benton Harbor—Austin Marshall has purchased the Bijou store from James Wilson, who a short time ago purchased the business from A. D. Lacy.

Albion—M. E. Ostrander has opened a grocery store on West Porter street, opposite the Commercial Hotel, under the style of the Economy Store.

Escanaba—Victor Bloomstrom and Matt Peterson will engage in the jewelry business at 914 Ludington street under the style of Bloomstrom & Peterson.

Nashville—O. M. McLaughlin has engaged Herb. L. Walrath to take charge of the harness shop which he will run in connection with his clothing, shoe and hardware business.

Reese—Charles James has sold his drug stock to Pearl Carpenter, of Akron, who will continue the business. Mr. James will devote his time to the postoffice and other lines of business.

Mancelona—Jesse Wisler has purchased the lot recently occupied by C. E. Blakely's drug store, which was destroyed by fire, and will erect a handsome double brick store on that and his own lot adjoining.

Leslie—C. W. Luther, of the McLaughlin & Ward Elevator Co., of Jackson, will take charge of the above company's elevator here, succeeding E. W. Potter, who will devote his time to the strawberry business.

Brimley—The A. W. Reinhard Co., Ltd., has merged its general merchandise business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Chestonia—E. E. Brown is closing out his general stock here and will remove to East Jordan about April 1, where he will engage in the implement, vehicle and seed business. He has purchased the Supernaw warehouse building for that purpose.

Muskegon—A new dry goods store will soon be opened by Grossman Bros. at 9 West Western avenue, in the store recently vacated by Samuel Rosenthal. Isaac Grossman, who has recently come here from Tomah, Wis., will have charge of the store.

Manistee—Frank Johnson, for the past three years in the employ of C. N. Russell, has purchased the Thompson & Co. cigar stock and will continue the business under the style of the Johnson Cigar Store. Mr. Thompson expects to go on the road selling cigars.

Ludington—The J. S. Stearns Co., which is engaged in the wholesale and retail lumber, coal and salt business, has been reincorporated under the same style, with an authorized capital stock of \$750,000, of which amount \$525,000 has been subscribed and paid in in property.

Litchfield—The old building known as the Novelty Works has been sold to James Court & Son, of Marshall. The new firm will use the building for cold storage purposes. Wm. Lowe, formerly in the employ of Reuben Court at the branch at Homer, will take charge of the business.

Reading—The firm of Thomas & Bishop, proprietors of the Home bakery, has dissolved partnership. W. J. Barnard purchased the interest of Mr. Thomas. The business will be continued under the style of Barnard & Bishop. Mr. Thomas has not announced his plans for the future.

Muskegon—The Moulton Grocer Co., which conducts a wholesale grocery business, has merged its business into a stock company under the same style, with an authorized capital stock of \$40,000, of which \$30,000 has been subscribed, \$7,000 being paid in in cash and \$23,000 in property.

Traverse City—The J. E. Greilick Co. has merged its chair manufacturing business into a separate stock company under the style of the Traverse City Chair Co., with an authorized capital stock of \$16,000 common and 9,000 preferred, of which \$15,000 has been subscribed and paid in in property.

Brazil Siding—The Brazil Farmer's Produce Co., which will conduct a general warehouse and storage

business, has been incorporated, with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$250 paid in in cash. The stockholders are George Clark, W. A. Gould and Clark Rawson, of Hersey.

Hilsdale—The Hub clothing store, of which J. W. Bates has been proprietor for the past thirteen years, has been purchased by John O'Meara and William Sweeney. Mr. O'Meara has been manager of the store for eight years and Mr. Sweeney has been traveling salesman for a Troy, N. Y., shirt and collar house for the same length of time.

Detroit—Herman & Ben Marks, who conduct a general wholesale and retail fur business, have merged their business into a stock company under the same style for the purpose of carrying on the above business and also dealing in office furnishings and supplies. The company has an authorized capital stock of \$80,000, of which \$40,000 has been subscribed and \$2,000 paid in in cash and \$38,000 in property.

Bay City—The merchants of Bay City are going to take up the matter of running excursions into Bay City from outlying points during this season and will hold a meeting some afternoon this week at the Board of Trade to take initial steps toward formulating plans. These excursions will be for buyers who wish to come to Bay City to avail themselves of the local markets, the association paying railroad fares to and from Bay City.

Brimley—Maurice J. Penner, who has for three years been employed as clerk and book-keeper at the Belvidere Hotel at the Soo, will become a partner in the mercantile business with Lawrence Sugar, taking over the business conducted by Kalman Sugar, father of Lawrence Sugar. The new firm will be known as the L. Sugar & Penner Co. and will add groceries and other departments to the present stock of clothing and furnishing goods.

Hart—The firm of Hyde, Platt & Co., which for a number of years has conducted a shoe and clothing business at Hart, divided and became two firms last week. L. P. Hyde, the pioneer shoe dealer, took his son, Paul, into partnership and will continue business under the firm name of L. P. Hyde & Son. L. S. Platt and Jas. L. Collins have formed a co-partnership and will conduct the clothing store. D. J. Mathews, who was interested in the old firm, has retired.

### Manufacturing Matters.

Salo—The Finnish Farmers' Milling Co. has increased its capital stock from \$5,000 to \$10,000.

Detroit—The capital stock of the Sibley-Houffley Machine Co. has been increased from \$5,000 to \$10,000.

Battle Creek—The Kneeland Manufacturing Co., which manufactures gasoline engines, has changed its main office from Lansing to this place.

Kalamazoo—The Inventors' Manufacturing Co., which manufactures metal specialties, has increased its capital stock from \$20,000 to \$30,000.

Iron River—The Northwestern Cooperage & Lumber Co. has removed all the machinery and equipment from its plant at this place, and ceased operations here.

Germfask—Souther Bros. have leased the Hugh Shay mill here and are operating the plant full blast, manufacturing shingles and tie cuts. Large quantities of cedar are being hauled in and it is expected that the plant will be kept in operation for some time.

Detroit—A corporation has been formed under the style of the Detroit Valve & Manufacturing Co., which will manufacture and deal in all kinds of valves, brass goods, automobile parts and accessories. The new company has been capitalized at \$40,000, of which \$20,000 has been subscribed and paid in in cash.

Saginaw—A corporation has been formed under the style of the Saginaw Shirt Waist Co., which will engage in the manufacture of men's, women's and children's clothing. The new company has been capitalized at \$12,000, all of which has been subscribed and paid in in cash. Shares are held equally by Adam Sharp, Thomas Brennan and Dan Ruffier.

Escanaba—The customary shortage of flat cars for shipping cedar products, lumber and logs is being experienced by lumbermen of the Upper Peninsula. For the last two weeks local shippers have been compelled to wait considerable time for cars. This scarcity does not affect the box and furniture cars as much as it does the flat cars.

Iron Mountain—The Wisconsin & Michigan Railroad is being extended from Cundy, about eight miles, to this place. For years the people of Iron Mountain have been obliged to make the trip from Iron Mountain to Cundy by stage in order to get access to the Wisconsin & Michigan Railroad. The Wisconsin & Michigan is hauling large quantities of logs this winter.

East Jordan—The Board of Trade has located another new industry, the Bennett Handle Co., which will manufacture both broom handles and hardwood handles. The company will erect a two-story building, 50x120 feet in dimensions, the first story to be brick and stone and the second story to be frame. It is expected that operations will be begun by the first of July.

### The Dignity of Labor.

Repairs were taking place at an English cathedral, and the dean, a very pompous clergyman, came in to see how the workmen were getting on. One of the men, a carpenter, took no notice of him, and the dean, who thought that the man should have lifted his cap respectfully, said: "Do you know, sir, I am dean of this cathedral?"

"Are you really?" said the workman. "Pretty good job, too, I should think. Take care you don't lose it."

E. Lissard & Co. have engaged in the grocery business at Ludington. The Musselman Grocer Co. furnished the stock.

No man ever broke his back under his brother's burden.





**The Produce Market.**

Apples—\$2 per bbl. for cooking stock and \$3@3.25 for eating. The market is without new features and demand shows no improvement. Conditions are practically the same as have been reported for several weeks.

Bananas—\$1.50@2 per bunch.

Beets—40c per bu.

Butter—The receipts of fresh butter have shown an increase during the week. There has been a lighter demand at the same time for everything in the butter line and the inevitable result was a decline of 2c per pound, both in tubs and prints of all grades. The future price depends on the consumptive demand entirely. There is not likely to be any further increase in the make for some time. Storage stocks are decreasing very satisfactorily, but if there is any change it will likely be a slight decline. Creamery is held at 30c for tubs and 31c for prints; dairy grades command 25@26c for No. 1 and 19c for packing stock.

Cabbage—\$10 per ton.

Carrots—40c per bu.

Celery—60@75c per bunch for California.

Cocoanuts—\$4.50 per bag of 90.

Cranberries—Late Howes are firm at \$9 per bbl. The demand is small.

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.

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

Eggs—The market shows considerable weakness, as it is the general opinion that the continued mild weather means a heavy production. Local consumption has proven inadequate to keep supplies cleaned up satisfactorily and storage buyers will not take hold for some time yet, so that the outlet is confined to local consumption. Jobbers here pay 18c delivered, holding case count at 20c and candled at 21c.

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. The movement continues very heavy and the quality is as fine as it will be this year.

Parsley—50c per doz. bunches.

Parsnips—75c per bu.

Pineapples—\$4 per crate for all sizes.

Potatoes—The market is weak, with a downward tendency. Local handlers are asking 65@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.

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.

**Lower Prices on Butter and Eggs.**

Detroit, March 10—About thirty-five members of the Michigan Carlot Shippers of butter and eggs met here to-day in annual convention and re-elected their former officers as follows:

President—J. E. Weater, Richmond.

Vice-President—H. P. McDonnell, Detroit.

Secretary and Treasurer—L. J. Smith, Eaton Rapids.

The membership is made up of dealers in dairy products from all parts of the State and there are similar organizations in nearly all other states. The chief object of the Association is to secure better car accommodations and fair railroad rates, and in this there has been much done for the betterment of the trade. The topics discussed were along the line of railroad service, suggestions for improvement of conditions and, incidentally, prices. While it is not part of the official business to fix prices, there was much said on that subject in an unofficial way, and the general opinion was that both butter and eggs should be lower than last spring by 3@5c per pound on the former and 3@5c per dozen on the latter.

There were two leading reasons for the belief in lower prices, one the changed financial condition of the country and another the fact that storage men lost heavily by last year's operations. Eggs went into store at 17@18c per dozen and came out at 16@17c, with all the cost of the storage to be settled for.

Some members were present who had attended similar meetings in Western States within the last two weeks and they reported the feeling everywhere to be in favor of lower prices.

**Considering Food Show and Banquet.**

Lansing, March 10—At the meeting of the Retail Grocers' Association, held last evening, plans were discussed as to the advisability of holding a food show in Lansing sometime this spring, and although no definite conclusion was reached, there seems little doubt that a show will be held, as most of the grocers looked favorably upon the idea. Claude E. Cady, who was appointed to find whether or not a suitable building could be secured, says that if a building suited for the purpose of giving a show can be obtained, the grocers will in all probability give a show in the spring.

It is planned to give a banquet in the near future, and a committee consisting of C. B. Leonard, Claude E. Cady and O. H. Bailey was appointed to make arrangements for the affair.

**The Grocery Market.**

Sugar—Refined sugar shows no change for the week, except the fact that the Federal has advanced 10 points more, making its price nominally 10 points above other refineries. This condition has practically never existed before; the Federal is usually below its competitors, but it seems to be managed in such an erratic fashion that its movements are hard to forecast. Though 10 points higher, the Federal will still sell at its competitor's prices.

Tea—Retailers are evincing more interest and the movement is increasing. The supply of the cheaper grades is not equal to the demand. While prices are very firm, there are no material changes to record.

Coffee—The better grades of Santos continue scarce and tend higher. The assortment is very poor. The demand for spot Rio and Santos coffee is from hand to mouth and at unchanged prices. Java and Mocha are steady. Milds, particularly Bogotas, are very firm and would advance were the financial situation different.

Canned Goods—Tomatoes are moving well at last week's figures. The deadlock between the packers and the jobbers in the East on the tomato proposition continues, and trading between them is still done in a "hand-to-mouth" way as the goods are actually needed. Peas are the only item that evidences any life. For them a good demand is reported with stocks exceedingly light, the cheaper grades being particularly hard to get. Corn is quiet and steady. Peaches and pears are having the call. All California fruits tend to firmness. Berry stocks are becoming light. Other lines moving well. Prices remain as quoted last week. The scarcity of salmon increases and advances are looked for. Sardines continue firm. Other lines steady. No material changes in prices.

Dried Fruits—Apricots are very scarce and for the present occupy an unimportant place. Currants are quiet. Raisins seem to have become completely demoralized. Apples are weak and declined, demand light. Dates are active at unchanged prices. Figs and citron quiet. Prunes are unchanged in price and in good demand. Jobbers are putting out a good many on to-day's prices. Peaches are selling well at the reduced prices. Some grades have dropped as much as 5c per pound.

Syrups and Molasses—Sugar syrup is selling very fairly, particularly for export. Prices on some grades have advanced. Molasses is unchanged and in fair demand. High grades are firm.

Rice—Advices from the South seem to warrant the firm feeling. Locally, the trading is nominal at about ¼c advance for the better grades.

Farinaceous Goods—The market is steady on a little higher basis, rolled oats having advanced 15c per bbl. during the past week.

Cheese—The consumptive demand is normal and stocks in storage are lighter than usual at this season. No material change is looked for during the coming week.

Sauerkraut—A Wisconsin trust has been compelled to loosen its grip upon the patient and long suffering people. A combine of sauerkraut manufacturing concerns in Milwaukee and Franksville has for some time controlled the output and price of that necessity among the thrifty German people of that state, and they have made the most of it. Now a report from Milwaukee says: "The bottom has dropped out of the sauerkraut market and prices for that juicy article have gone glimmering down the corridors of commercial collapse with the busting of the sauerkraut trust." The manufacturers are overloaded with kraut, for which there is little demand. They attribute the collapse to the departure of many foreigners for Europe and the scarcity of cash among their patrons.

Provisions—Both pure and compound lard have declined ¼c, owing to large stocks and light demand. There is some buying at the revised price, and it is not thought that the market will go lower at present. Barrel pork, canned meats and dried beef are unchanged and steady. The demand is good for the season.

**The Grain Market.**

The wheat market has suffered a decline during the past ten days of about 7c per bushel, with further weakness in sight, but as the milling and shipping demand is now showing a little improvement a reaction of a cent or two at least is in order. Wheat has shown a decrease in the visible supply for the week of 1,544,000 bushels, which brings the present total visible supply to 41,362,000 bushels, as compared with 45,750,000 bushels for the same period last year.

While the wheat market has been weak, corn has been just as strong in proportion, showing a gain of about 3c per bushel. The visible supply showed a decrease for the week of 671,000 bushels, bringing the present visible to 8,085,000 bushels, as compared with 12,350,000 bushels one year ago. The above, in consideration of the fact that the 1907 crop was short three and one-half million bushels of the 1906 production, gives the market a very strong appearance. Foreign markets do not follow our advance very willingly. For instance, Argentine raised a crop of 128,000,000 bushels, which is double their normal yield. Prices are comparatively high, however, and we would not advise buying beyond ordinary requirements.

Oats have been steady the past week, the movement having been light, with trade only fair. The visible supply showed an increase of 5,000 bushels, making the present visible supply 8,634,000 bushels, as compared with 10,227,000 bushels one year ago.

The feed trade has been good of late, everything having advanced \$1@2 per ton. L. Fred Peabody.

R. A. Smith, formerly of Douglas, has opened a grocery store at 1320 Washington street, Grand Haven. The Judson Grocer Co. furnished the stock.

He can easily be fearless who dare not make foes.



# MEAT MARKET

## How To Install Small Refrigerating Plant.

Among modern achievements for the commercial and material benefit of mankind mechanical refrigeration stands in the front ranks. It alone has made possible the economical production, preservation and distribution of many of the necessities and luxuries of life. Without it the modern packing business could not be conducted nor its products distributed economically, and the greatest portion of our population would suffer untold misery and the other portion be subjected to disease and suffering resulting from the use of impure natural ice. To-day there is hardly a village or hamlet in our vast country without its own pure ice-making plant, regardless of climatic conditions.

Not the least beneficial results to be credited to mechanical refrigeration are those gained from its use by the comparatively small dealer in perishable goods. While mechanical refrigeration has made possible the power and prosperity of the big packing concerns, it also offers to the small dealer effectual, economical and sure means of conducting his business in an independent and careful manner, and thus insures him the full benefits of his chosen trade.

Maximum efficiency, minimum cost of operation and maximum profits can not be obtained in the conduct of the modern hotel, retail meat and provision business, cafe, restaurant, etc., without the assistance of mechanical refrigeration in its present stage of production.

The average retail meat dealer, for instance, who takes the trouble to investigate the subject of mechanical refrigeration in its relation to his business, will soon become convinced of its great superiority over the system of cooling a meat box with ice. Also, early in his investigation, he finds that the investment necessary to change from ice to machinery is apparently very large.

Too often at this point, where he has really learned very little, he drops the subject instead of going in deeper, when he would find that the reduction of his operating expenses; increased quality and value of his goods due to the lower temperature; increased trade in quantity and quality, due to increased quality of goods; assurance against loss of goods by deterioration, due to lower and dryer cooler, are to such an extent that the investment would be amply justified and profitable and really comparatively very small. Moreover, he is independent of ice famines and ice monopolies, and if he does his own killing is absolutely in an independent position.

The average retail meat dealer will probably require a 2½-ton refrigerating plant. This means that the operation of machinery and apparatus of this capacity will remove from the storage room and the stored

goods enough heat every twenty-four hours to melt 5,000 pounds of ice, and at the same time hold a temperature in the box several degrees lower than can possibly be done with ice. Such a plant, with electric power, will cost in the neighborhood of \$1,200, that is, a plant equipped with first class machinery and apparatus.

In order to obtain maximum economy in the operation of a small plant, a system must be used by which the desired degrees of temperature may be maintained without injurious variation and with the least possible running. The ideal small plant is designed to produce the desired results by running not to exceed twelve hours per day under maximum conditions; that is, during the hot test weather.

Such a plant, if properly designed and installed, will have to be run probably an average of five to six hours per day—not more, but more likely less, if the cooler is properly insulated. This means that a properly designed 2½-ton refrigerating plant will average daily the production of refrigeration equal to the meltage of 1,250 pounds of ice, and may be fairly compared with ice on this basis, as to cost of operation. This average daily consumption of ice will mean, at average cost, a monthly cost of \$100. The 2½-ton refrigerating plant, operating on a basis to produce the same amount of refrigeration that the meltage of 1,250 pounds of ice would produce, can be operated at a cost of considerably less than half this amount, including interest on the investment and depreciation charges.

In other words, the saving in the operation of the business, using mechanical refrigeration, as compared to using ice, will alone pay for the plant in less than two years. When the value of the increased quality of the refrigeration and the consequent benefits to the business are considered, resulting in a larger volume of business and great profits, it may be fairly stated that the average retail butcher who invests in a plant of the right kind easily recovers his investment in one year's time.

It must be borne in mind, however, that the design and quality of the machinery and apparatus used in the plant determine the results to a large extent. It is better to buy the best and pay more money than to sacrifice quality in order to save in first cost, and at the same time necessarily sacrifice efficiency, economy and durability in operation.

If a machine of such design as to require the services of a special attendant is used the maximum economical results can not be secured, because the cost of the services of the attendant must then be considered. In this case, the benefits of the investment do not appear so advantageous from a standpoint of economy, although it is still better than using ice. The machine should therefore be of such design and construction that, after being started, it will require no further attention, except to be shut down at the proper time.

Another essential feature of the

small plant is the brine storage tank, which takes the place of ice in the box. The brine tank should have the largest possible surface, because the larger the surface the less running required, and therefore the greater economy secured.

Too often the average purchaser of a small plant is influenced solely by the first cost, giving little or no consideration to the design and construction of the machine he is buying, nor the system to be used. He does not consider that he may be buying a "gold brick," but under such conditions the result is invariable. This is the reason that many small plants have been failures. If the purchaser wants something cheap he gets something cheap, but only in first cost. It usually proves to be very dear in the end.

The writer, being a refrigerating engineer and realizing the great field for usefulness for the small plant, has given the matter considerable thought and investigation. The result has been, to say the least, surprising. Few, if any, of our best known engineers and manufacturers have given the subject of the small plant the attention it deserves, being too much absorbed in the problems presented by the large plants, for which there has been greater demand than supply.

As a result our largest manufacturers, while fully realizing this value of quality, design and efficiency of even the smallest details of equipment for the production of mechanical refrigeration on a large scale, do not fully realize the much greater value of perfection in these points in connection with the production of refrigeration on a small scale.

The machinery and apparatus for a small plant must be more carefully designed and constructed, and a higher grade of material used than in a large plant, because the larger plant receives constant expert care and attention, and the small plant, in order to be of greatest economy, can not stand this expense, but at the same time it must be equally efficient.

It has remained for one of our comparatively young, but one of our largest manufacturers of ice machinery, to design and perfect a small machine that has completely revolutionized the small plant. This machine, called the "Sterling" by its

manufacturers, the United Iron Works Company, of Springfield, Mo., possesses in the high degree of perfection all the ideal points for economical and efficient non-attendant operation.

It is a vertical enclosed type machine and therefore self-oiling. It has no stuffing box in which packing can freeze and cause trouble and leaks, and therefore can be left to run indefinitely and alone, regardless of whether pumping wet or dry gas, and freezing back or not. No damage can result in either case. The working parts are all enclosed and well protected and absolutely assured of ample lubrication. They will therefore run for a long period without adjustment, wear or breakage.

The "Sterling" is a thorough "fool-proof" machine, and therefore the ideal machine for small plants with non-attendant operation. — National Provisioner.

## The Grocer Was Gruff.

The cereal man, in search of business, called at the store of the grouchy retailer. He carried no samples and felt that there was nothing about his personal appearance to mark him as a salesman.

When he entered he found the grocer seated in the back of the store reading a paper. He looked over the paper for a minute and then resumed reading. The cereal man waited. Ten minutes passed and no attention was paid to him. Finally becoming impatient he said:

"Could I speak to you for a few moments?"

"I reckon so," said the grocer, indifferently. "What do you want?"

"I don't want anything," said the cereal man. "I am the purchasing agent for the McKinley Electric System and I had intended to buy about a thousand dollars' worth of groceries, but I see you are pretty busy, so I won't interrupt you." Then he went out in a hurry and up the street.

The grocer dropped his paper and, hatless, pursued him for three blocks, but did not succeed in catching up with him.

## Safe.

"Doesn't tobacco make you sick, little boy?"

"Yas'm."

"Then why do you smoke?"

"This is a cigarette, mum."



## THE NEW IOWA.

Low Supply Can. Enclosed Gear.

Skims Thick or Thin Cream.

Hot or Cold Milk.

Most Practical. Turns Easiest,

Skims Closest. Easiest to

Clean.

Awarded the Only Gold Medal  
at the Jamestown  
Exposition.

Write for 1908 catalog, which explains  
fully this wonderful machine.

Iowa Dairy Separator Co., 132 Bridge St., Waterloo, Iowa.



THE BUSINESS OUTLOOK.

Optimistic Views of a Hard Headed Business Man.\*

The answer to my subject is just as simple as "How many beans in a bag?" It has been so exhaustively featured by the press, on the rostrum and in the pulpit by wise men and all other "authorities" that a new thought is difficult to imagine.

We reason logically regarding the business outlook only so far as we understand the cause and effect. Without going into details, I assume that the present slump in business was caused by inflation of values, unsound practices or other departures from economic law; whether inspired by ignorance or greed is as important to know as it is that business is off the track.

It is axiomatic that fire ceases to burn when it has consumed that upon which it feeds. Business is based upon human desire and feeds upon opportunity. So long as people possess desires for wealth and progress, and the opportunities are present for their realization, so long will business continue, and so long as business continues there will be ups and downs. This Nation will never be free from financial panics until it has ceased to grow industrially.

For generations to come we will have greater opportunities for business than any other people, and as our desires for wealth and progress are still rising, it is inconceivable that business should not continue to expand.

This will not come about in defiance of economic laws, but in their observance. Our present situation is but a proof of the commercial greatness of our people and our country. Without our unmatched resources and commercial opportunities, and without our tremendous business energy, the extraordinary rise in business and increase in our aggregate wealth would have been impossible, and without these there could have been no slump—high waves do not occur in shallow water. The time for anxiety exists while we are riding the crest of the wave, not after we have landed. Then the danger is past. We know the worst and recovery begins.

Forty-six years ago, when our population was less than half, and our aggregate wealth less than one-fourth what they now are, we disagreed among ourselves over the ethical matter of slavery. So seriously did we disagree that we forgot about all other business. One-half of us made it our exclusive affair to convince the other half that slavery had no place on the American continent. We neglected other business for four years while the Nation was engaged in destruction and war, but we survived it.

We more than survived it, we rapidly became the foremost industrial nation of the world. We have since had other ups and downs and will continue to have them, sometimes of one kind and sometimes of another,

\*Address by O. H. L. Wernicke before the Grand Rapids Credit Men's Association March 10, 1908.

but we shall survive them in future, as we have in the past.

Every period of depression has been closely followed by a wave of prosperity greater than the preceding one. It seems to me that depressions should be of decreased severity and of shorter duration in future, because we are always learning something as time passes. Whatever the cause of our present trouble, we will overcome it as we have overcome all our troubles. We will re-adjust our views and our affairs to the logical demands of the situation and "go marching on."

If we had no business booms we could have no business panics. The average between these extremes is the measure of our business progress collectively. They are evidence of our great business opportunities and a guaranty of our capacity to deal successfully with such situations.

As the Nation grows older lessons of value are learned. One of them is that economic and moral transgressions do not go long unpunished. This is our guarantee that we shall not go far astray.

As a people we are extravagant. We could not be so did we not possess the means and opportunities, but whenever our extravagance becomes excessive we are inevitably made to suffer consequences in proportion. The soundness at heart of our business morals is strongly emphasized by the irresistible wave now sweeping the land demanding higher ideals and better ethics in business life, which in the end will be satisfied with nothing less than the highest and the best.

Let this good work go on. Help it along. You could not stop it if you would. Let every one set his own house in order. It can be done



O. H. L. Wernicke

I will not venture to predict just how early we shall again reach the high levels established by our past business activity, but we will surely reach and surpass them. This will be so because the opportunities are present and you may rest assured they will not be long neglected.

We have had bad money in times past, but our business importance kept right on increasing in spite of it. We have better money now and may have still better money in future, but whether better or best, our wealth and population will continue to increase. Money alone does not create business. It is only a convenience in facilitating exchange. Neither is the Government always responsible for business conditions. We have seen business good when our administrations were bad and we have seen business bad when our Government was in efficient hands.

quickly and, when all have done so, there will be much to make us glow with pride and nothing to make us blush for shame.

You may depend upon it that business methods which are not beneficial to society will not survive. A free people will not long endure monopolistic oppression, whether in the name of capital or in the name of labor. The former is not so bad as it is pictured by its foes, nor is the latter quite so good as its partisans would have us believe. Constant agitation of those questions is the safety valve which insures us against destructive explosions from either source. It is also the barometer and compass by which prudent men learn to understand the dangers which beset business navigation and how to avoid them.

The patriotism of the American people is deep and strong. It has been put to the utmost test many times,

always emerging with greater strength and splendor. The worst that can be said of us as a Nation is that we neglect our civic duties at times. This is due to our great industrial opportunities, which claim our time and attention. It proves that we have a good system—so good that it needs no constant supervision by all the people, and so good that when it has been neglected it is never beyond correction.

The Lost Mine.

"Just before things busted last fall," said the Grand Rapids man, "I was in Chicago and I dropped into a downtown office to see a fellow who was advertising a Western silver mine. I had seen the advertisement in the papers half a dozen times, and the stock of that mine seemed to be just what I was looking for. He gave me a red-hot welcome, and made full explanation. The ore assayed so much to the ton; there were so many tons in sight; the dividends so much on the dollar; the stock was being sold at ground-floor prices, but was bound to go over par within the next month. I tell you, it looked as good as a hot mince pie on a cold winter's morning."

"And you were fool enough to invest?" was asked.

"I had some loose money at home, and I told him that he would see me again within a week. It did not look to me like a fool's investment. On the contrary, it was a gold-plated opportunity to make fifty thousand out of ten thousand. It did not pan out, however. You know how the panic came on and knocked things endways. Well, I was in Chicago again the other day, and I went down to see the same man. He sat with his feet cocked up on his desk, and was a lonesome-looking object. He remembered, me, and greeted me with a faint smile.

"How're things?" I asked.

"Slow. I'm smoking three-for-fives."

"And about that mine?"

"Nothing doing."

"Has the President destroyed public confidence in it?"

"Well, no; I can hardly say that. You see, I had a beautiful State map of Montana and a hole marked on it to represent my mine, and what did the scrubwoman do a few weeks ago but take the map down and burn it up. I've sent for another, but it hasn't come. Until I get it again there will be nothing doing in the Golconda. Please come in s'mother day. Perhaps next week I may be able to remember whereabouts in Texas I've got an oil well, and if so I'll divide a good thing with you."

The Trouble With Carr.

"I rather like your friend," Mrs. Page said, graciously, after Carr had gone home. "He is good looking and agreeable, but you can't call him a brilliant conversationalist. The Lawton girls talked all around him."

"Unfortunately," replied Mr. Page, "Carr cannot talk on a subject unless he knows something about it."

What an advertisement sets forth the advertiser should bring forth.





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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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, March 11, 1908

**TO THOSE IN ARREARS.**

By a new ruling of the Postal Department, all newspapers and magazines using the second class mail privilege must require payment in advance on all subscriptions. The ruling requires that subscriptions over one year past due will have to be discontinued by the publisher. We are therefore compelled to request advance payment on such subscription accounts as are in arrears, so that we may comply with the law. This ruling affects every mail subscriber and unless complied with and your subscription is paid for in advance we cannot send the Tradesman to you, no matter how much we might desire to do so.

**G. EVASIVE ELLIS.**

Three card monte men look down in contempt upon sneak thieves, pick-pockets pity the degraded condition of confidence men, bank robbers maintain a dignified superiority of spirit over mere burglars, and all of these despise most heartily the bucket shop proprietor. In turn, the shoestring gambler has but one ambition, and that is that some time or other he may become proprietor of a poker joint and ultimately rise to the aristocratic dignity of proprietorship of a faro bank. And these also despise the bucket shop boss.

Thus we have degrees in crime and rank in crookedness, differentiated by the participants themselves.

Deacon G. Elastic Ellis, at present making efforts to continue to occupy the mayoralty chair in the municipal government of Grand Rapids, ranks somewhere in the above classification. When he located in Grand Rapids he became proprietor of a gambling hell out South Division street. In time he moved his joint to more central quarters in North Ionia street, just south of Monroe street. Of course, he prospered in a material sense, so that when the sure-

thing slot machine came into vogue the Deacon was in shape to embark in that disreputable line of business. His followers were gamblers, race track touts, bar tenders and all classes of men who would rather live by their wits than to work.

There was another field he had not yet cultivated and so presently Mr. Ellis invested in black boards, chalk, private wires, room rent and confederates and opened a bucket shop. Truly his fall was sudden and complete. The men who were wise to the wiles of the black board and the stock market, race track and ball field reports by wire dropped G. Evasive Ellis so that he was forced to depend upon the superstitious, venturesome, reckless and foolish fanatics who didn't know or, knowing, would not heed. The Deacon's bucket shop had victims all over Michigan and he was especially famous throughout the State as manager of a base ball club and a manager with thoroughly "sporty" proclivities.

Meanwhile he had another pose and it was an effective one. He pretended to be a devout Methodist and a generous supporter of the church. He was at the same time seen as a man with a real-for-true gambler's nerve, it is said. The story is told that at a meeting in New York of base ball magnates called for the purpose of settling up the business of a season the Deacon's homespun sort of slouchiness caused the Eastern bloods to look upon him as an easy mark. When it was found that the profit going to each magnate was only a couple of thousand dollars or so, one of the Eastern men remarked, rather sneeringly, to the Deacon upon the insignificance of each man's share. "I'll match you," said the Deacon, so the story goes, "to see whether I have yours or you have my share."

The New Yorker's bluff was wiped out of existence instantly and from that day the Deacon's standing as a sport was fixed more firmly than ever. He paid his pew rent and his respects to the contribution box just as regularly after that elevation to distinction as before.

The Deacon's election to the Legislature was considered a joke by all the gamblers and bucket shop victims in Grand Rapids—that is, a joke upon the churches and the law and order element of the city; and when Mr. G. Evasive was elected to the mayoralty that was considered the greatest joke of all upon church members and decent people generally.

Something had to be done. It would not do to pose as church member and bucket shop proprietor simultaneously, and so he disposed(?) of the bucket shop—which is still in operation. Ambitious for a second term as Mayor, G. Elastic, adopting his usual slimy methods, has within the past fortnight attempted to give the double-cross to both his friends the ministers and his friends the saloonkeepers. His effort was to prevail upon the ministers of the gospel to support him in his present ambition because of his opposition to saloonkeepers, while at the same time the saloon men were accurately

informed by G. Evasive himself as to the campaign he was striving to carry out.

And so his record has been throughout his life in Grand Rapids. Evasive and elusive, and without settled convictions upon any question of a public character, he has never stood for anything of value to the city's interests or the welfare of the commonwealth. Resourceful in deceit and absolutely unscrupulous as to his methods in gaining any advantage or profit he may covet, George E. Ellis is a disgrace to the municipality and a wart on the composite countenance of the community.

**NATIONAL CONVENTIONS.**

The first National convention was held in 1832 by the Democrats when Andrew Jackson was nominated for his first term. The Republicans did not hold a convention until 1856, when John C. Fremont was the nominee against James Buchanan, Democrat. The Republican convention of 1860 nominated Lincoln for his first term.

Long previous to 1832 our Presidents were not formally nominated at all, but received the votes of the Presidential electors of their respective parties by a sort of spontaneous common consent. Later the nominating machinery consisted of resolutions of indorsement of a "favorite son" by the Legislature of his State, or its delegation in Congress, emphasized by repetition in other legislatures or mass meetings; and still later it consisted of a caucus to which all the members of Congress of the same political affiliation were invited. The Congressional caucus could at best poorly represent the rank and file of the party, because it included only members from those states and districts which were represented in Congress by members of that political faith, and left entirely unrepresented those states and districts whose Congressional delegations were made up of members of other political parties. That these crude methods of choosing a party standard-bearer should prove unsatisfactory and eventually break down was inevitable.

The Republican party is centralized in structure, yet with individual responsibility, while the Democratic party places emphasis upon state sovereignty and leaves to the subordinate organizations of the different states a large measure of autonomy. Mere reading of the calls issued by the national committees will show, in spite of similarity in the apportionment of delegates, a certain significant divergence. The ratio of apportionment adopted by the Republicans is four delegates-at-large from each state; two delegates for each Representative-at-large in Congress, two delegates from each Congressional district, each of the territories, each of the insular possessions, and the District of Columbia. The Democratic apportionment entitles each state to double the number of its Senators and Representatives in Congress, and each territory, the District of Columbia and insular possessions, except the Philippines, to

six delegates. This makes the membership of the coming Republican convention consist of 980 delegates, with 491 the necessary majority to nominate, and the membership of the coming Democratic convention to consist of 1,002 delegates, with 668 the necessary two-thirds majority to nominate.

Upon the theory that the American people choose their rulers there is a common notion that every voter when he casts his ballot in a Presidential election votes for the man who was nominated in the National convention of the political party to which the voter belongs, but this is entirely incorrect. The several party candidates are nominated in their respective conventions, but they are not voted for in the popular elections. The final electing is done by Presidential electors who are nominated or appointed by party committees or the Legislature, these electors being in number for each state equal to the whole number of Senators and Representatives such state may have in Congress. The voters cast their ballots for these electors, and those who are chosen meet at their respective state capitals and vote for a President and Vice-President. These votes are transmitted to Congress and opened and counted there.

The electors of each party always vote for the nominee of their National party convention, but they are bound by no law to do so. They might cast the state's electoral vote for any person whatever, so far as the law goes, but it is not likely that any electors would violate the party obligation by voting for somebody who did not carry the party vote of the state, as to do so would constitute such an outrage against the party that it might meet with bloody retribution, and certainly with lasting disgrace and party condemnation for such treachery.

It is the fact that Presidential candidates may receive virtually a large majority of popular votes and yet not be elected. A candidate might receive a heavy vote in many of the most populous states, but not receiving a majority does not carry the state, while those who carry the small states get their electoral votes, which alone count in an election. Such little states as those which have only a few hundred thousand population each, where their electoral votes are gained, out-count the millions of votes gained in the great states, but in which an actual majority was not secured. Millions of popular votes count for nothing unless the electoral votes of such states go with them.

The lines of eternal grace in any character have to be cut with extremely sharp tools.

The sermons that do most effective work in this world are those on two legs.

Envy is the habit of losing our own happiness while longing for another's.

A jealous woman has to take a back seat when an envious man comes along.



ON SATURDAY NIGHT.

How Thoughtless People Make Trouble for Clerks.

Written for the Tradesman.

"I wish women could be induced to make their purchases during the daylight hours of the week," sighed the dry goods man.

The store was crowded, and the counters were in confusion, while the clerks were about fagged out. The usual Saturday night rush was on.

"But they won't," said the druggist.

"I suppose not. From the character of the purchases, I should judge that most of the money we take in on Saturday night comes right from the pay envelope."

"Of course it does. There are a lot of people who can't get to a store quick enough with the week's salary."

"Then I wish employers would pay their help on Monday."

"That might make some difference in the Saturday night receipts, but it wouldn't help you out any on the rush and confusion."

"I can't see the point."

"People like to come to the business section of the city just to rubber at their neighbors on Saturday night, and they will always do so, whether they have any money to spend or not. They stand on the busiest corner and gossip and block the walks. They wouldn't be happy if they couldn't do that."

"I didn't expect to start a grouch-fest," said the dry goods man.

"Oh, this is all on the level," said the druggist. "My store is near to the best corner in the city, and I have been studying the habits of the average citizen and citizeness for a long time. It is worse in summer than in winter. When the nights are warm and pleasant there are about three baby cabs to the square yard out on the corner. And where there are no baby cabs there are bicycles, usually muddy or dusty, to rub against Sunday-go-to-meeting clothes. Somehow the average human being likes to get the squeeze of a crowd, and the more they get in the way of each other the better they appear to be pleased."

"If they take any comfort in such conduct let them go it," said the dry goods man. "I can stand it if they can."

"You see a lot of talk in the newspapers about daylight shopping," continued the druggist, "and I believe it has helped quite a lot. But the trouble is that there are too few buyers and too many shoppers. The average woman who has three dollars to spend wants to overhaul about a hundred dollars' worth of goods. And, at that, they don't all spend their three dollars."

"These shoppers, and even the buyers, might do much to make the work of the clerks less laborious. Every Saturday night you see groups of women and children in the stores annoying customers and delaying the clerks. They come to chat and gossip, and munch peanuts and candy. They go from store to store to spy out the wealth of their neighbors. They flit about, knowing that their

friends will be out. I don't wonder that the clerks have that tired feeling when they see the aisles blocked up by non-buyers who are musing up goods and taking up time which ought to be devoted to cash customers. It is a great nuisance, this Saturday night talkfest."

"You speak as if you knew something about the dry goods business," laughed the merchant.

"I have experience in my own store," replied the druggist. "We handle toys during the Christmas season, you know, a certain kind, and about one in every dozen who comes in to handle the goods remains to buy. They usually begin by looking over the very expensive articles, then come down to the five-cent goods before they get out their purses. Saturday night is something like a family picnic: People go to the stores to meet their friends, and talk about the weather, and show off their cute little kids. They never think of the clerks who have been standing on their feet ten or twelve hours, physically and mentally alert."

"Well," said the dry goods man, with a sigh, "you can't separate the dear public from its coin without putting up with the whims of the buyers."

"Oh, there is no way out of it," admitted the other. "Customers must have their fling. However, buyers should have some sense of fairness. They ought not to impose on merchants or weary the clerks unnecessarily."

"I believe that I lose trade by these rushes," said the dry goods man. "The clerks get tired and disgusted, and are not always as polite as they should be, with the result that sometimes regular customers go away angry. I try to square matters when I can, but one can't see and hear everything that is going on. I've lost several good customers by impatient clerks."

It was getting late, and the crowd was thinning. Everywhere clerks were putting up stock and getting ready to go home.

"It is about over for to-night," observed the merchant.

"Here's another nuisance," said the druggist, pointing slyly to an important-looking woman who was just making for a dress goods counter. "Watch this."

The woman seated herself before the counter, swung her veil aside, took out her glasses, and glared at the clerk, who, about ready to leave for the night, wasn't any too glad to see the new customer. She seemed to have no idea that it was closing time.

"Something you wish?" asked the girl.

The woman opened and shut her handbag two or three times, glanced around the store, and said, quite deliberately:

"Rather quiet here to-night, eh?"

The clerk stood waiting, watching her chum standing at the door with her hand on the latch.

"It is usually crowded at this time," continued the woman.

"It is getting rather late," said the clerk. "Is there something you want?"

"Dress goods," said the woman, shortly.

"Yes? And what sort of dress goods?"

"Oh, get 'em out here so I can see what you've got," said the woman. "I haven't made up my mind exactly what I do want."

The clerk took down a few rolls, being guided in her choice by the color and texture of the clothes worn by the customer.

"Oh, that brown is too dark," said the woman. "It is not in style at all. I wonder at your having it in stock. I thought I might like something a little lighter than navy blue."

"Plain goods?" asked the clerk, motioning to her chum to wait for her.

"How can I tell until I see the goods?" demanded the woman. "I've got to look until I find something that suits me."

The clerk took down some checks and a few rolls of almost invisible striped goods. Her chum was shaking her head and opening the door.

"If you've got something in very light brown with a little check in it," said the customer, "I'd like to look at it. Mrs. Wilton bought something here not long ago that looked about right. Guess you sold it to her. Do you remember anything about the goods she bought?"

"I'm sorry," replied the clerk, "but I don't think I know Mrs. Wilton."

"Oh, you must know her. Her husband is superintendent over at the factory, and she lives in that big house up on the hill. I was over there only this afternoon, and she was telling me about it."

The clerk shook her head. She didn't know Mrs. Wilton. In the other departments the clerks were turning out the lights. The customer did not seem to notice that she was the only trader in the store.

The tired clerk took down half a dozen more bolts, unwound them, and showed the goods to the best advantage. The druggist nudged the dry goods man in the ribs.

"That girl is a treasure," he said. "She's next to her job."

"It is so difficult to make a selection," said the woman, "and your assortment seems to be rather small. I've been used to buying in larger cities, and having the goods shown until I saw something I liked. I really would like to see some browns that are neither too dark nor too light."

The clerk kept on hauling down the heavy bolts, although by this time the counter was piled high.

"Oh, dear!" cried the woman, "you don't seem to get at the kind I want. It is so difficult to decide! Perhaps I had better come back in daylight. If you'll give me samples of a lot of these I'll take them home and examine them at my leisure."

The clerk snipped off half a dozen samples and handed them over.

"Why," said the customer, "how can I decide if you don't tag them? Put on the width and the price. I never saw samples thrown at one in that way!"

The merchant stepped back to the switch and turned off the light.

The woman threw her samples on the floor and went out with her nose in the air.

"Here," said the dealer to the clerk, "you come to my desk Monday and I'll buy you a seat for the best show in town. I should have snubbed that old woman."

And the druggist smiled at the coming true of his talkfest.

Alfred B. Tozer.

The Smart Employer.

Rudyard Kipling ended his recent address to the students of McGill University with an attack on "smartness." He said:

"Whenever and wherever you find one of your dear little playmates showing signs of smartness in his work, his talk or his play, take him tenderly by the hand, by both hands, by the back of the neck if necessary, and lovingly, playfully, but firmly lead him to a knowledge of higher and more interesting things."

Afterward Mr. Kipling told a story about a smart man.

"This man," he said, "owned a dry goods store, and one day, to his great disgust, he heard a new clerk say to a woman:

"No, madam, we have not had any for a long time."

"With a fierce glance at the clerk, the smart employer rushed up to the woman and said:

"We have plenty in reserve, ma'am; plenty upstairs."

"Lady and clerk looked dazed, and afterward the smart proprietor learned that the clerk's remark had been made in answer to the woman's, 'We haven't had any rain lately.'"

What She Thought It Was.

A Washington woman has a colored cook who is inordinately fond of theatergoing. Usually it is the die-you-dog melodrama that she patronizes, but recently her wishes sent her to see one of those serious, psychological dramas merely for the fun of experiment.

The next morning the kitchen queen was voluble in the expression of her enjoyment of the performance. Her mistress questioned her and found that the girl could not even remember the name of the play. She was assured that "a paper" that the girl had brought home would tell the title of the drama. Returning, programme in hand, the girl exclaimed: "Yessum, it's on heah. It wuz 'De Cast of Characters.'"

Why Worry?

He who finds himself persistently out of joint with his surroundings will do well to ponder the language of the Chinese philosopher:

"The legs of the stork are long; the legs of the duck are short; you can not make the legs of the stork short, neither can you make the legs of the duck long. Why worry?"

And yet men keep on worrying about the inevitable; the impossible; the impracticable. We see the tendency in business circles. Are not attempts being made just now in that direction? And have they not been made for all the years past? These questions that are beyond settlement come up afresh with every generation.





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

Special Correspondence.

New York, March 7.—The week has witnessed a good deal of liquidation in the coffee trade and the market has within a few days fallen off several points. It is said by some that the arrivals of coffee at primary points indicate a yield of close to 11,000,000 bags, instead of the 10,000,000 or 10,500,000 bags which has been the guess heretofore. Perhaps this enlarged outlook may have something to do with the downward trend. In a jobbing way the trade has been fairly satisfactory and at the close Rio No. 7 is held at 6¼@6¾c. In store and afloat there are 3,850,211 bags, against 3,984,174 bags at the same time last year. In mild coffees there has been a fairly active trade and prices are steady and practically unchanged. This is true also as regards East Indies.

Teas are steady. Brokers "point with pride" to the situation statistically and seem to think they are fully justified in maintaining full rates and even looking for an advance. High grade Japs and Formosas are not so readily taken as are the lower sorts, but the whole line of teas is in better shape than at the beginning of the year.

Sugar is quiet and buyers are taking small lots, just enough to meet current requirements, and no enlargement is looked for until we have some signs of warmer weather.

Rice continues firm at former values. Stocks are not especially large and it would be hard to procure any great quantity of some sorts. Advices from the South indicate a firm tone all around.

Some sorts of spices have been in improved request and, with moderate supplies, the general tone is firm. Singapore black pepper, 7¼@8c; Zanzibar cloves, 10½@10¾c.

Molasses is unchanged in any way. The demand is simply of an average sort and neither buyer nor seller seems to be much interested. Syrups are unchanged.

Some packers of corn from Maine have been here and made some effort to market their corn at the new figures—futures. It is reported that sales have not been either numerous or large. However, as buyers seem to want to hear from other packers who are on the way hither, 90c for fancy stock has been settled upon by the packers, but already it is said this has been in some instances shaved 2½c. Not much credence is given to this report because the situation generally is favorable to the packers, and Maine men know a good thing when they see it and are especially far-sighted when the dollars-and-cents question is under consideration. Canned goods, as a rule, are mighty quiet at this writing, and jobbers show no desire to stock up ahead. Spot tomatoes are quoted at

77½c for Maryland standard 3s f. o. b. factory.

Butter is pretty much unchanged, but the tone is weaker than last noted. There is some accumulation and quotations are slightly lower on some grades. Creamery specials, 30½@31c; extras, 30c; held goods, 28@31c; Western imitation creamery, extras, 26@27c; firsts, 24@25c; factory is in light request and working out at 22c for firsts, 21c for seconds; 20@22c for held; packing stock is weak at 20@22c.

Cheese continues in good demand and full cream is working out at last week's figure of 16c. There is a firmer feeling, but the 16c mark will probably not be much advanced.

Eggs are higher. The demand is good and the supply not overabundant. Western extras, fresh gathered, 25½c; firsts, 23½c; seconds, 22½@23c.

The foreign stock of beans is being drawn upon very largely. Choice marrow are quoted at \$2.25; choice pea, \$2.35@2.37½; choice red kidney, \$2.15.

### Variety Better Than Quality.

Almost any ten merchants would say that they now have more goods than their trade will consume.

But ask any ten farmers why they send away for goods and they will tell you because the local merchants do not have what they, the farmers, want.

You know the truth of both these statements. Isn't it clear that the first step in changing conditions, about which both the local merchant and the farmer complain, is that they get together?

And you know that in the process of getting together, the merchant will have to come much more than the half way.

But, as it is the merchant's welfare that is the more immediately involved, why should he not be disposed to do practically all of what may be necessary in getting together?

In your own case is not the reason for the seeming contradiction of your statement by that of your customers due to this fact—you speak of quantities, while they speak of items?

Away back when jobbers were fewer and manufacturers farther off there came into existence—born of what was necessity then—the practice among retailers of buying in large quantities.

That practice is long lived—seemingly as hard to quit as it is to avoid a disease that has been handed down from father to son—although conditions have changed so greatly.

As a result, many a merchant is still going on in "the good old way," buying a comparatively few items in quantities so large that he saves(?) the discount, but also gets his available means so completely tied up in surplus stocks that he has not the ready money with which to add to his salable stocks.

Meanwhile his customers have long since outgrown the conditions that compelled them to be willing to take what the dealer offered instead of insisting upon getting what they, the customers, want. Moreover, all the time new conditions have kept aris-

ing that kept educating them into new wants.

As a result the farmer of to-day, feeling the variety of his wants and limited showing of items in the local store, occupies the attitude that he does.

And the merchant, looking upon the quantity showing of each of his comparatively few items and realizing how much more—in quantity—he has in his warehouse, feels as he does.

If these contradictory attitudes of farmer and merchant exist in your community—why not adopt to-day a different course?

Why not to-day begin in your own store to steer for the time when variety, not quantity, is the feature of your merchandising?

Realizing that it is the merchant who must go more than the half way—why not to-day start to get together?—Butler Bros. Drummer.

### His Honeymoon Feeling.

"Judge," said the old colored citizen, "how much for a license ter git married?"

"Want it for yourself?"

"Yes, suh. You see, I gittin' mighty old now."

"That's evident. Then, why do you wish to marry?"

"Well, Judge, ter tell de truth, somebody gimme a long coat, a linen collar en a walkin' cane, en I knows a 'oman what says she kin make a livin' fer me, en I feels des lak' a honeymoon!"

### Sure Cure For Love.

W. E. Grange, author of the "History of Primitive Love," referred, in the course of a lecture in Boston, to the modern cynical view of love that prevails.

"I remember once," said Professor Grange, "hearing a bricklayer and a plumber discuss love in a smoking car."

"'I hold,' said the bricklayer, 'that if you are terribly in love the way to cure yourself is to run away.'"

"The plumber shook his head and sneered:

"'That will cure you,' he said, 'provided you run away with the girl.'"

Never purchase friendship by gifts.

## BRUSHES

for household use, furniture factories, railroads, mills, foundries, etc. Floor brooms, counter, wall and ceiling dusters. Made by experienced workmen from the highest grade material.

MICHIGAN BRUSH CO.

211 So. Division St. Grand Rapids, Mich

### Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State, and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.

## CASH CARRIERS

That Will Save You Money In Cost and Operation

Store Fixtures and Equipment for Merchants in Every Line. Write Us.

CURTIS-LEGER FIXTURE CO.  
265 Jackson Boulevard, Chicago



## "The Best Thing I Ever Put in My Store

was a McCray Refrigerator. It attracts attention because of its elegant finish and workmanship. It has brought me new customers, and it keeps my provisions in such fresh, perfect condition that everybody is anxious to buy them."

## McCray Grocer's Refrigerators

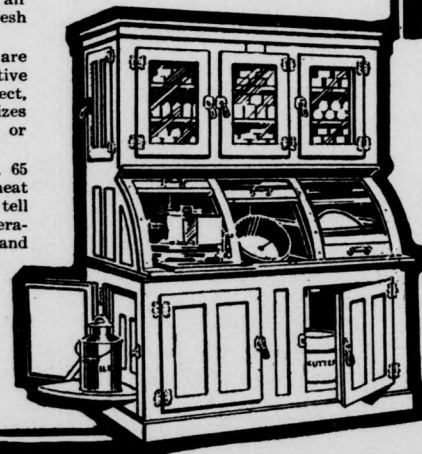
cut down the ice bill. They actually pay for themselves in the ice they save. They are built right, and have a perfect circulation of pure, cold absolutely dry air. They cool the entire contents evenly and keep everything absolutely dry. It is impossible for one article to taint another with its odor or flavor in McCray Refrigerators, because there is a constant circulation of cold, dry air which keeps everything fresh and untainted.

McCray Refrigerators are guaranteed to give positive satisfaction in every respect, and are made in regular sizes for immediate shipment, or built to order.

Write for catalog No. 65 for grocers, or No. 58 for meat markets today and let us tell you why a McCray Refrigerator will be a most sensible and profitable investment.

Write now before you forget it.

McCray Refrigerator Co., 5538 Mill St.,  
Kendallville, Ind.







## IDEAL LIGHT &amp; FUEL CO

REED CITY, MICHIGAN.

February  
Twenty-sixth  
1908.

Michigan Tradesman,

Grand Rapids, Mich.,

Gentlemen--We wish to take this opportunity to express to you our surprise occasioned by the results we have obtained through the small advertisement we have carried with you lately.

The writer has been a hard advertiser through most every conceivable medium, but never had previous to the February 5th issue carried an advertisement in your paper, and merely took the advertisement as an opening wedge to our advertising campaign, but to our agreeable surprise we have been flooded with enquiries, not only from Michigan, but from all parts of the United States and one from a remote part of the Dominion of Canada. The nature of the enquiries, as well as the class of trade they emanate from, differ from any advertising we have had, in that they come from well-rated reputable individuals or concerns, and the ultimate results are certainly repaying us many fold.

We have no axe to grind in expressing our appreciation in this way, but simply wish to compliment you on the HIGH CLASS OF YOUR SUBSCRIPTION LIST, and especially recommend its strength as an advertising medium

We are enclosing herewith new copy which we trust you will use until further notice, using the new cut we have had made for that purpose.

Yours very truly,

The Ideal Light &amp; Fuel Co.



## THE "SMART" CLERKS.

## They Lose More Customers Than Stupid Ones.

Written for the Tradesman.

There are merchants who believe that their clerks can do no wrong. They back them up in every dispute with customers, and accept their word as against the word of men and women who are their friends and their patrons. This is all right for the clerks. Indeed, the effect of it is to create a "happy-family" atmosphere in the store, where all belong to a "mutual boost club. But sometimes it is a little hard on the buyer, and also on the merchant himself, for such combinations invariably result in freshness on the part of the clerks and ultimate loss of trade.

A merchant is not in business to maintain a community of interests in his place of business, or to engineer a mutual admiration society in the interest of his salesmen. He does not invest his money for his complexion, or to keep a lot of young men in inside positions. He is there to do business, to sell goods, to attract to himself what little of the world's supply of bullion he may be able to pull in. The clerk who helps this ambition most is the best clerk.

If these merchants could hear the discussions at some of the afternoon teas, at social clubs, and at neighborhood visits, they might occasionally arrive at the conclusion that their chief aim and end in life was not to keep their clerks satisfied with themselves. Women talk over their shopping exploits quite a lot when they meet, and they are often frank in expressing their opinions of certain stores and places of business.

They tell each other why they do not go to this store, or to that one, and why they always "knock" certain places of business when the opportunity offers. It is talk of this sort that the merchants who always speak up for their clerks ought to hear. Some of the women are unreasonable, but we have to deal with unreasonable people in every walk of life. There are women who are insolent, sarcastic, insulting, to the clerks who wait upon them, and in cases of this sort they ought to get a verbal slap, but as a rule it is much better to consider the interests of the employer rather than heal the wounded self-pride with cracks at buyers.

Sometimes men, too, do a little knocking against a store because of the freshness of some clerk, although men are not so sensitive as women regarding back-talk. Not long ago, while passing along the street with a friend, I stopped in front of a furnishing store.

"What are you stopping there for?" he asked.

"Got to buy some collars," I replied.

"Well, come on over here and I'll show you where to get the best goods in town."

As I had no especial preference in stores, I went with him and made my purchases. As we came out I began to wonder why he had "knocked" the first store, as I knew that he

had at one time been on good terms with the firm. I asked him the question.

"Fresh clerks," was the reply.

I knew clerks in there who were not fresh, and I told him so.

"Well," he said, "I struck a fresh one there about a year ago, and I've never been inside since. Used to do a lot of trading there."

He laughed when I asked what the clerk said to him.

"I suppose I was foolish to notice anything the fellow said," he replied, "but I knew that he had no license to get gay with customers, so I ripped him up the back and went out. I hate a smart clerk."

"What did he say?"

"Well, you know that I am no bean pole! I weigh about two twenty-five, and have quite a neck on me. I am not sensitive as to my weight, nor do I care about the dimensions of my neck, but the clerk had no right to attempt to humiliate me in the way he did. I went in one day and asked for a collar. He asked what size, and I said twenty, I think. He stood looking me in the face for a second, and then turned to a fellow clerk who stood not far away.

"Gimminy crapes!" he said. 'We don't keep horse collars here. You'll have to go to a horse furnishing house.'

"Now, that was quite clever of the fellow, wasn't it? They had my size, too, for I had bought collars there only a short time before."

Here was a case where a man would stand any amount of roasting about his size from his friends, but wouldn't stand for the size of his neck being referred to as a thing fit for ridicule by a man he was waiting to pay his good money to. About the worst thing a clerk can do is to attempt to joke with a customer about any peculiarities he may have. I knew a man once who had a fancy for large, long, double-breasted Prince Albert coats. He paid quite a lot of money for them, too, but I thought they looked bungling on him.

One day he went into a clothing store to buy a top coat, wearing the Prince Albert because he sought an overcoat long enough to cover it. The man who came forward to wait on him was one of those thin-lipped, straight-mouthed chaps with a pointed nose. We all know the breed. There was sarcasm in his eyes as he glanced over the Prince Albert, which, by the way, was none of his business!

"Take off your overcoat," he said, "and I'll take your measure."

"You take off your coat," said the irritable customer, "and I'll slip you something that will hang over your eye for a week or two."

The clerk didn't take off his coat! He knew that he was in the wrong, for he had attempted to ridicule a customer's clothes, and he had no right to do that. He tried to make the man believe that he really thought the Prince Albert was an overcoat, and that made it all the worse. Of course the man who wanted the overcoat was foolish to get

angry, but most buyers do when they meet with alleged "smartness" in places of business. Therefore clerks should cut out all personalities.

I knew a grocery clerk who lost the trade of a man who spent \$800 a year with him by being too fresh. It was Saturday night, just a minute before closing time, and the customer wanted to get in. The store was filled with customers, but they were letting no more in. When this clerk opened the door to let a lady out the customer tried to get in. The clerk promptly gave him a push, shut the door in his face, and made mock at him through the glass. Of course rules have to be lived up to, but when a man is spending a little better than \$16 a week with a firm, and is as good as gold, the clerks ought to use some judgment.

I stood in a store one day when a customer came in with a copy of the firm's advertising circular in his hand.

"Here," he said to a clerk, "I want some of those ties at six for a dollar—some of the good ones you mention here."

The clerk, who had probably never taken the pains to read the circular, and was ignorant of the bargains it proffered, stared at the buyer a moment and said:

"Sure that is all you want? I thought you might mean that you wanted me to hand you a dollar out of the drawer."

Of course the customer was mad. He thrust the circular into the clerk's face and advised him to read it. But he wouldn't buy. After he had exhausted the dictionary in his oration to the clerk, he went his way. There was no sense in his getting angry, either, but nine out of every ten would have done just as he did. That is why clerks must not attempt to be "bright" at the expense of customers.

I understand that merchants do not want "fresh" clerks. They want clerks who can sell goods. They get the best clerks they can, but a good many of them spoil good clerks by letting them think that it is desirable for them to show "bright" minds. A clerk who is always watching to see that a customer "does not get the best of him" is no good. He ought to go back to the plow. Customers are mean, cruel in their insults, and all that, but a brutal customer and a sarcastic clerk is a combination which will not make the bank account of the merchant to thrive.

As a rule clerks are patient and meek in the face of insult and reproach, but now and then some bit of raw material comes in from some village and does things that cast reproach on the entire clerical force of the store where he is employed. The only thing a merchant can do is to watch his clerks. Let them be as bright as they care to, and can be, out of business hours, but let them be merely salesmen while on duty.

General James B. Steedman might have been Secretary of War under President Johnson only for a fool remark he made, and the remark was the truth at that. Steedman was the chum and adviser of the President in

the troublous days following the murder of Lincoln, and was actually slated for the Cabinet. One day President Johnson said to him:

"What will posterity say of my administration, General?"

"There can be only one opinion," was the reply. "They will say that it was an administration of lost opportunities."

"And in a week," said the General, in telling the story, "I was exiled from Washington, made collector of the port of New Orleans, the fattest gift the President had, but not the thing I sought."

Don't have "bright" clerks about if you can help it. Alfred B. Tozer.

## A Mark of Genius.

At the recent sale of the superb and priceless Stanford White collection, Miss Elsie DeWolfe, the actress, told a not inappropriate architect story.

"A gentleman stopped an architect on the street," she began.

"Good morning, Mr. Blank," the architect said. "Are you thinking of building again?"

"No," said the other. "I stopped you to inquire if you could take my son into your office as an apprentice. With training I think he would some day prove a magnificent architect."

"He has shown some talent, has he?" said the architect, a trifle glumly, for he was disappointed at not getting another contract.

"Talent? Genius, sir, positive genius!"

"What's he done?"

"He designed a garden for our Christmas tree."

"Well, what is there remarkable about that?" said the architect, impatiently.

"Why, sir," said the other, "he designed that garden for three dollars, and it cost thirty-seven."

## Misplaced Charity.

A philanthropic Grand Rapids man heard the other day of a family that was in extreme need of financial aid.

He made a trip down to the poor, miserably furnished home and found that the family was, indeed, having a struggle to get enough to eat.

He pulled a five dollar bill out of his wallet and handed it to the gaunt, half-starved-looking mother and told her to take it and spend it as she thought best.

A few days later he returned to see how the family were getting along. All the members in sight looked poorly fed.

"Did you buy some groceries with that five dollars?" he asked.

"Well, no," said the woman, with some hesitation, "you see it was the first time we had so much money all at once, and it looked like such a good chance that we went up and had a dozen cabinet photographs taken."

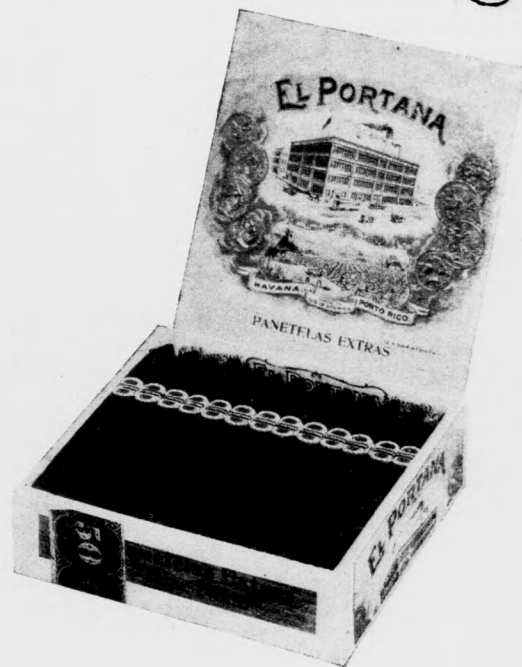
## What He Missed.

Drummer—Could I show you a few goods, Mr. Rosenbaum?

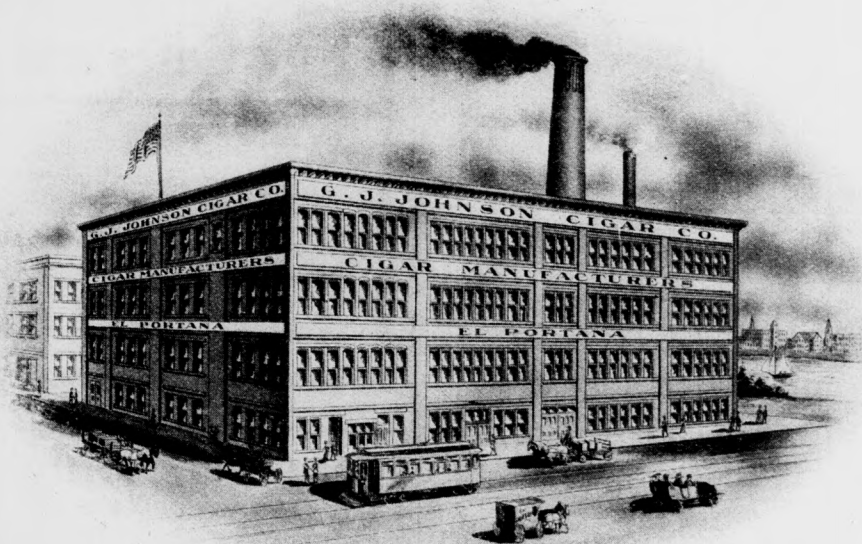
Rosenbaum—Py heavens! you missed a pig order py nod gedding here a liddle sooner. I shust dis minute failed!



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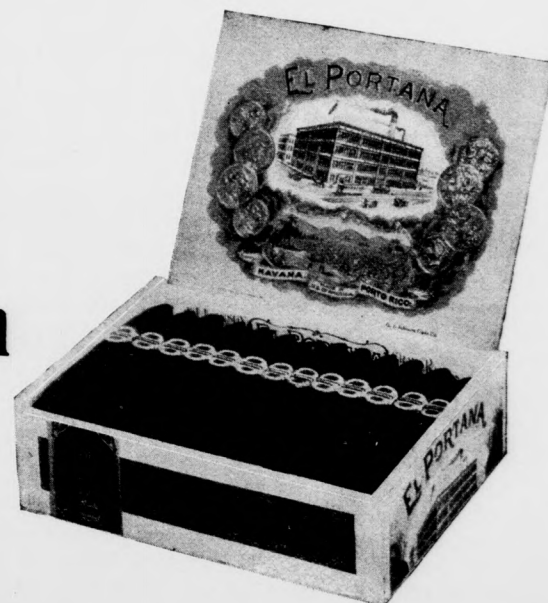
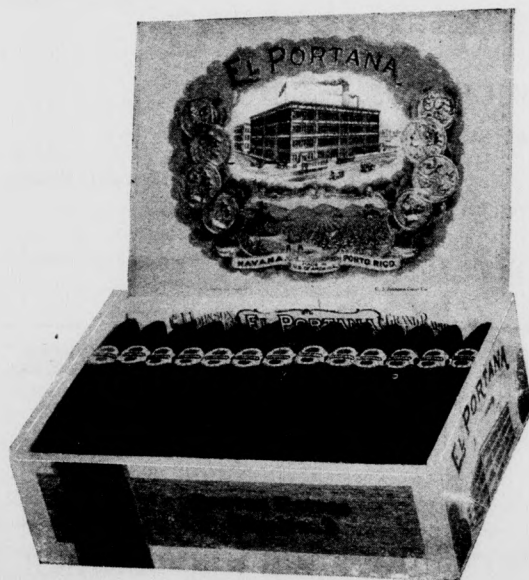
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## BUTTER AND EGGS

### Observations of a Gotham Egg Man.

The beginning of flush egg receipts in the year 1907 was preceded by a period of considerable scarcity and a very close absorption of stock in all channels of trade. The stock of storage eggs carried from the season of 1906 had been practically exhausted by the middle of February and widespread cold weather early in that month had restricted the movement of fresh eggs to such an extent as to leave the markets bare of goods at the opening of March, when stock began to come forward in excessive quantity.

From the very beginning of the spring flush in early March the movement of stock was unprecedented in volume until the time of normal shrinkage incident to the early summer. While the bare condition of the distributing markets at the opening of March, and the expanding consumptive demands incident to declining prices, led to the absorption of a large part of excessive quantities of eggs coming into distributing markets during the first half of the month, there was no time from the first flush until July when the arrivals were not in excess of consumptive requirements, so that until the proportion of fine eggs was much reduced by hot weather the market was continually dominated by the varying speculative disposition of buyers for cold storage, whose operations alone put bottom to prices.

While there was considerable conservative talk among storage operators before the season of surplus, the actual level of storage prices was sustained at a high point—so high, in view of the unprecedented receipts, that many of the more conservative operators kept out of the deal altogether. The previous year's storage accumulations (those of the spring of 1906) had been put away at unexpectedly high prices, owing to serious interference with March production by bad weather, and the quantity stored had been unloaded at very profitable prices. This seemed to make a considerable class of operators oblivious to the disastrous results of storing the larger surplus crop of 1905 at high prices, and a hot pace was set quite early in the game, which was followed by many who were at the same time protesting against the soundness of the position.

The great bulk of the March receipts in distributing markets consisted of regular packings of which a very heavy accumulation occurred outside of cold storage; many of these more or less ungraded eggs finally found their way into the warehouses, although most of them were later worked into consumption when a larger proportion of the arrivals consisted of storage packings. Storage packing became very general during the last ten days of March, and at the close of that month there had

accumulated about 188,000 cases in the warehouses of New York, Chicago, Boston and Philadelphia, in addition to which there were doubtless nearly as many more accumulated in stores and on the docks.

No such March accumulation of surplus had ever been known, yet, in spite of evidences of continued unprecedented production, prices were maintained at a high level, although they weakened somewhat at times during April and May. In the latter part of March shippers were paying prices for loose eggs which precluded profitable sale in seaboard markets below 19@19½c, and the indisposition of Eastern operators to pay these prices led to heavy storage for account of shippers themselves. Selling values of storage packings at New York eased to 18c for a few days early in April, but soon recovered to 18@18½c, settling back to 17½@18c later in the month under the weight of the enormous supplies. The opening of May brought a stronger feeling, more buying by local dealers, and a recovery to 18@18½c, but as the month advanced and it became apparent that the supplies were not falling off as much as some had expected, there was a decline to 17@17½c, at which range our market remained unchanged until quotations for storage packings were eliminated early in June.

During the greater part of the principal storage season, from late March to mid-May, the relation of values East and West was unsatisfactory. The brunt of speculative activity was in the interior where prices were sustained, during much of the time, above a parity with Eastern selling values, and a very large part of the storage was done for account of storehouses or shippers themselves.

The season of storage accumulation extended until well into July, but from that month onward the production seemed to be rather lighter than normal. And during the summer egg consumption seemed to be abnormally large, attributed partly to the very light crop of summer fruits and berries. Under these conditions, coupled with a general anxiety to move storage eggs at a very modest profit, an unusually good reduction in holdings was made in August and September—sufficient to give holders some encouragement. And with relatively small receipts during the last four months of the year the natural conditions were as favorable for the unloading of storage reserves as the most sanguine could have expected.

Yet the storage reduction up to the middle of October, although larger than ever before for the first two months of the unloading season, was not great enough to promise a reduction to a safe point before the uncertainties of the new year. Uneasiness and anxiety to sell more rapidly became general and just as the outlook was becoming normally more bearish from a realization of the excessive surplus remaining to be sold, the situation was complicated and demoralized by a panicky financial condition and shortage of money which, for some weeks, so seriously

affected all business interests, and especially those where borrowed capital was largely employed.

In some cases loans were called in, of which stored eggs formed the collateral; in some cases additional margins were called for; in some cases holders of stock in storage were obliged to force sales in order to real-

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Grand Rapids Grain & Milling Co.

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### 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  
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### 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

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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 1872

Citizens Phone 5166

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### 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.



ize what they could from the amount of their investment.

These forced sales did not reach the proportions of a panic in the egg market, but they led to a decline which placed prices below the cost of the goods, and from about the close of October to the final wind-up the great bulk of the heavy storage holdings was moved at a loss. Demoralization during November and December was averted by the enormous extent of the demand, stimulated largely by the comparatively low prices at which good storage eggs were being sold to consumers. And the weight of this heavy consumption, being carried into January and, to a less extent, into February, served to move practically the whole of the excessive reserve stock at prices which, although generally sadly unprofitable, or resulting in more or less serious losses, did not at any time become so demoralized as was the case in the early months of 1906.

Stocks of stored eggs were materially depleted by the opening of February, and the quantity then on hand was worked out during that month at prices drawing gradually nearer to fresh gathered, but fluctuating with the frequent changes in the latter. The stock was practically exhausted by the close of February, the last sales of good to prime quality ranging 18@20c, but the average for the month being little over 19c.

A comparison of the prices given for storage packed eggs in March, April and May with those given for refrigerator eggs from September to February does not give a correct idea of the extent of the average loss, because these figures are based on the value of the best grades; they represent the net cost of the input more nearly than the average realized on the output, owing to the deterioration in quality and the large proportion of stock finally sold below the leading market prices.

In this connection it is worthy of note that an unusually large quantity of the spring and summer packed goods came out of storage in unsatisfactory condition, the greatest loss in this respect being due to breakage and consequent mold. This defect may have been caused in some instances by careless handling of stock in transit while the movement of goods was so heavy in the spring, but it was often, no doubt, due to the use of too light fillers and careless packing.

We came to the end of February with a complete exhaustion of stock in this market, and other leading distributing sections were in practically the same condition. The speculative element in the trade, both here and in the interior, will very rarely take the chances of carrying surplus into March at even moderate winter prices, unless the indications of abnormally small production for the season are very conclusive, and of late the interferences from February cold spells has not been considered sufficient to warrant carrying surplus into March.

Shippers who criticize the frequent and sometimes apparently erratic fluctuations should realize that we

have been going from a season of surplus reserve stock to one of bare floors under the shadow of largely increased supplies and the imminent possibility of much lower prices, and that no one can so fit the offerings to the demand as to make things match up exactly. Market prices, here and elsewhere, are not the product of any one man or set of men—they are a composite of the sentiments of all traders as focused in the average willingness to buy and immediate ability to sell. If the foresight of the trade was as good as the "hindsight" radical fluctuations might be avoided; but in the egg market at this season of transition from winter to spring conditions they are inevitable.

Up to the middle of last week there had been no time this winter when the supply of eggs in this market was not in excess of the demands of the trade; prior to that the reactions from the general downward tendency were due almost entirely to speculative holding on the part of shippers by which the quantity of stock offered was often reduced below trade needs. Even at the beginning of last week there was still a surplus of some 10,000 to 12,000 cases here, and the ordering of sales of these goods, together with decidedly weak Western and Southern advices, and many offers to sell to arrive at much lower prices made the decline on Tuesday a perfectly natural one. The later scarcity, resulting from light receipts and large increase of out-of-town orders, could not be foreseen with sufficient assurance to warrant receivers in holding prices up at the expense of carrying stock over from day to day.—N. Y. Produce Review.

#### Leprosy Cure from Hawaii.

According to the correspondent of the Sun, the most absorbing issue in the Hawaiian Legislature just now is whether a man from the mainland who says he is a doctor shall have free admission to the leper settlement and be provided with a hospital and a house, his object being to test a leprosy cure. Generally the natives, who, employing witch doctors themselves, are as credulous as children in such things, believe that the man who has no diploma or license can do what he pretends, an impression which has been strengthened among them since the Territorial Board of Health has secured and published the extraordinary formula of his medicine. Here it is:

"Pure cream from milk, the san or core of an egg, roots of deer's horns, extracts from weeds which grow only on female rocks in the deep sea, live worms that are to be found only twelve miles north of Bombay, India, two miles north of Chihuahua, Mexico, and six miles north of Globe, Ariz. Put the worms to sleep by artificial heat and then powder them."

Three times the House has soberly debated the doctor's merits, and the end is not yet.

#### A Good Name.

Bangs—I notice that you call that dog of yours "John D."

Hunter—Yes. Never lost a scent in his life.

## Try Headquarters

with your next shipment of poultry. We pay better than the market. Price card upon application.

References: Commercial Savings Bank, Michigan Tradesman.

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Or if you want them sold quick at full value and a check right back, mark to

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References—Valley Bank and Home Savings Bank.

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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.

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## BEANS We are in the market for all kinds. When any

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**ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.**

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We sell all kinds field seeds

## Medium, Mammoth, Alsyke, Clover Timothy, Red Top, Orchard Grass

If you have clover seed, red kidney or white beans for sale send us sample, price and quantity

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new and second hand. Shipments made same day order is received. I sell bags for every known purpose.

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Grand Rapids, Michigan



## CREATURE COMFORT.

## Claims of Customers Which Should Command Consideration.

Written for the Tradesman.

If merchants in general realized how much trade depends on customers' being made comfortable while in the store a great many more than do so would rustle round and see to it that innovations caused those customers' eyes to stick out.

Where a building has floor registers, if your store is not already provided with one of large proportions right near the front entrance you would be surprised greatly at the trade-influencing power of such a cheer-giving convenience. On a blustry—a blizzardy—day in midwinter many a frozen pedestrian will drop into a store door where it is known (and, better, remembered) that a warm welcome is welling up from a hole in the floor—a welcome as free as "the flowers that bloom in the spring, tra-la!" And as the pedestrian's aching extremities begin to thaw out enough to be bendable, quite naturally the heat extends also as far as the heart and that, too, grows warm—grows warm towards the provider of this means of escaping the fierce inclemency of the weather, and, thus recovering his vitality, he is more than apt not to be in a hurry to farry forth but to be in a mood to "look around a little."

When man's physical discomfort is eliminated his mental attitude likewise undergoes a transformation, and now is the time for the proprietor to take advantage of the changed condition.

But he must be adroit—subtile. He must not approach at once the subject of barter. If he knows anything at all about the visitor let him make use of this fact—ask after the well-being of his family, how "the world is treating him." If the merchant is cognizant of the circumstance that sickness has robbed the health of any member of the household he should enquire solicitously as to that particular one, or about any other truth that has been made public as to the personal affairs of the incomer, on condition, of course, that that truth is not of a disagreeable or embarrassing nature. If the latter obtains the dealer must be extremely careful to go all around this unpleasantness, touching it at not a single point. The possible customer's corns must not be trod upon in any "way, shape or fashion."

After these preliminaries have been disposed of, still may the proprietor of the establishment not talk business nor even suggest it—himself. If, during this conversation, the caller was seated so much the better. Get a man off his feet and the natural indolence of the human race will be likely to assert itself. A shoe merchant can do nothing with a shopper until he is seated and his shoe off. So with this case—only with a difference: that the anticipated patron is not bereft of his goloshes and shoes.

After the owner of the store has duly "done the polite" he should "tip the wink" to a tactful nearby clerk,

who shall, upon the graceful retirement of the former, come forward with some quiet hint as to the arrival of new goods, bringing in his hands a sample of the same.

In conformity to nature, it is much easier to interest a woman in merchandise than it is a man, as she is the general shopper for those under her roof-tree. If she be not of the stingy stripe she dotes on ordering, it boots not whether for herself or for others. If she is known to be a person fond of dress, and her especial style is wot of, it's all clear sailing for the masterful clerk; a sale is just as well as made when she takes her in hand. Even if the latter have no money with her, if her credit is established she may easily be induced to set her heart on what is presented for her inspection.

In order to further facilitate matters, if the lady was burdened with parcels these should have been courteously taken care of by the merchant when a seat was offered on entrance. A woman always likes to "see with her hands" as well as with her optics. This common characteristic must never be disrecollected.

It is fair to assume that a woman never loses her regard for laces, and this acknowledged penchant of The Sex can always be relied on as a vulnerable point of attack. The average Feminine capitulates at once. So if the person at the register be of the Feminine Gender (I use the capitals advisedly) the merchant should, after the Gentle Jolly, put her in the hands of the callid clerk of the lace department, who will weave a web of delicate insinuation from which there is no escape.

This is the role to be played when Old Boreas holds forth in the land. In summer it is just as essential to look out for the material welfare of a customer. The tender of a palm-leaf fan, in a store where there is no electrical wind-pusher, is a wonderful aid to a kindly feeling for the donor, and so for the place. "A very simple thing," perhaps you thoughtlessly say, and yet if you could always hear the oft-repeated remark, "Oh for a palm-leaf fan!" you would change your mind. Such a simple thing as a fan has wafted more trade than you could "shake a stick at," to employ an old-fashioned phrase.

But a meager proportion of the toilet rooms in stores are adequately supplied with requisites of the most ordinary description, let alone the conveniences that are held to be absolutely necessary for the accommodation of the public by those emporiums that have made a profound study of the small details that make for commercialism.

I have in mind an immense establishment where one would suppose that nothing of importance, large or small, would be lacking, yet not so when it comes to the toilet room. The goods carried in stock are remarkably varied and excellent in quality. A large vestibule, covered with porch matting that is frequently renewed, opens onto the store proper, where the feet sink deep in the softest of velvet carpets; nowhere is heard the click of heels on bare hard floors. Everywhere luxu-

rious seats invite to rest. The store is well lighted, well heated in winter, well cooled in torridity. The sales force are trained in courtesy. Goods are delivered in first-class shape and with promptitude. Yet with all these splendid appointments, all this punctiliousness, there is "a fly in the ointment." The toilet arrangements are execrable. Everything is different from what it should be.

In all stores pretending to have toilet rooms there should be those in charge whose duty it is to keep them in as immaculate order and cleanliness as are demanded in a perfectly-cared-for home. There's the situation epitomized. Throw out the toilet rooms entirely if this standard can not be lived up to. Better not to make a pretense of fittingly serving the public, that you live on, and then fall down in the effort.

In the best stores a Rest Room is now considered a positive necessity. Here the floor is usually of hard wood or tile, for sanitation, and amply covered with cheerful rugs. Several leather couches are ranged along the walls and easy chairs spell respite from aching backs. Thirst is slaked at a cool tank in the corner. A few attractive pictures conduce to forgetfulness of "that tired feeling," while papers and magazines on a stand in the center of the room enliven many an otherwise-dreary wait. A neat maid in cap and apron is in attendance to answer questions and be of general assistance.

The Rest Room is always declared to pay for itself thousands of times over, in those stores that are wise enough to introduce it and to keep it as it should be kept—point-devide.

With competition as fell as it is during the present era, the time has long since departed when any aids to business, however small they appear, may be lightly overlooked; and catering to materialism—to creature comfort—is one of the most important on which to deliberate and, what is more to the mark, to act.

Jo Thurber.

## A Sign of Improvement.

Doctor—Good morning, nurse. And how is the patient getting along?

Nurse—Oh, very nicely, doctor. He kissed me this morning.

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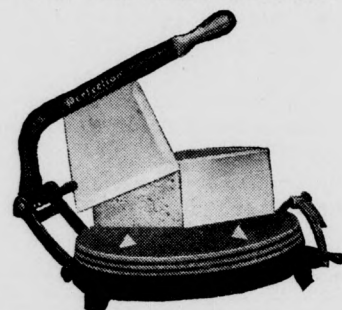
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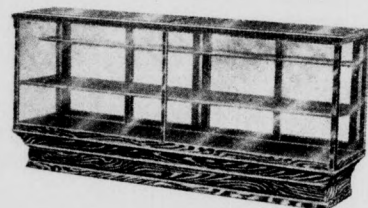
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# INDUSTRIAL EDUCATION.

## Assistance of National and State Governments Necessary.

The question of efficiency in the rush of industry which has marked the last decade or so is of vital importance. We recognize an industrial development comparable with nothing ever seen in the history of the world. Industry has thrived as industry was never known to thrive before. Every competitor has been met and conquered in the triumphal march we have made into the markets of the world. The industrial leaders of other countries have stood aghast at the multiplying figures of our competition and the aggregated totals of our output.

But we should not be mistaken as to the basis for this accomplishment. We have lavished our raw materials, we have used extravagantly our ingenious labor-saving machinery, and have developed cheap transportation in a day. We have taken all these advantages and coupled them together with a natural genius for industrial combination. We have understood better than any other people how to do things on a great scale. Highly developed manual skill has had small place in the industrial development of America. We have astonished the world with our quantity rather than our quality.

It is already dawning upon us that in the haste of our marvelously successful industrial development, in the new industrial order which we have evolved, we have left no place for a broad and adequate training for our industrial workers. Here is my fundamental proposition: The very next step in industrial America must be in the direction of a system of popular education for industrial efficiency.

Until recently we have been considered an agricultural nation and it is the farmer that is first to see how ruthlessly we have leveled the American forests and lavished our raw materials. It is he who realized that he dare no longer overrun the continent with his ingenious labor-saving machines and skim the cream of fertility from the soil. The farming of the future must be intensive and scientific. It is this growing conviction that is back of the movement to establish by state and national support an agricultural high school in every county in the Union, with the farm and its activities the center of education promising that scientific knowledge to the rank and file necessary for the full development of this basal industry of the country.

And it is not only on the farm. The true culture in every walk of life is that knowledge that enables man to link his own activities with all related activities. It is this that gives the highest efficiency in any given vocation, and at the same time exalts labor to its true position in social esteem. To a far greater degree therefore is there a problem in the city in the development of our intense system of industry.

The system of machine production, recognized as the American system of industry, requires machine ten-

ers—experts in a single mechanical operation; automaton, men too often without learning and untaught, unable to use good English, unacquainted with our civil government, running automatic machines day in and day out, men without industrial intelligence to see beyond the task in hand to related operations or processes, without knowledge of materials, ideas of cost, ideas of organization, business sense and a conscience which recognizes obligation.

Too many thousands of men in this country have become human cams, and the more perfect their adjustment with the iron cams of the machine, the higher their wages become. This is not a criticism against the automatic machine. The world's work was never so well done before, yet there is a social and civic significance in all this that tells mightily in our democratic society.

And this brings me to the larger problem before us. Efficiency calls for more than man's skill as a producing agent, more than man's performance as an industrial unit. This is more than an economic problem, otherwise we might leave its solution to the economists, and to our captains of industry. It is also a social and civic problem inevitably affecting the very quality of human life itself. It is a condition defeating the highest possible attainment, usefulness and happiness of each individual member of society. It is an industrial situation denying a man the opportunity to take a man's part in the world's activities. Democracy is founded on no other principle than that the greatest good of all is subserved by the highest individual development of each. Here is the principle that must underlie our industrial as well as our educational system—a principle promising larger and broader industrial training for the masses than can be offered in the highly specialized activities behind the closed doors of our factories.

I sincerely believe we are at the beginning of a great development of primary industrial education in America through the channels of popular education. We are just awakening to the imperative need for that sort of thing. It is growing out of the utter inadequacy of our present educational system on the one hand in providing practical education for industrial workers, and out of the recognized ability of our industries on the other hand to provide anything more than narrow and highly specialized skill.

We are proud, and justly so, of what we are prone to believe is the finest public school system in the world, a system which has developed marvelously along certain pretty definite academic lines, but they have been academic lines looking toward the professions rather than the vocations. There is here one fact which we must recognize: There is too wide a chasm between our educational system and our industrial life. Invention and specialization continue to withdraw the old-time chores, light jobs and occupations from the fire-

side, farm and workshop and transplant them behind closed doors. The schools so isolate themselves from the industrial world and receive so little inspiration from the industrial age in which we live, that thousands of boys leave the elementary schools of this country year after year as mere children, helpless in the whirl of our industrial cities, and drift about from one low grade industrial pursuit to another or swell the crowd of improvident juvenile tramps. Make the rounds with me any day with a half dozen worthy boys looking for a position, and I will convince you in a half hour that our city boys are absolutely put out of business with no free opportunity to learn a trade.

While the school of the future should continue to train the more fortunate few who look forward to a professional life, it should also offer the larger number who go into industrial life an opportunity to at least cultivate industrial intelligence, to grasp the intellectual side of vocations, which is the result of co-ordination of all round industrial training and all round mental training. This alone can produce a high type of industrial workers.

Our American laboring classes average less than five years in the public schools—five years in the lower

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grades of our public schools is the average for the boy who goes to work, while eight years in the elementary school, four years in a classical high school, and four years in the professional school is the opportunity provided by the state for the teacher, lawyer and physician. Sixteen years of training for the professional man, and none for the industrial—sixteen years of special training for the two millions of people engaged in the professions, and no educational facilities along lines of special training for the thirty millions engaged in productive work in this country. We speak of the dignity of labor, and yet say to the working man that there is nothing in industrial processes and materials worthy of being dignified in elementary education.

#### The Neglected Child.

It ought to be as easy for the majority of our people in their early years to acquire industrial intelligence and the rudiments of craft skill as it is for the small minority to secure cultural advancement. It ought not to be more difficult to become a carpenter, a machinist or a plumber than it is to become a teacher, a lawyer or a doctor. It is the time for the state to do more than educate leaders. Where there is one who has the natural ability, the aptitude or the time for professional study, there are thousands in the forests, on the farms, in the mines, in all forms of mercantile and commercial life in the city, who, from inclination, necessity or desire begin their career with only the rudiments of an education, and with little opportunity in daily life to better their condition.

There is also a moral aspect to this problem. If I were asked to name the chief product of the school's inadequacy and the exclusiveness of our high grade industrial pursuits, I should say the neglected child. Vagabondage has its root in the neglected child. It can be conclusively shown that idleness and lack of opportunity are the most potent and permanent causes of crime. The state is doing about all we might ask to-day for its criminal boys. The juvenile criminal has a free passport to board, clothing and the opportunity to learn a self-supporting trade.

All that I plead for is that the large number of boys who are not yet criminals shall have the same chance for industrial education. A change in our educational system, whereby the boys in upper grades in industrial districts may be fitted more directly for industrial pursuits, will do more to reduce crime in this country than all the juvenile courts that we can establish. The time is at hand when every boy whether native or foreign born, rich or poor, black or white, with an ambition to increase his earning capacity and his usefulness as a citizen in any given trade, should have widest and freest opportunity to do so, and when no man should be permitted to say him "nay."

#### Duties of the State.

The time has come when the state that aims to give equal opportunity

to all should give some genuine opportunity to the majority. It should give definite training to a degree, educational and disciplinary in its results, yet aiming at higher industrial efficiency which we are demanding of our industrial workers. Our scheme of universal education must provide for our idle youth not only the opportunity for general culture, but also the opportunity to each individual to fit himself for any trade or craft for which he has a natural aptitude, by which his bread is to be earned, and in which his citizenship is to be developed.

There are no legal obstacles in the way. It needs only a public awakening to secure the necessary action. The American business man, the American manufacturer, the American wageearner, in the face of an ever increasing rivalry for possession of the world's new markets, should unite in a determined effort to secure public and private support for a system of industrial instruction worthy of the leading industrial nation of the earth. The American teacher whose life is burdened and energy misdirected in her efforts to interest the dullard, truant and delinquent in culture programmes; the father and mother in the country and town whose sons and daughters are going wrong under the demoralizing influences surrounding low grade child labor; the educational authorities engaged in the uphill business of compelling attendance of the masses in schools which do not meet their needs; municipal authorities who seek to reduce juvenile idleness and crime, that state that spends its public funds almost too late on jails, reformatories and penitentiaries; all religious organizations that aim at civic righteousness, the body politic that stands for private and public liberty, all should unite in a free and unanimous support of a system of popular education for efficiency in our industrial democracy.

And now in closing what are my recommendations? It is easy enough to generalize. But what are the concrete possibilities? First, reorganization and simplification of the work in our grade schools to such an extent that the elements of general culture as well as the tools of an education as provided in reading, writing and arithmetic, spelling, and so on, may be acquired in the first six years instead of the first eight. These schools should constitute the "folk schule" of America—the schools for classes and masses alike.

Second, the reorganization of our courses of study and our educational aims in two upper grades of our elementary schools upon the basis of vocation as well as culture. A richer civic content to be given the studies and activities of the grammar schools by the elimination of unimportant topics in arithmetic, by teaching individual handwriting that shall meet the requirements of business, by more regard to business spelling, commercial forms and correspondence, by drawing less artistic and decorative and more mechanical, by more prac-

tical language training and less formal grammar, by more attention to the commercial and industrial aspects of geography, to the civic and institutional side of history, by more frequent observation and close study of the leading industrial plants of the community.

#### An Illustration in Point.

Third, by a decrease of school hours so far as formal studies in the grammar schools are concerned for certain boys and girls forced by circumstances to go early to work, and by a corresponding increase in time for such pupils to be given to manual training, and commercial subjects, to the extent of utilizing a larger variety of suitable materials and processes, in the various leading industries of the community, ending possibly in a closely articulated elementary apprenticeship system between the grammar schools and certain industrial enterprises.

Fourth, by the introduction of general manual training and commercial courses in all classical high schools, and by the establishment of such a number of high schools in every large city as attendance will warrant, thus making the high school less a school for the privileged classes and more

completely a part of our common school system.

Fifth, I can not make this recommendation without a concrete illustration, which I beg you to pardon: A few years ago a little unknown lumber town in Wisconsin was forced to plan for the construction of an ordinary high school building. As the plans were completed, one of its wealthy public spirited citizens proposed to build a second building alongside of it at his own expense, connect the two with bridges, the second to have an industrial equipment—best that could be bought with money. The schools were built and furnished, the superintendent's salary was doubled by the philanthropist, and Wisconsin's first educator, the State Superintendent of Public Instruction, was employed. To-day the little town of Menominee has a world-wide reputation, whose industrial schools are visited annually by people from all parts of the world. S. L. Heeter.

#### No Kick Coming.

"A Chicago poet has been raising a row because he was given some imitation money recently."

"Perhaps he took it in return for imitation poetry."

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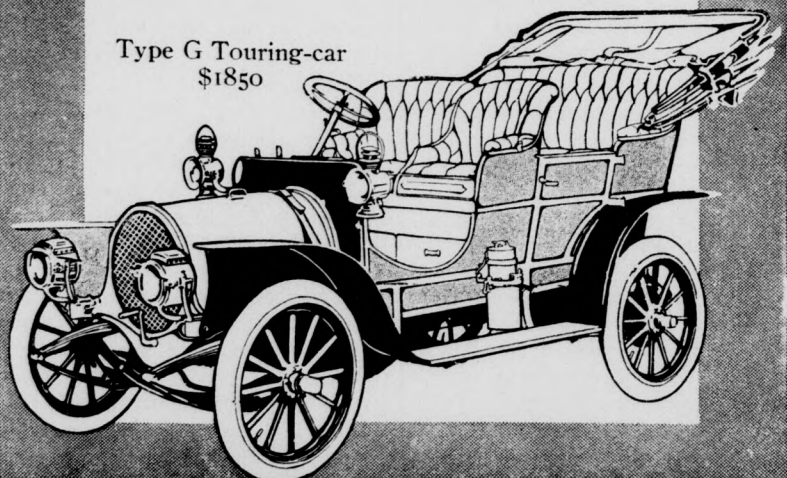
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### The Clerk Who Can Not See a Bright Future.

There are compensations in all things, even in the life of a clerk. A few clerks there are—those to whom the compensation has not yet come—who will disagree most emphatically with this premise. But they are not true clerks, not typical of the tribe.

They are clerks under protest, held to the desk by unfavorable circumstances which they are quite sure they are going to break next month, or if not next month then next year, or sometime later. At all events, they are not going to be clerks all their lives, or anything of the sort. They're in the game just for a little while, and in a while they are going to get out of it. So they are not really, truly clerks.

Your true clerk isn't a clerk just for a little while and he isn't going to get out of it in a little while longer. No. He doesn't even think of getting out of it. He doesn't see the reason for it. He has no such idea, no dreams. The compensation has come to him—he is blind.

And this blindness is the clerk's one best friend. To the chronic desk worker nothing could come which would carry with it so much real blessing, which so would make up for the loss of the things which he loses by being a clerk, as this. It is his one chance in the world for contentment. If it doesn't come, and he continues to see with the clear, moving eye of the normal man, he is the most miserably damned of all damned workers. But with it he is content.

A race of blind people have no desire to paint beautiful pictures or to rear imposing edifices of stone. A race of clerks—true clerks—have no desire to rise up and be something of importance in the world, for to their blindness the importance does not exist. They can't see it; consequently it is not. And a man can have no longing or ambition for what is not; he is content, and therefore blessed, through the blindness which prevents him from seeing the heights.

Think of what his lot would be without this compensation! Assume that the normal man of 30—and the average age of a clerk is more than 30—were to be placed at a desk and convinced that his capacities were so limited, his ability so small that at the desk he must remain and never hope to aspire to aught higher. He is strong hearted, full blooded and—deepest damnation of all—clear seeing, this normal man of 30. His body has reached the zenith of its fulfillment, and the warm blood in it cries out for the rich things of the earth and the power that gives one the right to enjoy them.

The blood in his veins moves swiftly, his energies correspond. They urge him to do things, to utilize the force of his body and the strength of his will in climbing, always climbing, toward the top. And the eyes see so clearly that the top seems only a few stages away, and the way that leads to it seems clear and easy enough.

But he has proved himself unfit for

the climb, and at 30 he is bound to a desk, to stay there with the vultures of petty routine pecking away at his heart as the vultures never pecked away at Prometheus' liver. What would be the logical sequence of a man—a strong, clear sighted, normal man—so bound?

Probably, as happens, for through strange freaks of fate this hypothetical case is played out in real life, it will be one of three things—a drunkard, a crook, or a man who goes through life with the pain of the misanthrope in his heart. The drunkard, of course, is the most frequent.

If he couldn't see—this normal man—his case would be easy. There would be no top for him, and therefore no desire to climb for it. There would be no way up, therefore no temptation to make a start on it. And he would be blessedly content because of his blindness—in other words, he would be a true clerk.

The evolution of the true clerk from the young man who sees to the final stage of blindness may be observed in any great mercantile establishment where clerks are employed in any number. Three years is all that is required for the complete change. At the end of that time the vision is gone or the specimen under observation is something more than a clerk.

The first year is the year of normal vision, at least for the first half of it. The beginner looks around and sees that there are any number of goodly positions to be had in that office, and why should not he be one of those to get them? He has the same chance as anybody else. Up and at them with a vengeance! In a year he is right where he started, and he is beginning to see that it is not so easy, after all, to get to the desired spots. There are so many things in the way. Still, he has a chance, and he hangs onto his position, playing his chance for all there is in it—or, rather, all that he thinks there is in it.

Another twelve months pass, and then he begins to see the high places with a fainter vision. The blinding process is getting in its work. The big positions are so far away that it seems impossible that anybody could climb up to them from where he stands. It is a strange sort of blindness—he can not even see the road which he used to look down upon and study right beneath his feet. He protests against all this change now, for this is only the end of the second year.

But at the end of the third year he has ceased to protest. What is there for him to protest over? A protest implies discontent, and what does he know of discontent? Discontent implies a desire for something better, and how can he desire that, when, in his blindness, he sees nothing but his own little level? Nonsense! There is the little path before him, neither rising nor falling, neither promising nor deviating. That is all there is. And all he has to do is to keep his feet and he can keep traveling that path as long as—he can keep them. Why should he be dis-

contented? Why should he yearn or strive for anything better? There is nothing better; no more to be said.

Yes, there are compensations in all things, even in the life of a clerk. The blindness comes, and all the fine ambition and energy and intentions of the early seeing days die before it, and with it the discontent that makes them possible. Life becomes something made up of six days in a week and a pay envelope at the end of them. There is nothing beyond the pay envelope—when one is blind. And circumstance chalks up another victim and the tale is told.

If you are a clerk, don't get mad. Rub your eyes and see if it isn't so. If you aren't a clerk—you are lucky. Allan Wilson.

#### Would Cut It Out.

"I understand that the college where your son goes hasn't a very good curriculum."

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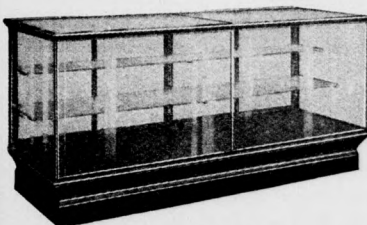
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### Quality Which Women Most Urgently Need.

It was the twilight, when women confide in each other, for no better reason than because it is dark, and the talk had gone merrily on to the click of fans and the soft froufrou of skirts. Finally the conversation drifted to the ever-absorbing topic of woman and her needs, and Elise said:

"In my opinion if we women were to pray for the quality of which we stand in most need we would importune heaven without ceasing for courage. Not that kind of physical courage that dares to brave the ferocious mouse in his den in the closet, but the moral backbone that would enable us to stand alone and live our lives as we want to instead of the way we think other people want us to. Just what this means in peace and restfulness and comfort is a vision so ecstatic I never dare to let myself seriously contemplate it. In our secret souls we all know that if we could rid ourselves of the fear of what the woman next door and the one across the way think we could have a very acceptable understudy of the millennium right here at home, but the thought of defying their opinion and doing as we please in spite of it is an idea so audacious it gives us the cold chills merely to contemplate it, and we know we will never, never, never have the courage to do it.

"One day, when the mercury was sizzling around the boiling point, a man for whose opinion I have the most unbounded respect — except when he tackles the subject of women's clothes—asked me why I had my neck swathed in a ribbon stock as tight and as high as I could get it. I cast about in my mind for a suitable reply. I couldn't claim that it was neat, when two hours after I put it on it was reduced to the consistency of moist pulp. I could not urge economy in its behalf, when I remembered how many bolts of ribbon it took to get one decently through the summer. I could not say it was comfortable, when a mustard plaster would have been just as cool and well-suited to the weather. So I bleated like the sheep that follows all the other silly sheep over the fence and into the ditch:

"Oh, because everybody wears 'em.' If I had told the truth I should have said, 'Because I am too big a coward to make myself comfortable;' and my dear, suffering sisters and fellow-cowards, there is just where we all are. What makes us wear dresses that sweep the streets and require to be held up fore and aft? Is it because our common sense and good judgment approve of it or because they are so entrancingly convenient? Neither. There is not a mother's daughter of us who would not whack them off to the knees if we had the courage to go about in short skirts, and who would not enjoy lynching the dressmaker who in-

vented long sleeves that flop over the hand and get into everything. But we will never do it. Instead, we will go meekly along, breaking our backs, trailing heavy skirts in the mud and wearing sleeves as big as balloons one year and skin-tight the next, and for no better reason than that none of us have the independence to dress as we please."

"The trouble does not stop there, either," said another woman; "the lack of courage is the root of half of the misery in the world. Take the matter of poverty, for instance. If, when misfortune comes our way, we had only bravery to frankly meet the situation and adapt ourselves to it, its bitterest sting would be taken away. It is the trying to keep up appearances, the pitiful subterfuges, the transparent make-shifts that are so heart-breaking. I never knew but one woman who had the courage to rise to the occasion. She had been rich, but in the twinkling of an eye almost everything was swept away from her. She did not make a single effort to gloss matters over. She left the big fine house, dismissed the servants and moved at once into a cottage, where she did her own work. The little income left them, on which they would have starved along in the big house, made them perfectly comfortable in the little one. Wisest of all, she made no frantic attempts to cling to fashionable society. You never saw her in a shabby, made-over gown on the outskirts of a swell gathering, in that deprecating kind of an attitude that says as plainly as words that she knows she is there because some good natured woman has asked her out of charity and that she is receiving hospitality she is too poor to return and is a guest on sufferance. Somebody said once to this philosopher: 'If you don't try to go around society will drop you. You know it has a bad memory for poor people.' 'It can not drop me,' returned my friend, serenely, 'because I dropped it first.' The attitude always seemed to me one of incomparable dignity and good sense. She had the courage to live according to her means and she was comfortable and happy and contented, instead of growing morbid and overwrought, fretting herself to fiddlestrings by clinging frantically to the fiction of wealth and appearances, that everybody knows for the hollow mockery and fraud it is."

"Then, there is hospitality," chimed in another; "do you ever think of how much genuine pleasure we miss by not having the courage to entertain our friends in the simple way we could afford? If we could set them down to such a meal as we have every day we might enjoy it with a clear conscience without feeling that they were accessory to the crime of the champagne bought on credit, or morally responsible for the nervous prostration of the hostess; but we have read in the papers or heard somehow of some woman who gave a dinner where there were forty-seven courses and a different wine with each, and we feel, if we can not approximate it, we had better never gather our friends about us. So we go in debt for game and things out

of season and the hostess and her maid-of-all-work make burnt offerings of themselves over the kitchen stove, and it is all so much worry and care and trouble that the only pleasure we get out of it is when we see the vanishing backs of our gorged guests. They did not want us to do it. Nobody likes to feel they have put anyone else out. There simply was no earthly excuse for it, except that we were such cowards we were afraid somebody would say that we did not have but six wax candles, with pink crepe shades, when Mrs. Blank had eight."

"Do you know what I would do if I had the courage to do what I want?" asked the woman who is considered to be progressive and up-to-date. "Well, I'd just come right out

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## 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**



flat-footed and cut the whole club business. I would never, so long as I lived, listen to another paper on any subject whatever. I've belonged to clubs for the study of the whatness of the what. I have belonged to higher thought clubs and clubs to study the intention of the builders of the pyramids and clubs to fix the place of heroes of fiction in evolution and clubs for heaven knows what folly and idiocy masquerading under the guise of culture. I am deadly tired and weary and bored with it all and I'd just like to get the members of all the clubs I belong to together and say, 'Ladies, let's skip the papers and get down to the gossip and the salad at once. That's what we are really here for.' But I don't dare do it. We are all hypocrites together. We sit up and look wise and murmur our admiration to hide our yawns and wonder if it is possible for anything else under the blue canopy to be as much of a bore as a club paper."

"Another place where there is a crying need for courage is in weddings," put in a woman in the corner. "The folly and the lunacy that are committed in the name of those are enough to make angels weep. Today I went to see a girl who is going to be married this fall. Her people are poor, and the young bridegroom has his own way to make in the world, and is working on a salary, but they are going to be married in church, with ushers and carriages and white satin and all the rest of it that is such arrant tomfoolery where poor people are concerned. 'Look here,' I said to her, 'don't you know that a poor clerk's wife has no more need of white satin than she has of angel wings? Don't you know that the money such a wedding will cost would furnish you up a nice little cottage? What on earth makes you want to do anything so foolish?' Well, she and her mother hemmed and hawed and beat around the subject. They admitted that the white satin was bought at the expense of useful things she was dead sure to need every day. The mother winced at the thought of the pinching and economizing it was going to take to pay for it, but they simply didn't have the courage not to do it, because Annette and Marie and some other girls they knew had all had display weddings."

"To my mind," said another, "the most pitiful of all is the cowardice we see so often displayed about the dead. I have known families who impoverished themselves over a funeral and whose earnings for years afterward went to the undertaker. Sometimes there were little children who couldn't be sent to school on account of it, or sick people or old people who had to be denied the comforts and food they should have had, but every penny must be paid on the big debt they incurred in the funeral. Not being fools they must have realized what they were doing, but they didn't have the courage to simply put their dead away with tears and love and reverence, without a horde of dead-beat loafers following in the hired carriages, whose every turn of the wheels spelled ruin

to the living. The same thing may be said about the wearing of mourning. Not one-tenth of the women you see swathed in black would have it on if they had the courage not to wear it. To the delicate woman it is a menace, to the nervous one it is a horror, to every one it is a perpetual reminder of loss that they would be only too thankful to avoid if they only dared."

"I have known women," interrupted Elise, "to make miserable marriages because they didn't have the courage to be old maids. I have known women to starve in genteel poverty because they didn't have the courage to go to work. I have known them to cut their old friends because they didn't have the courage to know plain people after they got up a little in the world themselves, and that's what makes me say that the greatest need in the world today, so far as women are concerned, is courage." Dorothy Dix.

#### The Meanest Man.

The Meanest Man paid a visit to the city this week. He stopped at the York Hotel. Nobody would have guessed that he was It, with a capital I, if he hadn't given a demonstration of the fact.

When he entered the dining room for his first meal in the house the Meanest Man tore a dollar bill in two and gave one end of it to the waiter.

"I'm going to be here several days," he said. "Take good care of me and before I go away I'll give you the rest of the bill."

The waiter nearly strained himself trying to earn that dollar. The Meanest Man had such service as he never had before in his life. Two days later he failed to appear, and the waiter learned that he was gone with the remains of the bill in his purse.

Then the waiter looked disconsolately at his torn piece of money. And he discovered that he had received the shorter end of the bill. Since the United States Treasury will redeem the long end of the bill the Meanest Man still has what becomes the whole dollar, and the waiter has the experience.—New York Globe.

#### Modern Store Lighting.

Next to show cases, merchants devote more attention to their store lighting than to any other subject of store equipment. Some merchants describe their store as a "daylight" store and with the introduction of prisms many stores may to-day well be so called. When prisms are used both in the front and rear of a store there is no corner of the store dark. The modern store building has nearly, if, indeed, not fully as much, glass in the rear as in the front.

Merchants realize the importance of having all their stock in the light so that the trade will have no suspicion that there is anything wrong with the merchandise. Some merchants are even adding prisms, whenever possible on the sides of the store, which adds to the lighting effect. There is no better advertisement for a store than good light.—Twin City Bulletin.

#### No Trouble At All.

One day last summer a German entered the establishment of a photographer on Monroe street and, after several glances about the place, observed mournfully that the photographer did not seem to have the properties essential to the taking of a picture he desired.

"I should like a picture of meself veepein' peside my wife's grafe," he said. "Maype you fix a grafe here in de shop for me?"

"I am afraid I haven't the necessary accessories," said the photographer. Then, with an attempt at facetiousness, he suggested: "Couldn't we arrange to have the portrait made at the grave itself?"

"Dot's in Bennisylvania," sighed the German. "It would be too expensive to go there. Yust you fix up some kind of a grafe here in de shop. I could veepe on dot. It's no trouble for me to veepe anywere."

How easy it is for a man to think of the right excuse at the wrong time.

#### 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.

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## CO-OPERATIVE EFFORT.

## Some Ways in Which It Can Be Utilized.\*

There is a somewhat widespread notion that, because a town is limited as to population it is impossible for that town to achieve results along practical lines.

And so it is quite a common experience to hear a man say: "Oh, we can not have a Board of Trade in our town because we are too limited as to numbers and cash resources."

I beg always to differ when I hear such an expression. A small city or a village has other resources than individuals and cash. It has a water power, perhaps, or its railway facilities and agricultural resources are not fully developed and a score of other possibilities are but partially utilized.

Someone, I forget who, has made the statement that the railway depot surroundings in the average small town are of such a character that they make the back-yard of the town out of that which should be the front-yard. Concerted and public spirited effort by a dozen men and women, wisely and persistently directed, can remedy such a condition in almost any small town.

A notable example of such an effort is afforded by the Ladies' Club in Birmingham, Mich. Ten years ago the railway station in that village of perhaps 1,500 people was located in the midst of a dreary commons with old barn shacks, dilapidated fences, poor roadways and almost no sidewalks in evidence. In fact, the chief landmarks visible were garish and unsightly bill boards set here and there and covered with glaring posters. The women of that village, old and young, took hold of the matter. Just how they achieved the transformation I do not know, but fences were mended and painted, a parkway was established at each end of the railway station, the bill boards were removed and, upon the arrival of each passenger train, a committee of two or three ladies was present to bestow upon each new comer a small bouquet of flowers—grown in the parkways. Such attention was appreciated by the railway people and the driveway about the station was graded, graveled and rolled and the old shacks were removed. To this day the ladies are the caretakers of the flower beds and lawns and maintain the Reception Committee.

And such a campaign has resulted in betterments all over the little town, improvements brought about by co-operation on the part of village authorities, railway officials and property owners.

This spirit exists in every small town, but in too many instances it is undeveloped. There is scarcely a village in Michigan which does not possess opportunities for the establishment of new industries. The thing to do is to analyze the situation without reference to individual gain, to the end that you may find out the exact nature of the industry to establish. Ascertaining these facts and why they exist, why they are attractive and why success will be assured

\*Address delivered before East Jordan Board of Trade by E. A. Stowe.

by good business management, it is then an easy matter to secure the industries best adapted to your conditions. Of course, this means the giving of time, thought and influence to the consideration of the matter by some five or six citizens who are harmonious and effective in their public spirit.

A Board of Trade in East Jordan or any other similar town should see to it that any individual or enterprise coming to the town receives a cordial, sympathetic welcome. Let the newcomer know that he is among friends, whether he be artisan, merchant, banker or a member of a profession. Do not look askance at him as though he were an interloper and a curio. Recognize that he feels strange and diffident and get next to him. In this way you can gain a co-worker in your efforts to improve your town in general.

A Board of Trade in East Jordan or any like town can wield a most valuable influence in co-operation with your Village Board. Do not butt in, however. Do not struggle that you may receive the credit of doing this or that thing. The chief aim should be to obtain results, letting the credit thereof go to the Village Board, the bank, the railroad company or wherever it may go. And, doing this, strive your very best to keep your Board of Trade absolutely free from mingling in politics, local, State or National.

The chief interest of your local organization is your own town. You want better sidewalks, better roadways, more shade trees, new industries; your schools need improvement possibly; a good roads district is desirable, perhaps; possibly some special event of a local nature is to be observed. All of these matters may be rationally, successfully and promptly assisted if the citizens of a village will work together for the general good.

Don't forget that the giving of bonus attractions is not a wise practice. It may be advisable to help in procuring a factory site at nominal cost, but to go beyond such assistance is an error, as a rule. What you may best do is to provide facts showing that your town is the very best location for a certain kind of industry; demonstrate that your citizens are a public spirited, broad minded lot of men working to improve your town in every way.

Work of the character may be and should be carried on in every small city or village by a public organization of some kind; but not as an exclusive, swell head body, apart from all other local organization. Such an association, to be successful, must co-operate with your Village Board, your Township Board, the railway authorities, the School Board, and so on. And this may be done intelligently and well at a nominal expense so far as cost is concerned provided twenty-five or thirty men can get together and give of their time, their interest, their best judgment and their influence in perfect harmony and co-ordinate and co-operative effort.

When I say co-operative effort I strike the key-note of all organiza-

tion, which is necessarily based on co-operation.

What is co-operation? It is harmony, fairness, unity of action, rectitude and good will at its zenith. It is inevitable, positive and all sufficient, but, unfortunately—although the most common factor in human intercourse—is but slightly comprehended and applauded for its worth.

Were it not for co-operation it would have been impossible for us to enjoy the excellent feast that is this evening set before us for our delectation. The man who tilled the soil that raised the grain, the other one who fostered and cared for the fruits, and those others who made the flour and who hauled the products from the mills and factories, who constructed the vehicles upon which the hauling was done, who built the highways and the railways, the ships and the elevators, and so on through the long and interesting list down to the chef, the bakers, the cooks and the waiters who have served the feast so well—not forgetting the admirable work performed by your own local committees—are, each one, necessary factors in the beautiful story of co-operation.

All great results are the children of co-operation. Try as we may, we can not avoid co-operation. Even the capacious and morbidly selfish and unutterably lazy individual who, thinking to wreak a terrible vengeance upon the wide, wide world, decides to become a recluse and hides himself as a hermit in some cave or bark-made shack in the forest, is unable to get away from co-operation.

Your abnormal hermit, with his long hair, dirty person and vacuous mind, is like the ostrich who wriggles his head underneath the sand and chuckles over the lie he tells. And there are multifarious degrees of hermitical expressions the results of which are in exact proportion to the degree.

The business man who is suspicious, envious, jealous and petty in his estimates as to the methods and doings of his competitor or neighbor in business is a business recluse; the citizen who is eternally and sometimes peevishly differentiating between what he estimates as his portion in the public welfare and the part taken by his neighbor is assuredly hermitlike in his views. What is done by one's neighbor or by one's competitor in business is of importance only as it influences him for good, and vice versa.

For a more personal illustration of the point I hope to make—the value of co-operation, the need there is for such organizations as the East Jordan Board of Trade—permit me to refer briefly to the Grand Rapids Board of Trade:

This organization is great only as its work is broad and liberal. Naturally, the efforts of the Grand Rapids Board of Trade are, primarily, in the interests of Grand Rapids. And this is entirely fair and right. And yet, while it is manifestly a home institution, it is one which also secures concessions resulting to the advantage of every town and city in Western and Northern Michigan.

For instance, this Board worked for

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Grand Rapids, Michigan



a number of years to obtain a Chicago rate on soft coal from the Indiana coal fields. We finally succeeded in securing the concession, amounting to \$2 per car; but at the same time this concession was granted to Grand Rapids it was given also to every other town in Western and Northern Michigan which purchases soft coal in the markets of Indiana. Problems such as these are continually offering themselves and they may be solved correctly upon the application of the principles of harmony and united action—co-operation.

It is not unusual for neighboring towns to poke fun at Grand Rapids for the effort she is making to secure a deep water channel in Grand River, but the criticism falls flat when it is remembered that, if Grand Rapids is able to secure a lower base of freight rates, every Michigan town lying in the same zone as Grand Rapids will receive the same concession at the hands of the railroads. Instead of belittling the work and undertaking to circumvent the efforts we are making for deep water navigation, we should have the support and encouragement and best wishes of every town in Western and Northern Michigan.

No doubt you have recently rejoiced over the purchase of the Detroit & Charlevoix Railroad by the Michigan Central system, because it will ultimately give you direct connection with Detroit and other cities of the East, but you must not forget that you are located in the western part of the State and that your interests are indissolubly identified with those of Western Michigan; that any reduction in freight rates must come first through a reduction to the great mercantile and manufacturing market of Grand Rapids and that you must look to Grand Rapids as a big brother to set the pace. As chairman of the Transportation Committee of the Board of Trade Mr. Amos S. Musselman has undertaken to secure a reduction in the freight rate from New York from a 96 to a 92 per cent. basis. The railway officials conceded the justice of this demand half a dozen years ago, and the only reason they give for delaying to grant the concession is that it would mean a readjustment of the rate to every town in Western and Northern Michigan. Those of you who know Mr. Musselman realize that he will not rest until he has brought about this change, even if he has to bombard the citadel of the Inter-State Commerce Commission at Washington. He is one of the men who do things and when he accomplishes this reduction, as he surely will, East Jordan and every other town in Western and Northern Michigan will receive a corresponding reduction. I mention this fact to remind you that your interests—commercial, mercantile and otherwise—are not with Detroit and Eastern Michigan, but that they are bound inseparably with Grand Rapids and Western Michigan and that every dollar's worth of business you divert from Western Michigan markets tends to place an embargo on the work Grand Rapids and other Western Michigan cities are doing to bring about better conditions for us all.

It is estimated that the public welfare organizations in the United States disburse over \$2,000,000 annually in advancing the cause of co-operation. Beyond all question it was very largely through the co-operation of these public welfare bodies that our National Government secured the evidence which resulted in the framing of the new freight rate law which gives to the Inter-State Commerce Commission responsibilities and powers not bestowed before.

The good roads problem has, through co-operative influence upon Congress and state legislatures by the public welfare associations of the United States, been given a dignity and a solution which would have been impossible by any other means.

There is to-day a long standing puzzle in Michigan, which is being unraveled and will be amicably annihilated very shortly, chiefly through the influence of harmonious, united effort upon the part of the associations made up of business men in Michigan: That is the rational, fair and legitimate handling of State tax lands; their permanent removal from the clutches of unscrupulous land shark speculators.

And there are evidences almost innumerable as to the value of co-operation in regard to mail service, freight and passenger service, classification of freight, mileage rates, public improvements, educational affairs, governmental regulations, promotion of financial, commercial and industrial interests, and so on. Nearly every village and city in our commonwealth affords such examples. They may not be especially numerous in any single place, but are embodied as an entity and the showing is large. It is that view of the matter that is urged. Whatever may be achieved by co-operative effort in East Jordan bestows an educational value as well as a material benefit upon Elk Rapids, Petoskey, Traverse City and so on throughout Michigan. In other words, all worthy exhibits of public spirit spread like the silent, impalpable, invisible tales told over the wireless telegraph, and it is a fact long since demonstrated that whatever helps one helps all.

In its actual, practical service for the public good co-operation is chief among all of the various methods practiced. It is tangible, self-evident and irrefutable in its results. There is nothing of the faddish about it. It is not idealistic, because its practicability is being illustrated daily all over the land. Moreover, co-operation in every department of human intercourse is expanding to-day as never before.

What is the chief obstacle to successful co-operation?

You will find—you have perhaps already learned—that indifference is the most difficult obstruction to the progress of your own organization.

Your indifferent citizen has not time to give to your efforts; he is a busy man and when he reaches his comfortable home in the evening he dislikes to get out again; then, too, he doesn't know about the wisdom of the effort and, if he did, hasn't any money to put into anything outside

of his own business. Your indifferent man thinks that perhaps some benefits may follow the strivings of your Association, but they can not amount to much and, besides, if they do come, none of them would affect him. He does not know, does not care to make any effort to find out, and so, when he does come to voice an opinion, that opinion is usually based on hearsay which is tinged with envy, malice and suspicion.

I give my estimate of the indifferent man in no spirit of anger—he does not even irritate me, because, thanking God that a large majority of men are deeply concerned in everything that tends to make things better, I am absolutely certain that in due time even men who are indifferent to the principles and practices of co-operation will be bettered.

And so, with full faith in your broad, fair-minded and genuine appreciation of the meaning and value of co-operation, and grateful if, by what I have tried to present to you this evening, I shall have, even in a slight degree, kindled a feeling of enthusiasm for public spirit and loyalty to your city, your State and your country, I thank you for the honor you have conferred upon me and the privilege I have so thoroughly enjoyed.

#### Time Is Money.

Nodd—There was to be a meeting of my creditors to-day.

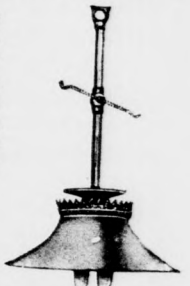
Todd—Well, wasn't there?

"No. They unanimously agreed that they couldn't afford to spend the time."

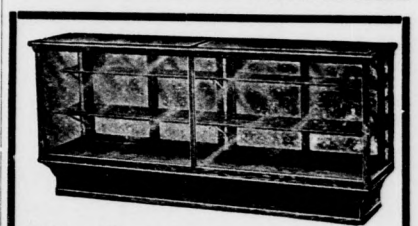
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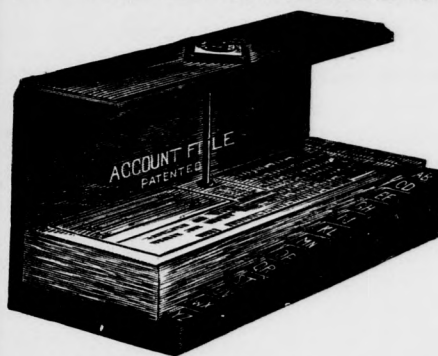


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Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes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



**TRADESMAN COMPANY, Grand Rapids**





### Value of Specialization in the Hardware Business.\*

My early business training was acquired "on the road" in the stern school of practical salesmanship. Although my direct business experience has been confined to the stove, range and furnace department of the hardware trade as a manufacturer, yet I have spent no inconsiderable part of my life in retail hardware stores and in contact with hardware merchants. My somewhat extensive observation of the conditions which generally prevail in your business is my excuse for venturing to direct your attention to certain views which I entertain regarding methods and policies that I believe could be adopted by retail hardware merchants for increasing their profits and curtailing the evils of unwise competition. I take it for granted that you are all in business with the purpose of making the maximum returns on your capital invested, and that no topic is of more practical interest to you than a discussion of methods for increasing your profits. There is no danger that your profits will be excessive.

There is, I believe, among our retail hardware merchants no individual whose enormous wealth is considered as constituting a menace to society or a proof of oppressive business policies. The laws of competition are as inexorable as the laws of nature and they prevent any man who is engaged in a business which is not monopolistic from making undue profits or from oppressing the consuming public. By a careful study of conditions and by wise co-operation among yourselves, you may eliminate certain harmful and destructive features of competition, but you will never be able to eliminate competition itself. Your organization can be made a valuable and effective agency for promoting your interests, but if any of you indulge the hope that it will ever be able to bring about a condition in which competition will be absent you are merely deluding yourselves. The different degrees of success attained by different hardware merchants under practically similar conditions and opportunities make it obvious that the methods of some are better adapted than the methods of others to promote success. A study and an analysis of methods of conducting the business are therefore of the highest importance to retail hardware merchants. It is plain that in order to make money you must sell your goods at an increase over the amount you pay for them plus your costs or expenses of conducting business. But, do not jump to the conclusion that the higher your selling prices are the greater your profits will be. Unduly high selling prices are ultimately almost as destructive of profit as unduly low selling prices.

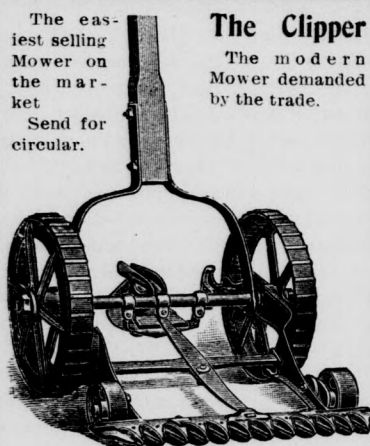
\*Paper read by Harvey J. Fueller before New York Retail Hardware Dealers' Association.

One of the most difficult tasks which confronts the hardware merchant is that of fixing proper selling prices on the different classes of goods which he handles. On certain goods it seems to him that he must ignore his general percentage of expense in fixing the selling price or be outside of the market entirely. In my opinion it is an error for a merchant to compute his profits on the volume of his sales. They should be computed upon the investment in the business. The retail fruit dealer, who, on the average, turns his entire capital weekly, will make a far greater profit by selling his goods for 10 per cent. more than he pays for them than the jeweler, who turns his capital on the average once each year, will make by selling his goods at an advance of 100 per cent. over his purchase price. Say that in a given hardware business the merchant finds that his total expenses, including interest on capital, his own salary and those of other executives, rent, insurance, wages, office force, shipping, taxes, light, heat, advertising, bad accounts and all other costs of conducting business, amount to 20 per cent. of the purchase price of all goods which he has sold during the year; yet it is apparent that it has cost him less than 20 per cent. to sell some of the quick-moving, cheaply-handled goods, and it has cost him much more than 20 per cent. to sell some of the other goods which he must carry a long time and on which his selling expenses are heavier. Some merchants consider that the only difference to them in profit between a class of goods on which they turn their capital every sixty days and another class in which they turn their capital annually is ten months' interest at the current rate, but this is a great mistake, as in the one case they make six profits in one year on a given investment and in the other case they make but one profit in one year on a given investment. Of course the carrying of book accounts is an element in the turning of capital which must always be taken into account and if hardware merchants generally realized lessons as a factor for producing profit, they would devote more attention to this feature of the business.

The hardware merchant, to enable him to understand what he is doing, to know what classes of goods it will pay him to push and to maintain a price scheme which will bring the best results, should analyze his business thoroughly and should classify the goods which he handles into divisions, showing separately, in groups, those in which he turns his capital respectively in sixty days, in four months, in six months, in eight months, in ten months, in one year, in eighteen months, in two years, etc. An additional account should be opened for each specialty to which the merchant devotes particular attention and on which he aims to secure more than the ordinary rate of profit, and, of course, such specialties should not be grouped with other goods. Such specialties might be ranges, heating stoves, different branches of the cutlery department,

paints, wall paper, a line of high grade wooden ware and in season firearms and ammunition. He can then, using his own good judgment, and justly estimating other factors known to him, apportion to each class the percentage of expense which it should rightly bear. In apportioning this expense the merchant should be very certain to have the total apportionment equal his entire expense as based upon his previous year's experience. After adding the proper percentage for expense to each article or kind of merchandise, he will have the real cost thereof. He can then open an account with each

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Electrical and Gas Fixtures  
Galvanized Iron Work**

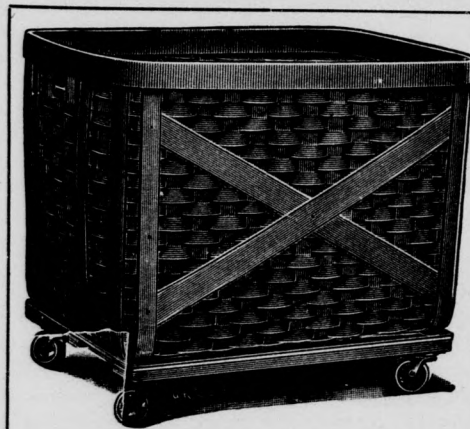
**The Weatherly Co.**  
18 Pearl St. Grand Rapids, Mich.

## 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.

## BALLOU BASKETS ARE BEST



X-strapped Truck Basket

### A Gold Brick

is not a very paying investment as a rule, nor is the buying of poor baskets. It pays to get the best.

Made from Pounded Ash, with strong cross braces on either side, this Truck will stand up under the hardest kind of usage. It is very convenient in stores, warehouses and factories. Let us quote you prices on this or any other basket for which you may be in market.

**BALLOU MFG. CO., Belding, Mich.**



separate group of merchandise, charging it with all of its costs, and crediting it with its sales. He will then know at the close of the year just where each class of goods stands as a profit earner. There is no mistake more common in conducting a business than the failure to include the full expense of doing business in calculating costs and selling prices. Unless conditions are radically changed, there are some classes of goods which it is practically obligatory for retail hardware merchants to handle on which it will never be possible for them to make a reasonable profit. As an offset to this unprofitable business they should develop a trade on specialties upon which they can secure a profit above the ordinary rate. There are many specialties in different lines of manufacture which the shrewd merchant can push and advertise and promote until he has a valuable franchise in the continuous profit accruing to him from their sale. In many cases he can control the sale of special goods of certain kinds, and can then very profitably work up a reputation for them which will permeate the entire community. For example, most hardware merchants handle ranges, and the profits thereon, considering the cost of selling and handling them, are usually very moderate. Many hardware merchants try to increase their profits in the range business by scouring the market for the lowest priced ranges they can find, thinking thus to be able to undersell their competitors and build up a large business. But what they can do in purchasing cheap and nasty ranges can be duplicated by their competitors and they can never build up a good reputation nor establish a profitable trade by handling such goods. On the other hand, it has frequently been demonstrated that if the merchant will select a strictly first class, high grade range, with special features of merit, and push it as a specialty, he can build up a permanent, profitable trade on it which can not be taken away from him by means of any price concessions which his competitors may make on other ranges. And what can be done on ranges can be done on many other specialties on which it is possible for the skillful hardware merchant to develop and maintain a profitable and practically an exclusive business. Along this line of developing a trade on specialties lie the greatest of opportunities for the hardware merchant to increase his profits. Too frequently the hardware merchants of a town follow each other along the same path of business policy, like a flock of sheep. If each one would specialize his business to the greatest possible extent and seek to develop his trade along the lines of profit for himself, the evils of competition would be greatly reduced. As most hardware merchants are engaged in the heating business, I desire to direct attention to warm air furnace heating and ventilation as a most striking example of specialization, through which, if properly conducted, they could build up a profitable and highly satisfactory trade. Cheap competitive bidding

has performed its sinister work in the furnace business, until furnaces of utterly inadequate capacity are merely thrown into cellars or basements and installed without regard for the proper proportioning of the piping system or for any other elements necessary to right results. As a result of these poor methods of installation and of the use of furnaces of too small capacity, warm air furnace heating to-day is seldom given the slightest consideration for first class or even for medium priced residences. Yet, with a good furnace of the proper size, with the piping correctly proportioned, and with first class installation in other respects, there is no other plan of heating so practical, so successful or so satisfactory as warm air furnace heating.

This is an age of sanitation, and from the standpoint of healthfulness, warm air furnace heating is immeasurably superior to direct water or steam heating. When furnace heating was discredited by the evil demon of "cheapness," which meant deficient capacity and defective workmanship, the people who built good houses turned eagerly to steam and water, believing that these were sure and sound methods of heating. And thus the heating of good residences was taken away from the furnace merchant by a system that cost much more than good furnace heating. This proves that it was really the low price of furnace heating, necessarily accompanied by inferior quality, that drove it from the market to such a marked extent. And this better method of heating would never have been supplanted if a high standard of installation had been maintained. Furnace heating has been discredited because the average furnace dealer mistakenly supposes that he can get work only on the low price of the job. And even those few furnace dealers who pride themselves on getting what they call good prices, go only halfway and do not attempt to do strictly first class, highest grade work, through which alone can furnace heating be brought into the favor and standing to which its merits entitle it.

There is an enormous amount of unsatisfactory steam and hot water heating done, very largely due to the "skinning" of jobs through cheap competitive methods. The profits in steam and hot water heating are notoriously low. Direct steam or water heating, even at its best, is condemned by every practical and scientific test as being unsanitary and unhealthful. Every authority on ventilation, every competent heating engineer, every physician who has given the question the slightest study, condemn direct steam or water heating as being in violation of nature's laws. There is no division of opinion among those who speak with authority on this subject; they agree without a dissenting voice that the only proper way to heat an apartment is by pouring pure warm air into it. With every argument, practical, scientific and hygienic, in his favor, why should not the hardware merchant take advantage of the heating situation as it exists to-day? If the members of this organization,

## A HOME INVESTMENT

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

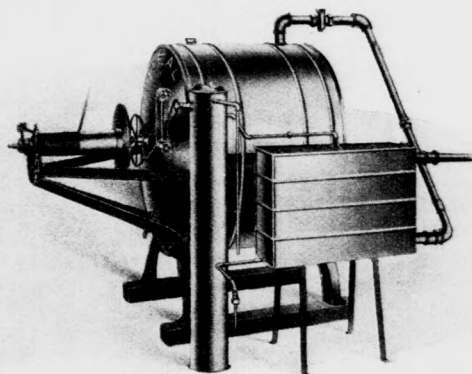
### HAS REAL ADVANTAGES

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.

## 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.

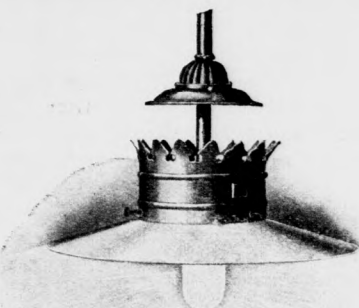
**Ideal Light & Fuel Co.**

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.



regardless of how expert they believe themselves to be, would make a study of the furnace business and would start a determined and systematic crusade in favor of strictly first class warm air furnace heating, a very large proportion of all first class residences could unquestionably be captured for this superior method. And while you would be giving your customers far better value for their money than they could possibly receive with any other system of heating, you could legitimately make much larger profits for yourselves than it would be possible to make by installing any other method of heating. For strictly first class warm air furnace heating and ventilation there is no reason why the house owner should not pay at least as much as the price of the inferior and unsanitary direct steam and water heating system. The field is not liable soon to be overcrowded and those who start in to do strictly first class furnace heating and ventilation are not likely to have much serious competition, for only those who have the insight and the foresight to get out of the beaten path of custom will enter this rich field and they are not likely to be large enough in number to crop off the pasturage for a long time to come.

To some extent furnace manufacturers have been to blame in times past for the defective installation of furnaces, because they failed to furnish the trade with definite, practical rules and directions for installing warm air heating plants, or for determining the capacity of apparatus required to heat a given building. There are now, however, several manufacturers who give attention to the instruction of their customers, in a general way, in methods of installation which will insure good results in furnace heating; and there is one furnace manufacturing house that furnishes each of its customers with a manual or handbook which gives clear, positive, definite rules and directions for properly installing a warm air heating and ventilating plant in any residence or in any other building to which the system is adapted. Those who desire to increase their profits in the heating department of their business are assured, therefore, that they can secure, without money and without price, all of the rules and directions necessary to enable them to do strictly first class, highest grade warm air furnace heating and ventilating. And so great, so obvious are the advantages of strictly first class warm air furnace heating over the direct steam or water method, that the dealer who once gets a start with the better system will soon have an extensive and lucrative business in that line. Other directions in which specialization can be successfully practiced will readily occur to the alert hardware merchant who catches the spirit of the scheme and appreciates its advantages and possibilities. I desire to emphasize the fact that there are, for every hardware merchant, possibilities for increasing his profits by realizing the difference in relative importance between the different elements and departments of his business and that the time spent in planning for the specialization of his business will be profitably employed. Many a merchant who has a surplus of cash sallies forth to find an investment, and not infrequently tests the stock market because of seemingly seductive prospects of profit in that field, whereas, by investing the money to develop some special line of department in his own business, he could probably make much better returns for himself than others are likely to make for him. All business men must do their work and execute their plans largely through those they employ. Allow me to urge the importance of drilling and training your salesmen and employees so that they understand your plans and policies and are enthusiastic workers for the success of the business. The employees of a house usually reflect the tone and character of the establishment. Indifferent and slipshod clerks and salesmen usually betoken indifferent and inefficient business methods on the part of their employers. Many hardware merchants could promote their own interests by devoting more time and pains to training and drilling their employees and studying plans for increasing their profits—and spending less time in doing work and attending to details which could be taken care of quite as well by subordinates. While you can do much to increase your prosperity by your own efforts in wisely planning your business methods and policies, you can also greatly improve the conditions which constitute your business environment by means of co-operation through your Association. While your organization can never bring about that millennium of the socialist where competition will be abolished yet it can, through wise agreement and co-operation, remove the abuses and evils of that jealous and reckless struggle for trade which is frequently destructive of all legitimate profit. No one, not even the consumer, is benefited by a condition in which business is conducted without profit, for such a state of affairs invariably means, in the end, a debasement in the quality of the goods; and inferior goods are always more expensive to the user at a very low price than are good goods at a fair price. You could not use your local organization, even if you so desired, to maintain prices at an exorbitant level, for the operation of the natural laws of trade would quickly break your scheme. But if your understandings and agreements are formed on the basis of securing fair, reasonable, just conditions for yourselves, they can be maintained if you are true to each other. Public sentiment and the laws of business will sustain you in any rightly directed efforts you may make to secure reasonable returns on your capital. If each of you will do his part your organization can make business conditions much pleasanter and more satisfactory for all of you than they would be without the organization. In addition to the larger reforms which you can accomplish through your Association, it can be made the means of eliminating the little pin pricks and minor annoyances of com-

petition which so often exist when those engaged in a common business in the same community regard each other as strangers and enemies. The mere social contact between the members which is brought about by the existence of your Association is not among the least of the good features of your organization. This is pre-eminently the era of organization. You are sure to have a local organization in the hardware business, in every considerable town, and these will compose the state organization either as local associations or through their membership; and since the association is sure to exist and will always eventually be reorganized if it disbands, every live hardware merchant should be a member of it and should labor to make it useful and efficient. The maintaining of your organization on a proper basis is one of the matters of large importance which you can by no means afford to neglect. In no other direction can you more profitably employ your time and skill than in upbuilding and upholding your Association. Against adverse conditions it is frequently impossible for the ablest man to attain success, while under more favorable conditions he finds it easy to succeed. Your Association should be the medium through which conditions would be so controlled that your individual efforts would be more effective than otherwise. You should not regard your work for the Association as being of less importance than that which you perform directly within your own business.

**Now**

Is the time to put in a stock  
of our famous

## "Sunbeam" Horse Collars

For Spring Trade.

Ask for Catalog

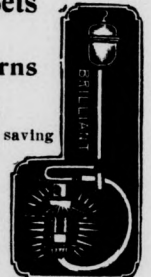
**Brown & Sehler Co.**

Grand Rapids, Mich.

WHOLESALE ONLY

**The Sun Never Sets  
where the  
Brilliant Lamp Burns**

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



**BRILLIANT GAS LAMP CO.**  
24 State Street Chicago, Ill.

# Obey the Law

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

## Gasoline, Naphtha or Benzine

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

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

1,000—75 cents

5,000—50 cents per 1,000

10,000—40 cents per 1,000

20,000—35 cents per 1,000

**Tradesman Company**

**Grand Rapids**



### How To Get By the Man at the Door.

"Mr. Smith is busy, sir; what do you want to see him about?"

No doubt you have run up against this question many times, especially if you are a salesman, or if your business takes you much among people. The man at the door bars your way. He is not satisfied with your card or your name. He looks at you as if he would read your soul. Sometimes he is a private secretary and a man of some discretion; oftener he is an office boy who knows nothing except a hard and fast rule.

Now, if you have come to sell something to the president or secretary, or somebody else who happens to be secluded in a private office, you are up against a stone wall unless you know how to handle this pestiferous creature who wants to know your pedigree. If you don't know how to do it you might as well turn around and march out.

An old and successful salesman tells how he meets the problem:

"The man at the door is a tough proposition to cope with. He is an outcropping of trusts and big establishments. Twenty years ago all a salesman had to do was to open a door and walk in. To-day he must give the history of his life to some dinky little fellow who is so puffed up with his \$8 a week that he thinks other folks have no right to live.

"Years ago I came to the conclusion that turn about is fair play. If a merchant employs a lot of salesmen himself and sends them all over the country to bother other folks he ought to be willing to be bothered by salesmen who come to see him. When I go after such a man and his lackey at the door refuses me admittance I get busy.

"There are two ways to get into the merchant's private office. The first is to grasp the lackey firmly but politely by the coat collar, yank him out of your way and proceed with dignity. I have tried this method a good many times, but as a general thing it is not to be recommended.

"The other plan which I pursue with great success is to use my wits instead of my muscle. I follow a regular system. I make such a sudden and psychologically startling attack that I am admitted out of pure curiosity. In about thirty seconds I change the whole situation. Instead of being a suppliant, I become an invited guest. The merchant wants to see me. He is really desirous to know what I look like, and what I have to say. He voluntarily drops important business to ask me in.

"Yesterday I called on the general manager of a huge concern in Chicago. He is also the head of the buying department. No doubt he is overrun with salesmen, but he ought to expect it. That is what he is paid for. I argue that he should treat visiting salesmen as he wants his own salesmen to be treated. He had different ideas. A shriveled up little man blockaded my way.

"Who are you?" he demanded.

"I knew that to give him my card

would be to commit business suicide.

"That," said I, "is none of your business. I want you to take a note in to Mr. Jones. It is private, and, mind you, if you open the envelope I'll throw you out of the nearest window. Understand?"

"Often the door lackeys will read whatever you write, but this fellow didn't. I knew how to talk to him.

"What I wrote was this:

"Mr. Jones: The nuisance who guards the door has impertinently refused to let me in. I never let a nuisance stand in my way. I have too many of them myself to allow them to bother me. I go along about my business, no matter how much they annoy me. I am a salesman, representing —. I am out for business. I know a lot of your salesmen, and I have shown at least a dozen of them how to get past just such rodents as this one here. In doing this I have added perhaps 5 per cent. to your annual sales. This is my reward. I believe I have earned ten minutes of your time. My proposition will speak for itself."

"The effect was just what I anticipated— instantaneous. Jones was astonished. No salesman had ever written a letter like that before. He was really anxious to see me. Here was something new in salesmanship. He was a salesman himself, and I touched him on the psychological spot.

"Now, I never attempt to get into a man's presence by lying about my identity. Only the novice does that. I refuse point blank to tell the door-keeper my name or business, but when I write a note to the man inside I come out boldly with the truth.

"The other day I ran up against a door-tender who refused to deliver a note unless I told him the nature of the message.

"'Young man,' I said, taking out my watch, 'I'll give you just sixty seconds to get that note to Mr. Brown. If you don't do it I'll take it in myself.'

"'I've seen you fellows before,' he retorted. 'You are a salesman, and I know it. Mr. Brown is not seeing salesmen to-day.'

"'Thirty seconds!' I said.

"He looked about helplessly. He knew he would catch it if he allowed me to burst in on Brown. I was bigger than he, and he wasn't used to desperate men.

He took in the note. This is what it said:

"Mr. Brown: One of your salesmen was intoxicated last month and I was foolish enough to help him out and save your house a large sale. Don't ask me his name, for I won't tell it. There is a fellowship between salesmen, and often they make sacrifices for each other. I am a salesman myself, representing —. I used the word 'foolish' in the foregoing because, in the light of the present, it looks that way to me. The wretched little rat at the door bars me out, when I ought to be welcomed, and get a brass medal in addition. I don't want any charity, but I claim the

right to do business. My proposition will make you money.'

"I walked in a moment later.

"I wouldn't give away my system if it wasn't for the fact that I'm going to quit the road soon. I've kept it a secret for ten years and it has coined me money. It may be a trifle sensational, but the commonplace isn't worth much these days. If you want to get ahead of competitors you've got to get around the runt at the door."

Edward M. Woolley.

### He Gave Him a Recommend.

A Kalamazoo man had until recently a daky in his employ—about as shiftless and worthless a daky as ever he came across. One day the employer, his patience exhausted, called Sam into his office and told him to look for another job. "Will you give me a letter of recommendation?" asked Sam, piteously. Although he felt that he could not conscientiously comply with this request, the Kalamazoo man's heart was touched by the appeal. So he sat down to his desk to write a non-committal letter of character for the negro. His effort resulted as follows: "This man, Sam Harkins, has worked for me one week, and I am satisfied."

### Lightning Rods

We manufacture for the trade—All Kinds of Section Rods and Copper Wire Cables.

E. A. FOY & CO.

410 E. Eighth St. Cincinnati, O.

### HARNESS

Will you allow us to figure on your next order? We are sure your customers will be better satisfied with our harness and you can make just as much by selling them.

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.

### 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.



### MONEY SAVED on the INSIDE

"He benefits the human race who causes two blades of grass to grow where there was but one."

### The American Account Register

will cause dollars to grow out of spots where even pennies have never sprouted.

### Shake Up Your Business

and watch the lost dollars roll out. Neglected Dollars—Forgotten Dollars—Wasted Dollars—Compromised Dollars.



### MONEY MADE on the OUTSIDE

### Wake Up Your Business

Increase your sales, brighten up your clerks by the power of suggestion. "The sign that moves is the sign that wins." It is also bound to lead a large amount of promiscuous advertising into sensible and effective channels and create new ties of mutual satisfaction and better understanding between wholesalers and retailers. A pleasure to give additional information.

### The American Case & Register Co.

Alliance, Ohio

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

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

Cut off at this line

Send more particulars about the American Account Register and System.

Name .....

Town .....

State .....



## CLOTHING

### Rebuying Canceled Shirts at Lower Prices.

Leading primary market authorities state that the piece goods situation is in a pretty clean condition on all merchandise of movable description, with the market particularly free of surplus stocks of desirable goods. Of course, there are stocks to be had, but those in authority claim that the market is not menaced by any unwieldy quantities. An accumulation of stocks, which might very easily have resulted from cancellations and unrestricted manufacturing, was prevented by mill curtailment. Even in gray cloths there are said to be no big stocks as a menace, because converters went so far as to pay cash to the mills to be released from contracts, figuring that they could buy the goods back cheaper later, and rather than have their money tied up in goods, the price of which was on the decline, they preferred to pay for their release from the big contracts which had been entered upon so far as a year in advance. The absence of any menacing surplus from cancellations is due to the fact that the goods were taken care of. Sellers took care of the goods in this way: The shirt manufacturer, represented by B, canceled to A, the selling agent; B goes to C, another seller, and buys a substitute line canceled by D, another manufacturer, and D goes to A and buys what B canceled. In both cases the manufacturers B and D buy what each has canceled and at lower prices than they were formerly owned. Of course, the sellers A and C deplore this kind of a transaction, and while it has enabled them to take care of the goods by distributing them to the cutters-up, they feel that the manufacturer would favor his own and the seller's interest if he would go to the latter and say that he wants the goods cheaper, and that if he can not own them at the lower price now prevailing he will be obliged to cancel. Then the seller would help him out. Because of the amount of cancellations and switching about that has been done sellers, in some instances only, notified manufacturers that they would be protected on all contracts, and that it would be seen to that they owned the goods at whatever the market price might be. This we noted in our last market report, that selling agents and mills were, some of them, disposed to protect their customers, rather than have them cancel and buy similar goods elsewhere in order to get them at the lower rates prevailing.

Mill men view the recent bear operations of several large jobbing factors as "a grand-stand play," contending that these jobbers have no great amount of stocks of piece goods, and that their cuts in prices of muslins and cambrics were merely done to force their customers to buy, in which they were gratifyingly suc-

cessful and to, at the same time, force first hands to drop their prices to the jobbers, and in this move they were also successful.

The recent recession in the prices of shirtings averages about 15 per cent. The prices on some goods today, compared with what they were a short while ago, represents a considerable drop, as instanced by 68x 72's, which were sold at 10½ cents ninety days ago and are now down to 8½ cents.

Both buyers and sellers consider goods now cheap at this price. This lower price now enables shirt manufacturers to put this grade of fabric into \$9 pleated shirts for fall. There are cases quoted of manufacturers buying back to-day fabrics for 8½ cents which a few months ago they owned at 11½ cents.

While up to a short while back the fabric market was a closed one, with no goods whatever being moved, the situation to-day is considerably better, a situation that is viewed as a decided improvement because it is strikingly different compared with the stagnant condition which followed the money stringency. Yet, according to the shirt manufacturers' standpoint, they are buying for fall only what they have to buy. As several large ones have pointed out, their purchases all told for fall to date do not represent an outlay as large as one order with one mill a year ago. Big orders placed for November delivery were canceled, and only a small part of the goods again bought in just recently for two cents a yard less, about shows the extent of their fall operations. While the mills ought to have been sold up long before now for fall and been well into the spring 1909 season, they are still striving for more fall business. The selling agents are in hopes if the spring business moves along normally with dealers that manufacturers will operate more extensively. They claim that on the new low price basis manufacturers are now getting piece goods as cheap as they will get them, and that there will be no further drop. They are encouraged for the future by the fact, as they say, that manufacturers have been buying more during the last four weeks than they bought all told since October.

It is evident that, with some manufacturers owning piece goods at the high market price and other shrewd operators owning their shirtings at 8½ cents, the latter are going to make money, while the former stand in a position to lose profits for six months, or, at any rate, not make much money during that time, or while they are getting from under the goods for which they have paid high prices.

As soft goods, such as mercerized pongees, were sold in greater quantities than ever before to the shirt manufacturers for spring, and as these soft goods and white madras are already being duplicated on, it is evident that a brisk soft shirt and white negligee season is looked forward to.

Stripes will again predominate for fall, as they do for the present spring season, and novelty stuff has the preference. Stripes with color

are prime favorites, both in white and color ground goods. The season again runs heavy on color grounds, in both woven and printed goods. The choice of colors falls to blues, tans and slates, with green and other color trimmings. Tans are holding on well, as are the yellow shades, corn, lemon and biscuit.

The extent to which stripes predominate was shown by an inspection of several leading lines of foreign and domestic goods, 90 per cent. of the showings being stripes, and 10 per cent. checks and figures, or staples.

Retailers have cleaned up their winter stocks of shirts gratifyingly during January and February, this stock being the most active one in furnishings during the sales period, and the results are said to be most satisfactory. It now turns out that the season has brought pleated styles so strongly to the front that pleats will be in the lead again for next fall.

This has been an exceptional and somewhat remarkable season on collars, and particularly so for the reason that the demand has been so much restricted to the close-front fold, with only a fitful call for wings in any style. It is chiefly remarkable, however, for the light business that has been done on dress collars. This latter feature of trade may have been caused by the open season up to the close of January being responsible for fewer functional affairs, for this is the only reason retailers advance for the falling off in demand for dress collars. In the large cities the younger element of men have worn the Tuxedo at dress affairs, and as the dinner jacket requires the fold collar its popularity may not have been without some effect on the demand for dress forms of the straight standing variety.

Some Troy factories are reported as having resumed full time.—Apparel Gazette.

There is more genius floating around than there is plain common sense.

## HATS

At Wholesale

For Ladies, Misses and Children



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



TRADE **IDEAL** MARK.

—1908—  
*Our Fall  
Types are  
for your* **I** *and Winter  
now ready  
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.



THE NEW STORE.

How It Won the Trade of the Old Lady.

Written for the Tradesman.

"Massy sakes, John," said Grandma Everson, "there ain't a button in the house like them on your pantaloons. I don't see what I am going to do, with Mary gone, and—"

"One moment, Grandma," put in John, a hearty young fellow of three-and-twenty. "I can manage with a safety pin until to-morrow."

"Well, what then, I don't see—"

"But I do, Grandma," pursued the young fellow. "You have been wanting to do some trading for a long time. I'll hitch up Dick and take you over to town in the morning, and you can get a lot of pants buttons while doing the rest of your trading. How'll that strike you?"

"That will real nice, John, if you think you can spare the time," smiled the old lady, her kindly eyes beaming with pride on her only grandson, whom she idolized. "It'll be a good time while your ma's away, won't it?"

"Just the time, Grandma," assented John.

The young man and his grandmother were early on the road the next morning, destined for the smart village seven miles away. This was the trading point of the Eversons and their neighbors. Dale Everson was a well-to-do farmer, one of the foremost in the township. Grandma had money of her own, and was by no means chary of spending some of it every year on herself and on her friends.

The good lady had her likes and dislikes, the same as other mortals. Her particular preference among the merchants of the village was Thompson & Sons. They were always so pleasant and accommodating—even to an old woman!

On reaching town the grandson went about some business of his own, leaving Grandma to do her own trading, which, by the way, best suited good Mrs. Everson.

"No, we don't keep 'em," flippantly informed the red-headed miss who presided at the notion counter of Thompson & Sons. She was a new acquisition whom Grandma had never seen until this morning.

"Why, la, it seems strange that you don't keep pantaloons buttons," said the old lady, looking sharply over her glasses at the clerk. "They allus did keep buttons—"

"Certain kinds, of course, but nothing in the line you want!"

"But everybody wants pantaloons buttons, I'm sure."

"Once perhaps," and the sandy miss laughed, "but I assure you they are not used any more—all out of style."

"Oh, my!" ejaculated Grandma, walking disappointedly toward the door. Presently she turned back and asked: "Where will I find them, Miss?"

"Don't think you'll find them at all," laughed the clerk. When Grandma went out the new girl turned to a companion and made some airy remark about antediluvians.

Grandma trotted on down the street. It hurt her to think that her merchant should not keep such a small although important article as pants buttons.

"Out of fashion, eh," she mused. "Well, did you ever! As if common every day pantaloons buttons could go out of style. Good land, I guess they won't until men get to wearing women's skirts. But that day may come after all if folks keep on as they've been doing sense I was a girl."

At the next store Grandma met again with disappointment.

"We have the patent buttons," said the lady rather listlessly. She had been conversing with a young man and seemed annoyed at having her time broken in upon.

"I don't want none only the common kind," said Grandma.

"Well, we haven't them."

"Can you tell me who keeps 'em?"

"I don't think you'll find any in town. They're not used nowadays," and the girl laughed, much to Grandma's disgust.

"Well, good landy, I never thought 'twould take so long to find a few common pantaloons buttons," muttered the old woman as she again sought the street. She went on, around a corner, and came to the store of the new merchant whose advertisement had appeared only the week before in the village paper. She paused an instant outside to admire the things in the window—so many dainty articles of feminine wear. The sight called to her mind the fact that her ineffectual chase after pants buttons had put all thoughts of her other trading out of her mind.

Grandma entered and walked timidly down the long room. A pleasant-faced young man stepped forward

and kindly enquired as to the customer's wants.

"Pant-a-l-o-o-ons buttons," gaspingly uttered poor Grandma. She felt quite weak and done up over her experience. She felt that if the man laughed scornfully in her face it would be only what she might expect.

"Pantaloons buttons," said the man in a kindly voice. "Oh, yes, we have them. You look tired. The weather is very warm, isn't it? Please sit down."

Was the world coming to an end? Grandma felt a queer little tingle of comfort steal all over her. She was tired and that chair, drawn up at the counter was, indeed, inviting. The clerk was so very gentle and—he had the buttons!

"Sit still until you are rested," said the clerk, after giving her the buttons. It was very nice and comfortable here. Grandma heaved a sigh as she gazed about the snug little store—not nearly so large as Thompson & Sons, yet everything was so neat and the goods were something good for sore eyes.

"Yes," said Grandma, in answer to the merchant's "Anything else?" "I want some dress goods and some other things. I clean forgot about it, I've had such a time tryin' to get some pantaloons buttons."

The merchant was very glad to serve her. He humored the old woman's every whim, and in the end sold to her a snug bill of fourteen dollars and a half.

"Say, John, that new young man has the best goods in town," said Grandma, when they were on the homeward road.

"You mean Mr. Harding, the new merchant?"

"Why, yes, the store around the

corner. He had everything I wanted."

"What about your old friends, Thompson & Sons, Grandma?" asked John. "I thought you always traded with them."

"I set out to, but they don't keep pants buttons, and the girl made fun of my asking for old fashioned things. I never once thought of the other things until I got them buttons. The new store had 'em, and also everything else I wanted. Besides, he's an awful nice man, so kind and accommodating. I'll trade there after this."

Simple things sometimes change events. The lack of a few buttons lost to a mercantile firm a goodly sale and a profitable customer as well.

J. M. Merrill.

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

Walter Baker & Co.'s  
Chocolate  
& Cocoa



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

48 HIGHEST AWARDS  
in Europe and America

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

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

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

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





### Clerks Who Can Not Keep Stock in Good Condition.

The ambitious clerk always wants something in the shoe line that is a little out of the ordinary run of style, no matter what may be the store or the character of the trade. If he takes a liking to shoes, he feels that the stock ought to have something—a few sizes—that are not ordinary bals, or bluchers, or juliets. He wants them to show up to customers who may be a little particular about dress and who may be influenced to buy something because it is more dressy than they have been in the habit of wearing.

#### The Boss Can't Do It All.

That is all very good, and he ought to have them, but the other side of the question has to be considered faithfully by him. He can't expect the boss to put in such stock to please the clerk, and then have that clerk fall down in the sale to the extent of leaving the most of the goods too long on hand. Fancy and unusual styles of shoes are as bad as goods of any other sort when they get a little stale, or when the clerks of the store tire of them and fail to show them with an attempt to make sales. The clerks have to be up and doing with the shoe stock, or that stock will not be long in getting into the shape that causes them to be careless as to whether or not they make sales, or even show the goods as they should be shown.

Something new and different will get shown to the first dozen customers who come in, and then the clerk will forget to show very often because the thing has become too familiar to him. It is not because the goods are not good nor because other customers will not be interested and willing to examine and listen to expositions of good points, but because the clerk has worn off the gloss of his first enthusiasm over the thing he wanted to show and has gotten down to the dullness of forgetting all about the goods when many customers who would really be interested come in to look at shoes.

#### Sell While They Are New.

The time to get rid of outside styles and things that we can class as not really staple in the shoe line is when those things are new—push them when your own enthusiasm is greatest. Don't hang on to something nice because it is nice, or because you may be afraid the boss won't get any more. The thing to do with whatever you have to show is to sell it at once if you can stir up the salesmanship to do it. It is a mighty sight better to be without such things at the beginning of July than to have more than three-quarters of them left on hand.

The same is true of staple stock in new goods. New goods in shoes get old fast enough when the best efforts of a bunch of clerks are turned toward their selling, but when a

lot of you are slow and allow even good things to lie around unpushed the stock soon gets stale and in such shape that customers can not be fitted in the goods they want, or the styles of half that are offered them are so old that even the uninitiated in style know there is something out of date about them.

#### Time To Get Acquainted.

Maybe it is because shoes are piled away in cartons that a clerk fails to recognize the importance of getting after and cleaning out odd and unwanted lots of them. Goods that are open and always ready to be seen can be pounced upon at opportunity and gotten rid of the more readily, but shoes that are covered and out of sight are easily forgotten. Yet that is the only way to keep shoe stock in any sort of shape, and it is up to you clerks to accommodate yourselves to the needs of the shoe stock rather than expect the shoe stock to accommodate itself to your conveniences.

A goodly share of your value as business people is dependent upon your knowledge of the goods in the store and what can and can not be offered to a customer. It is up to you to know the shoe stock so thoroughly that there be no necessity of having goods out in sight that you may have familiar knowledge of them. It is no more difficult to have such knowledge than to know the contents of the other cartons of goods about the store. If you have not that knowledge it is because of a disinclination to obtain it rather than any reason why you can not.

The difficulties you may have in selling shoes are due more to a disinclination to master the stock and the ways of handling shoe customers than because there is anything so particularly difficult about shoe selling. Your neighbor clerk may be the best shoe seller in the store and still have not one whit more tact and good judgment in handling a customer than you have. It is because he wakes up and notices things when a customer wants to look at shoes. He became interested because he thought there was something to know about the shoe stock; you have hung back and are only a very poor shoe salesman because you have tried to be nothing better.

In the line of old acquaintances behind the counter, I had one fellow clerk who was a most excellent handler of shoe customers. When someone came in and said shoes to him he immediately brightened and was ready to do everything possible to interest the customer. He could sell shoes well, but he couldn't sell dress goods a little bit. The cause of the difficulty was not his inability to handle a dress goods customer tactfully and well, but because he wouldn't warm up to dress goods at all. When asked why he didn't take more pains and get next the dress goods trade—which was always good in those days—he replied that he didn't like the stuff and couldn't get interested. The final outcome was that the boss helped him to get an interest in an exclusive shoe store and hired a man in his place who could take an interest in the dress goods stock.

#### Your Greater Opportunity.

The same thing is working against you as a good shoe salesman, unless you make some attempt to interest yourself in the goods themselves—get acquainted with them. The clerk who runs behind the counters and over the floors of the general store can not select for himself those things to which he takes a single fancy and hang to them alone. I am well aware that no clerk can be a first class salesman in every stock in the store, but I do know that he can be a better salesman than he is in a great many of the stocks if he will only wake up and try it. He has to be moving everywhere with interest in his movements. The clerk in the big department store must mind only the business of his own department, but he has to do that faithfully and well in order to hold his place or expect any sort of advancement. The clerk in the general store must mind the business of the whole store, and his chances of advancement somewhere and somehow are wonderfully superior to those of the other fellow.

The most of you don't realize what an advantage you have in the ability to obtain a general knowledge of the whole general store stock. You don't like shoes very well, so you don't try to like them. You don't know what there is to good shoe selling, so you don't attempt to find out. It is the bliss of ignorance. And the selling of shoes is really one of the most fascinating portions of general store work. No cutting, no measuring, no counting, no remnants of impossible length left; when a pair is sold everything belonging to it has gone with it.

#### Your Share of the Effort.

The delight of keeping the stock clean will be one of the greatest of your pleasures after you come to know the shoe stock as it ought to be known. I mean by that the keeping it free from the accumulation of odds and ends and the things that are excellent this month but become stale and undesirable stock next month. The stock can't shine with novelties if the novelties of this season are left to hang about until old and unwanted by anyone; the best of stock can not be had when odds and ends are allowed to accumulate simply because you don't enthuse enough to pick them out and sell them. If you want a good shoe stock do your share toward making and keeping it such.—Shoe and Leather Gazette.

#### Not Up To Papa's Expectations.

Little Betty had been playing quietly on the porch one afternoon unnoticed by her father and a friend, who were discussing the recent panic. When the guest had gone and bedtime had come, Betty knelt to say her prayers. A pause followed the usual petitions in behalf of "papa an' mamma an' Aunt Mary an' Uncle Tom an' Rover an' Bridget." Finally, with great earnestness, she resumed:

"An' now, God, please take great care of yourself, 'cause if anything should happen to you we'd only have Mr. Roosevelt, and he hasn't come up to papa's expectations."

#### A Rare Bird.

In some way he managed to reach the city editor, and before that important personage could say a word the visitor blurted out:

"You meet with many sad tales in the course of your day's work, eh? Murder, homicide, suicide, moving accidents, by flood and field, hair-breadth escapes—"

"Well," said the city man, "we—" "Oh, I know, I read the papers," continued the garrulous one. "I know what goes to make up the news of a great city. It's all sadness, horror, degradation, vice in a hundred forms—"

"Come," said the newsman, "my time is valuable. If you have an item—"

"Oh, I forgot. I just dropped in to say that I feel sorry for the harrowing experiences you have to go through. You see, business is booming, my wife and I get along amazingly well together, the weather suits me to a T, no one borrows any money from me, my watch keeps time, my shoe laces stay tied, and—"

"Good day," said the editor.

"Good day," said the voluble one, "but before I leave I just want to add that I think it would do you good if you'd put in a little item stating that you met one happy man to-day—need not mention any names. Here's my card. Good day."

#### A Town With Two Sundays.

Battle Creek has claims to distinction, notable among which is the fact that it is probably the only town in the country with two official Sundays in the week. Through various circumstances it came to pass years ago that the town was a center for Seventh Day Adventists, probably more so than any other place in the country. At one time a full third of the people were of that religious sect. To-day there are less, probably not more than a fifth, yet Adventists own many of the large institutions, and most of the employees of these big concerns are of similar faith and consistent in the observance of its tenets.

The result is that on Saturdays probably a quarter of the town's industry is at a standstill, while the remainder flourishes. On Sundays the other three-quarters cease operations, while the Adventist establishments open up full blast. The effects are rather striking in a little town of its size and the ramifications are interesting. As a compromise many concerns make partial observance of both days. The banks, while they close all day Sundays, also close part of the day Saturday and open in the evening until late. And whoever has business to transact with many of the cereal factories must avoid a Saturday visit to town or be prepared to make two days of it.

#### Progress of Science.

Fair Patient—I suffer greatly from insomnia, doctor.

Doctor—You should eat something just before retiring.

"But you once told me never to eat anything before going to bed."

"Oh, that was a year ago. Science has made rapid strides since then."



The most skeptical concede our

# Playmate Shoes Excel All Others

Children's Turns 2 to 5 1-2

in no heel

3 1-2 to 5 1-2 and 5 to 8

in spring heel



Misses' and Child's  
McKay, Box Calf, Vici,  
Patent Chrome in  
single and one-half double  
sole, lace and button,  
5 to 8, 8 1-2 to 12,  
12 1-2 to 2

Old Sol will soon have conquered Jack Frost  
and then you will need

## Oxfords in Tan and Black

Children's, 40c to 80c

Misses', 80c to \$1.35

Boys' and Little Men's, 80c to \$1.75

Women's, \$1 to \$2.50

Men's, \$1 50 to \$3

While you are waiting for the Robins order some of our

### "Nolina" Shoes

For women with tender feet. A turn Kid Shoe, **without a lining**, that fits the foot as easily as a glove fits the hand. Very flexible sole and rubber heel. Either circle seam and patent tip, or seamless pattern. Comfortable and attractive. Write for price on this shoe.

## Hirth-Krause Co., Grand Rapids, Mich.



**Dissertation on Dust in a Shoe Store.**

How natural it is, in the store life or anywhere else, to let certain things go for no reason on earth. I don't care how well a store is run there is always something neglected like that. Now, in this store, and we think that we are about as orderly as the average, there are a good many things. One thing is the dusting. Perhaps you are thinking that in an ordinary season the natural course of delving into the stock would show up the dust and that this being rather a dull year the corners would not be visited quite so frequently. But the funny thing about that is that this has not been such a bad year with us. The real truth of the matter is that we've sold just about as many goods as usual. That is another funny thing, when you get it into your head that times are hard, no matter how much business you are doing, it seems little, and poor, and miserable, and a real dull day spells ruin, while in ordinary times a dull day is welcomed as a little case of rest from too much rush. Our sales for the month of January last year were \$1,250. We might as well be honest about it, and this year we took in \$1,082. That doesn't spell ruin with us. Quite a shrinkage, of course, but not enough to worry anybody much.

That shrinkage doesn't show anything to me half as much as the fact that while a year ago our cash sales for the month were \$964 or about or practically 75 per cent., this year we put on the books during the month all but \$609, or only a trifle over 60 per cent. cash. That is about the only indication in sight with us that amounts to anything, and as we still stick to Mr. Laster's rule of never charging anything to a man to whom you would not loan, in cash, at least the first cost of the goods, we feel that our debts are a good investment, for it's strictly 6 per cent. interest on all of our accounts after sixty days, and no deviation for anybody. Still, we have a lot of surplus, or rather old man Laster has, so perhaps we are not a good example.

But that is not what I started out to talk about. It was little things in this business that I intended for my text. The tops of the cartons are the great dust collectors, and what I try to impress on our clerks is that going over them every day with the flat brush is what makes the difference between a tidy and an untidy store. Now, I know there will be two classes of retailers and retailers' clerks who will hold up their hands at this—one class which is neglectful and one which is not. Each class will say, "What nonsense!" And by that the first class will mean, "What's the use, anyway?" and the second class will mean, "Why, everybody does that!"

But, as a matter of fact, everybody doesn't any such thing. And I repeat, that is one of the most important of the little things. It seems silly, I am sure, a good many times, right in this store, when we insist on the apprentice, cub, or titman clerk, doing this every forenoon in the year. I can see, often, as he pass-

es the duster along the tops of the long rows that he considers the labor, away down in his heart, as entirely useless. If it were his store he is sure he wouldn't be so foolish. Of course he has to do it, to humor us, because we pay the wages and give the orders, but all the time he is getting the habit, and sometimes, when he does have a store of his own, he will tell his clerks how he learned those habits in Laster & Fitem's store, away back in 1908, and insist on just such particular care of the appearance of things.

Once upon a time a little clerk got mad about this very thing, and he had the nerve to tell me that I was worse than his old Aunt Thankful, who had a little house that was as tidy and spick and span as the inside of a new gold watch, with nobody to get it out of order but herself, and yet she worked from morning until night cleaning where there was no need of it.

I was glad he talked to me like that, for it gave me a chance to go a little farther into the subject, for I have just such an old aunt, and I do a good deal of similar arguing with her. I called the boy into the private office and then into the little back room off the office where we keep the files. In there there is a wide window seat or ledge which, as an object lesson for my aunt and others with proclivities for doing work and wearing themselves out where it is necessary, has not been dusted in three years and six months.

I showed the young man the seat of the window with its dust and grime, its dead flies and defunct spiders, its bits of paper, with above it the window glass unwashed for many, many months.

The lad stared in astonishment, as well he might.

"This, my lad," I said, "is my double barreled object lesson. You and I are getting confidential with each other so that I can tell you this. I keep the window sill like that just so that I can use it in this manner. I can bring young clerks who 'can nor see why' in here and show them how things would get to looking if they were 'let to go,' making a first class example to them of the almost crime of neglect in the matter of dusting and cleaning. I say to you that you must dust, each and every day, every part and corner of the store. You say, 'Why, I go over many places which have not a track of dust on them apparent to the naked eye, I would think every other day sufficient.' I might allow it to go at that and, bye and bye, every other day would become every fourth day for most of it and then once a week, and after a time we would find the worst places when we came to have the annual cleaning and after a goodly number of years the annual cleaning would not be thorough and at the worst the whole store might become like this window and this sill."

"You don't have me wash the windows but twice a week, now; why not?"

"They, well—that is—the windows don't need it so often."

"Neither does the dusting."

"Yes, but, my young friend, the windows are merely to give us light, the goods you dust are for us to sell to get another kind of 'dust.' This dusting matter is strictly business. Not a matter of sentiment with me."

"Ah, yes," said the young man. "Now if you will tell me, what is the other barrel?"

"The which?"

"The other barrel! You said that it was a double barreled object lesson."

"Oh, yes. I had forgotten. The one which I have been giving you is the strictly business object lesson of cleanliness. Keeping things strictly clean and immaculate for the benefit of trade. Now I work the other object lesson on such persons as your aunt and mine who wear their lives out doing unnecessary work when they might be having a great deal more fun with half of the trouble and the world would manage to wag on just the same. I bring such persons as your aunt in here and after her first gasp of horror I say, 'See this window sill. I could, had I wished, have had it dusted daily for three years and six months. That, roughly estimating, would be 1,050 times. If each dusting took thirty seconds that would mean 31,500 seconds or about nine hours. If, also, twice a week in that time, the window had been cleansed, carefully, each washing requiring twenty minutes, that would add, roughly, thirty-one hours more, or forty hours, all told, of work which we have got along without and the world has gone on just the same. Now, I say to aunt, you tell me that such things can not go on, but I am showing you that it really makes no vital difference. You clean and clean in your dear little home five times where once would do as well, and think about how much more time you could have for more delightful things than wiping, dusting, sweeping and scrubbing of things which are, already, clean almost surgically."

"Surgically?"

"Yes, surgically clean. It is an immaculate condition."

"But why the difference?"

"That is just the question I wanted to induce you to ask me. One case is business, strictly business, the making of a condition, and leaving no stone unturned to make that condition one which attracts customers and helps us to get chances to sell boots, shoes, slippers and rubber goods of all descriptions at a profit. It is a part of the trade. Everybody admires cleanliness and practically everybody is attracted by it. You love to go into your aunt's cozy, immaculate home, but you would go just the same if only half the work had been expended on it in the way of brushing. It is a personal matter. She gains nothing especially by it. We do. We are after something. That thing is trade, but with your aunt it is different."

"I don't know. I've heard it said she was after old Deacon Williams, but maybe it isn't so."

And then I let him go back to his work. I tell you this is a shoe store to work in which makes the young grow gray prematurely and have ear-

ly wrinkles between the eyes with much philosophical thought.

How would you like to work in here with us? We are thinking of taking on two more clerks a little later in the season.—Ike N. Fitem in Boot and Shoe Recorder.

**Creed of the Mail Order Houses.**

Twelve commandments make up the decalogue of the retail mail order house.

These commandments were not written on a stone by Moses, but they are thoroughly understood and frequently bumped into by any one who deals with the catalogue mail order concerns.

Following are the twelve commandments, which thoroughly indicate the business side of these concerns:

1. You shall sell your farm produce for cash wherever you can, but not to us; we do not buy from you.
2. You shall believe our statements and buy all you need from us because we want to be good to you, although we are not acquainted with you.
3. You shall send in the money in advance to give us a chance to get the goods from the factory with your money; meanwhile you will have to wait patiently a few weeks because that is our business method.
4. Send us your money and we will skin you on the quality of the goods.
5. You shall always buy your church bells and interior church fixtures from us and forward the money in advance, for that is our business method.
6. You shall collect from the business men in your vicinity as much money as you can for the benefit of your churches. Although we get more money from you than they do, still it is against our rules to donate money for building country churches.
7. You shall buy your tools from us and be your own mechanic in order to drive the mechanic from your vicinity, for we wish it so.
8. You will induce your neighbor to buy everything from us as we have room for more money.
9. You shall often look at the beautiful pictures in our catalogue so your wishes will increase and you will send in a big order, although you are not in immediate need of the goods; otherwise you might have some money left to buy necessary goods from your local merchants.
10. You shall have the mechanics that repair the goods you buy from us book the bill so that you can send the money for his labor to us for new goods, otherwise he will not notice our influence.
11. You shall believe us in preference to your local dealers.
12. You shall, in case of accident, sickness or need, apply to local dealers for aid and credit as we do not know you.

You can not cancel the custom of preying on your fellows by occasional prawning to your Father above.

The less religion a man has the more he thinks his wife ought to have.



# FLAG 'EM



## THEY WILL ANSWER YOUR SIGNAL

Over 50 enthusiastic salesmen are on the way—over 200 trunks packed to the brims—AND SUCH SHOES!

To say that they are stylish, snappy and up-to-date nowhere near expresses it. You must see them to appreciate their style and value as business getters FOR YOU.

New styles and lasts have made the Fall Line of

*Mayer*

## Custom Made Shoes

exceedingly attractive. To this attractiveness must be added the well established Mayer reputation for QUALITY.

Style and quality, as represented in the Fall Line of Mayer Shoes, and their wide-spread popularity caused by extensive advertising, are what make business for the Mayer dealer good in dull periods, while his competitor is howling calamity.

If you want to be safe on the volume of your shoe business this year, handle Mayer Quality Shoes—the shoes of known value. At any rate, ask us to send a salesman. We want you to see the line, even if you do not buy.

# F. Mayer Boot and Shoe Co.

Milwaukee, Wis.



## MEN OF MARK.

Charles E. Locke, Secretary Menzies Shoe Co.

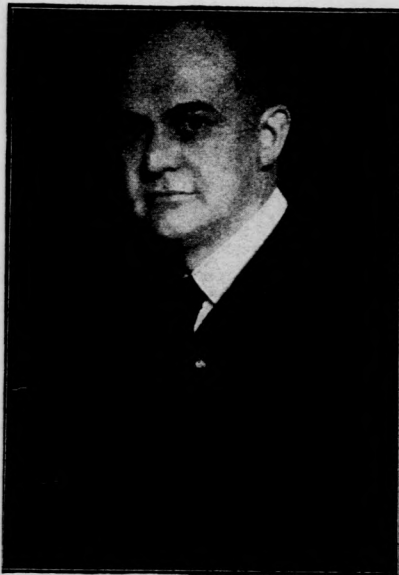
Whatever may be said of the men who, like meteors, have flashed from obscurity into the effulgence of prominence and popularity as marvels of ability, more or less meretricious but captivating to the public eye, the individuals who rise from a worthy and distinctly recognized origin, and make a good record in life from the starting point of good parentage and early training, although without spectacular or amazing exploit, are the more fortunate. We are prone to admire, laud and magnify the name and career of a man who makes his way upward in the scale of being from an extremely lowly, squalid and submerged juvenile condition to a position of prominence and power among the first in the land, because his is a luster that we credit to a genius that has fallen on him like an afflatus from the mysterious realm of the immortals. Yet such a life is liable to be dashed with violent contrasts, erratic episodes and calamitous climaxes. From the cave of gloom and degradation which was the cradle of our hero the evil geni emerge, ever persistent, and dog his triumphant march.

On the contrary, the man well born and well nurtured, in body and mind, although he may never know the thrill of great mental power and exaltation or the delight of receiving applause for the display of his commanding genius, is still conscious of a normal strength that will carry him through all the ordinary stress and strain of life with a reserve power that will be sufficient to wrestle with supreme exigencies. The man of good parentage and environment, with a well balanced and tutored mental and moral nature, usually escapes the hazards and calamities of the man of genius. His course is straight ahead, over an even highway. He naturally curbs inordinate ambition and extravagant desires. With a commonsense view of life he indulges no expectation of getting more out of it than should naturally fall to his lot. He does not center his mind on attaining any large measure of this world's goods, or power, or distinction among his fellow men, beyond what will come to him by a steady effort along reasonable and safe lines. He aims to be what in common parlance is called a "level headed" man. If wealth and honor come to him by industry, persistence in regular methods of advancement and good citizenship he will accept them as favors from fortune. But he will not set his heart on such exaltations as if his life's happiness depended upon their attainment. He will do the best he can and accept the result with equanimity. It were well if every individual in the community were governed by such characteristic motives.

As this is written, we have in mind a gentleman who is an example of the normal, steadfast traits referred to, as distinguished from the spectacular prodigy who accomplishes great things that make the curious public stare in amazement but is liable

to shipwreck on the rocks of adversity, or to instant destruction by the explosive force of his ill assorted mental components. This reference is to a man who belongs to a substantial class of citizens, who early learned the value of practical education, habits of industry, frugality, economy and, above all, good character. Thus beginning life he followed a natural course of taking hold of any legitimate occupation that came in his way, pursuing it constantly. Whenever a favorable opportunity was presented for advancement and betterment of his conditions, his training, his inclination and his principle to make the best of his chances were sufficient motives for progressive ventures.

Charles E. Locke, who was President and General Manager of the



Michigan Shoe Co. since its inception years ago, is now Secretary and Treasurer of the Menzies Shoe Co., Detroit. Mr. Locke's experience in the shoe business dates back to 1879, being connected at that time with the A. C. McGraw Co., the best-known shoe house in the West during the late '70s. Mr. Locke continued with that house until it went out of business in 1895. Owing to the great development of the Menzies Shoe Co., it was necessary to increase the executive force and, as a consequence, Mr. Menzies went out and secured one of the ablest shoe men in the country, in Mr. Locke. The officers of the Board of Directors of the Menzies Shoe Co. now consist of H. D. Menzies, President; W. B. Ford, Vice-President; Charles E. Locke, Secretary and Treasurer. R. W. H. Rozelle and F. E. Leland, together with the officers, make up the Board of Directors. While Mr. Locke was connected with the Michigan Shoe Co. he attended to the Eastern buying in addition to taking care of the general management of the firm. His strong personal character made him a great favorite with the boys and all regretted his departure from the Michigan Shoe Co. His office at the Menzies Shoe Co. was filled with flowers and nearly all in the trade called to extend their best wishes. Mr. Menzies is to be congratulated upon having secured so valuable a member to his firm and Mr. Locke



## Doing What You Are Paid to Do and Then Some

The "then some" is what counts. We've always given the dealer a full measure of value in every pair of H. B. Hard Pans and "then some." This has counted well for the dealer as well as us.

Every pair sold this season will help sell another pair next season and that's the kind of business that counts.

Better make the connection now and you may be sure that you won't have to put out a lot of work and advertising to counteract a bad start made this year.

"Where there's a boy there's a family."

The Natural Chap is a money maker—send in your application today—new issue. Free to our H. B. Hard Pan dealers.



No. 923 Elkskin Bicycle Cut  
Men's, Boys' and Youths'  
Black or Olive  
Nailed and Fair Stitched

### Herold=Bertsch Shoe Co.

Makers  
of the original

H. B. Hard Pans

Grand Rapids, Mich.

## Sporting Boots

The  
Best



Brand  
Made

For Fishing and deep wading purposes

Also made in Duck Vamp  
—called Royal Oak  
Sporting



(Gum Sporting)

Dull finish. Pure Gum Rubber. Heavy or light weights.  
Wool, Net or Fusion lined. F. or W. widths.

Remember, "HOOD" rubber goods lead all other Brands.

Catalogue sent on written request.

### Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.



undoubtedly will continue to forge ahead in the shoe business with so strong a line as the Menzies Shoe Co. manufactures.

Mr. Locke is a shining example of the old adage, "You can't keep a good man down." Not that by any means "Ed.," as he is familiarly called by his friends, was in any sense "down" with the Michigan Shoe Co., as it is one of the largest and best jobbing houses in its line in Michigan, but his keen business foresight and adaptability for detail work peculiarly qualifies him for the important position he has assumed in a manufacturing plant. Mr. Locke has been identified with the shoe business practically all of his busy and forceful life. He is one of the (lamentably) comparatively few successful business men who always has the time to greet old friends, and who is just naturally and without effort continually adding to the number as a result of his genial personality. Men are many sided. To meet a man socially, however bright that side may be, is only a slight indication of the real man, and the highest compliment that can possibly be paid Mr. Locke is that those with whom he has business dealings say that he is "absolutely honest," and that the men who were under him—from the porter to the traveling salesman—say that he is "always fair."

Possessing a high tone of moral character, born and bred, excellent natural and acquired ability, with an ambition to win a good position in life by deed rather than word, Mr. Locke reached his enviable position as a man of affairs by the real merit of doing things well, by steadiness of purpose, by honorable dealings and by skillfully directing his energies in channels that opened to him in his progressive course. In promoting his material interests he has not forgotten the higher duties that he owes to the community, to the church and to the fraternities of which he is a member. He has not sought fame or preferment that comes of maneuvering for or supplicating popularity. He has been content to pursue an active business life for what benefit thereby would accrue to him and his family, leaving further ambition to him who prefers to sacrifice time and effort for the sake of it. As for Mr. Locke, he has had better business to absorb his time, attention and energies.

#### Mark Twain's Opinion of Prohibition.

"I am a friend of temperance and want it to succeed," recently remarked Mark Twain, "but I don't think prohibition is practical. The Germans, you see, prevent it. Look at them. I am sorry to learn that they have just invented a method of making brandy out of sawdust. Now what chance will prohibition have when a man can take a rip saw and go out and get drunk with a fence rail? What is the good of prohibition if a man is able to make brandy mashes out of the shingles on his roof, or if he can get delirium tremens by drinking the legs of the kitchen chairs?"

#### VALUE OF THE SMILE.

##### Its Commercial Worth Can Not Be Estimated.

Written for the Tradesman.

Ever stop to figure up, Mr. Dealer, and you, Mr. Clerk, his employe, the cold-cash value of a cheery smile—its annual equivalent in the currency of the land? Why, it's worth hundreds of dollars in the course of a year—yea, its worth amounts into the thousands. Its influence is like the concentric rings of the ever-widening circle caused by the fling of a pebble on the beach.

How often do we hear it said of commercial individuals who find it difficult to smile—not as the result of some deep, some soul-stirring affliction but merely through the heedlessness or inability of such to exert themselves enough to keep the employer's interest at heart, through inertia to get right with the world—I repeat: how often do we hear something similar to the following regarding a store and its vinegary employes:

"Trade there? Well, I guess not. I never enter the place if I can help it, because I don't take to the set of clerks that So-and-So keeps about him. I like the owner of the store himself, but I can't have him wait on me in all the different departments every time I trade there, and therefore I don't care to situate myself so that I shall receive the cross looks of his clerks on each occasion that I want a hat, necktie, pair of suspenders, or whatnot. I know I am pleasant to them, and why they are such a glum lot is more than I can fathom. If I were the only one thus to complain I should fear the trouble lay with myself in some unconscious way, but I hear the same fault found by every one who mentions this particular store and its help."

And these remarks are not unjustly or maliciously made—they are simply bald statements concerning a condition that is acting continuously against the establishment, and which situation will not alter without a summary dismissal of the whole miserable kit or a radical change of heart brought about by some wholesome admonishings on this special phase of store life, not to say tongue-lashings.

Honey is sweeter than wormwood any day in the twelve-month. And the smile that stays "for keeps" is the expression of feature that is one of the most effective weapons to use in the war of competition.

I don't mean that a merchant shall employ mere grinning monkeys to serve the public, but people who disseminate optimism in contact with every person who enters the place. They shall have an eye so single to the permanent monetary good of the place that they will fairly radiate good nature.

One such store I am acquainted with and it's like an oasis in the desert of shopkeeping. It's a general meeting place for friends even if not on shopping bent. The proprietor realizes the importance of this factor and encourages it. He has provided commodious, immaculately clean rest rooms, equipped with

every modern convenience. In the apartment devoted to the ladies' comfort a neat maid is in constant attendance whose face is a guaranteed antidote for the megrims. Why, one woman patron gets a streak of resting every time she comes within sighting of the store. With this rest and good cheer dozens of sales are influenced which without these two elements never would have been consummated. They go hand in hand and the establishment profits immeasurably by the conjointure. In charge of the men's rest room is a young fellow whose face also beams under the possession of a bright disposition; and here congregate at noon numerous office clerks who otherwise wouldn't know what to do with themselves after luncheon, drawn hither by the Sunny Jim whose place it is to make them welcome and see to their contentment.

Jennie Alcott.

Sacrifice gives a heavenly grace to any gift.

#### The Valuables.

The man with a wife and seven children hauled up in front of the hotel desk, registered, got his bell-boy and was starting off when the clerk, thinking maybe he might jolly the new arrival, called to him.

"I beg your pardon," he said, "but hadn't you better leave your valuables in the safe?"

"Do you think I ought to?" inquired the man innocently enough, to hear him say it.

"Well, it is the best plan."

"All right," said the man; and turning to his wife: "Here, Mary, pass the children over to the gent behind the counter. He'll look after them and give us a rest."

Whereupon the clerk apologized.

**MAYER Honorbilt**  
Shoes Are Popular

## "Mishoco" The New Specialty Welt Shoe for Men

We know that it is the **best made shoe** that can be bought to serve as a leader for **\$3.00 and \$3.50**.

Made in all leathers on new and saleable lasts.

A postal will bring you samples.

Michigan Shoe Co.

Detroit, Mich.

## Selling



As a dealer your proof of a shoe is in the selling.

As a consumer your proof of a shoe lies in the wearing.

A line that combines selling quantity with wear quality is the best foundation on which to build a paying business.

For over forty years our shoes have traveled in the selling class, because inside and out and from top to sole we have made them so thoroughly good.

Give the people the most you can for their money. We do it and find it pays.

Buy our shoes and you can do it to.

**RINDGE, KALMBACH, LOGIE & CO., LTD.**

Grand Rapids, Mich.



## REMEDY FOR DIVORCE.

## One of the Best Preventives Yet Discovered.

Written for the Tradesman.

This happened on the other side of my back fence and so I know what I am talking about.

The trouble had been brewing for I don't know how long and like all such troubles, I guess, reached its culmination of its own accord. You see the Willowbys, man and wife, had for a good many years been the model couple, not only for Meadowbrook but for a good many miles around there and when it did all at once break out that the two were fighting like cats and dogs everybody was not only interested but had to have a hand in it, the general tenor of all talk in regard to it being it seemed so strange that, after a good man and a good woman like these had brought up a large family of children, they should, when the children had married off and gone, find at that late day that they were—incompatible! And the more one looked at it from every point of view the more absurd it seemed.

There was Deacon John, by all odds the leading man in the church, well-to-do and liberal, kind-hearted as the day is long and doing everything he could for the welfare of the town; and there was his wife, as good a Christian woman as ever had assurances of Paradise, which she had earned by a Christian life and living; but for all that they were making a place of torment of the cosiest home in Meadowbrook and nobody could do anything about it.

I had known the Deacon for years, went to school with him, in fact, and it made me feel sorry to have him and Laviny the town talk in that way, and I wanted to smooth things out for them, but m' wife said in her sharp way—somehow women after they get to be of a certain age are apt to speak that way to their husbands—that she hoped I knew enough to mind my own business. For a while I hoped so, too; but one day when I was driving over to the Center whom should I overtake but Deacon John afoot and in he got and we rode on together.

After we'd exchanged the time o' day, I up and asked him what he was going to the Center for, and if he didn't out with the whole thing I wouldn't say so. I couldn't think of anything but a part of a speech in the old reader about damning the Nile with bulrushes, and I concluded I wouldn't try, and for a good hour Deacon John poured out the story of what he'd gone through with with that Christian woman. Part the time I was mad clear through; the other part I tried to make up my mind which was the bigger fool of the two. It's no use for me to try to tell the story in Deacon John's words for it wouldn't read well in the first place and then he did use words in some places which no good deacon ought to use. The gist of what he said was this:

He'd borne and borne until he couldn't stand it any longer. It was

nag, nag and scold, scold and he was nagged and scolded to death. If he didn't wipe his feet on the mat on the doorstep he got a scolding. If he didn't use the one in the entry he got it again, and if he didn't polish off on the mat in the settin' room the old Harry was to pay. By this time the flood-gates were open and, all 'tis, the outpour was tremendous. If he said "Good mornin'," wanting to start in all right, the answer would be, "I don't see where the good comes in. Out o' the ten hours of sleep I've got to have if I'm going to do my work I lie awake all but one hour 'n' a half just before I hafter get up, and you lying with your mouth wide open, roaring like a fog-horn." There was something in that for he always did snore and always will. Then he'd praise the coffee and, to brighten things up, would say 'twas all the better for being burnt. "Instead of answering back with a joke she sits dumb's an oyster and droops her eyelids and shakes 'er head slowly, as if she were praying for strength to bear up under it." That's a good way to begin the day and that, followed up day after day for years, is—wearing!

I think I can remember along here John's own words and I'll same as let him go on with it:

"Sunday's the great day at our house. It begins on Sat'day night at 8 o'clock sharp. That's the time I get my weekly paper and settle down into my easy chair to read it. With the first stroke of the clock she begins. I ain't John Willowby, Deacon of the First Presbyterian church of Meadowbrook, but a little, weeny brat that's been 'taken in' to bring up. 'Now, John, the water's scalding hot and put your paper right down and bring the tub right in. The soap's in the sink and the towel's hanging up behind the door. Come, don't wait a minute;' and if I don't jump the minute she says the word she takes the paper right out my hands. Then she goes int' the settin' room an' if I don't keep the water a sloshin' she yells out, 'Come, John, don't dally. To-morrow's Sunday, a long, tire-some day, and you want to git ready for't. Hurry through yer bath and git to bed so's to be up bright an' airy 'n the mornin'."

"Well, now, you know I did that while the children was growing up to keep peace in the family; but for two years now the young ones are gone, but the same old thing keeps right on an' I've got 'nough on't."

"Yes; but, John," I broke in for I was bound to head him off if I could, "you ought to remember women are a queer lot anyway. You have to take 'em as you find 'em in the first place and cut your garment to your cloth, remembering at the same time that we may be once in awhile a little hard to get along with. Now there's Hitty, one of the best women on the footstool, but when she breaks out with the dirt-fever I can't do anything with 'er. You ought to see her follow me up with the brush and dustpan. The other day the minister was over to tea and I went right in-

to the best room without wiping my feet and when I got through shaking hands there was Hitty sweeping up the dirt I'd brought in. The minister and me looked at each other and both understood and both laughed that sort of laugh that means 'Gosh!' We're all martyrs, John! We're all martyrs!"

"What do you think she did the other day?" John went on. "You know them two rattle-te-bang chairs we've had in the settin' room sence the year one, the bottom all out in the cane and the big stuffed one a sight to behold? For months and months that woman's tongue has ben wagging about them two chairs. 'T was a shame and a disgrace for folks who called themselves decent to have 'em in the house. Finally she said so much that I began to think they looked like Sodom and Gomorrah myself, and t'other day I saw some likely looking chairs in Wilder's, both mahogany with green plush cushions and one of 'em a rocker, and bought 'em, thinking that for once I had done something that would tickle Laviny about half to death, and sent 'em home. I hurried through with what few errands I had and got home soon's I could, rather expecting to see 'er in the doorway with a laugh all over her face. Instead of that she was at the window with her knitting, and that at our house means trouble. I went in through the kitchen and right in the middle of it stood the new arm chair."

"Well, Laviny, d'you like your present?"

"Yes."

"Did you ever hear anybody draw in the breath when they talk? Laviny always does that when she's mad and says yes, and when I asked her why the rocker wasn't with the other one I opened the flood-gates and for three-quarters of an hour that woman talked as nobody talks to me twice, I don't care who 't is. I won't stand it and I'm going to 'Squire Dawson and wind the thing up."

"What was the trouble?"

"Oh, I had the impudence to buy the chairs without asking her. Then, the shade of the cushions didn't harmonize with the rest of the furniture; and, besides, the frames of the new chairs being exactly alike so jarred her ideas of the fitness of things that she couldn't bear to have the two chairs in the same room. She hoped she could change 'em, for she couldn't have 'em in the house. Then I said that, when I bought things I bought for keeps, and as long as the house was mine and the chairs were mine I concluded there was a pretty good chance of their staying together if I had to stand on guard with a gun. Then she had considerable to say about having things harmonize and when I said that sort of talk was rot and that 'an appreciation of the beautiful' that could stand a couple of broken-down chairs but couldn't endure two shades of green in the same room was so much confounded nonsense. Then I found out that

I'm a mean good-for-nothing low-down that ain't fit to live with and a lot of talk that a Christian woman will git rid of when she's talking to her husband who is a deacon in good standin' in the Presbyterian church; and the end of it all is that I've had enough of it and am going in for a little peace before I die!"

I don't think quick and I'm stubborn as a mule, so, at least, Hitty says, and she's always right, nine times out of ten; and, when John got through, the one thing I was sure of was that he wasn't going near Dawson, and that he and Laviny had got to make up. Just then we came to that turn in Meadowbrook road that goes around by the graveyard and Doll of her own accord turned into it. It's the prettiest piece of highway in the county, following, as it does, the brook and roofed with leaves, with here and there breaks among the trees through which come stretches of blue sky and bits of landscape brightened with sun and dotted with shade.

It was the brook, I guess, that did the business; for in spite of its joyful babbling there was a minor undertone that fitted in with what we were both thinking about and finally I began to hum snatches of "The Old Arm Chair," a melody then at the high-tide of its popularity.

"It's funny," I said, "how things like that take hold of a feller, and I don't know's I blame Laviny for not wanting to part with the old furniture. Do you know, John, if the time's come to throw out your big easy chair, I rather want it. I don't know whether you know it or not, but I had a great liking for little Joe and that chair had a great deal to do with it. The first time I saw him his mother was sitting in it and holding him. Laviny never has lost her beauty, as women often do, and she was sitting in the chair there by the window with one of these white what-ye-call-ems thrown over her hair and falling on her shoulders. Nobody thought she was going to live, you know, but that day she was up and was there by the window with little Joe snuggled down in her arms, the prettiest little baby, boy or girl, that I ever see. A week later he died, if I remember in her arms, while she was sitting in that old green chair. So if you're going to throw it away, give it to me or let me buy it of you. I'd like to have it where I can see that picture as often as I look at it. I wouldn't wonder, John, if that was what made Laviny flare up all of a sudden, when she saw the new chairs come to take the place of the old ones. She didn't have time to get ready for it, you see."

"That was a favorite seat with Laviny there by the window and is now. I never thought why before; but I held Joe when he died."

"In that chair?"

"Yes."

The road had left the babbling brook and was winding towards the cemetery, where under a willow not far from the highway little Joe was



"sleeping the sleep that knows no waking." Doll took it upon herself to walk here and I let her, and it was long after leaving "The low green tent whose curtain never outward swings" that either spoke a word, and then I broke the silence:

"The more I think about the chairs, John, the more I am satisfied you didn't see things from Laviny's point of view. Wasn't that other chair the one you had when you were married and she embroidered it and you had Meilink make the chair for it?"

"Yes."

"And wasn't that chair the one you were sitting in with her in your lap when Hitty and I saw you through the window as we were going by?"

"The same old chair."

"Humph!"

Well, we drove over to the Center. I did what little business I had to do and came away without any attempt on Willowby's part to get out of the buggy. When we were driving by Dawson's office it occurred to me to pull up just to see what he'd say; but I thought better of it, and am glad I did. I noticed, though, the next time that Hitty and I were over there that the chair question was amicably settled. The old pieces were given places of honor in the "best room" and, decked out with ribbons, were evidently considered as treasured relics, while the new ones, reconciled to their surroundings, were doing their best to brighten the happiest home in Meadowbrook and were meeting with the grandest success.

A year ago last winter they got up a debating society at Meadowbrook. One night the question for discussion was, What is the best preventive for divorce? After everybody had had his say but Deacon Willowby he got up and said that he'd been looking the subject over pro and con and had come to the conclusion that from the best authorities he had studied Si Huzzington and his "Humph!" was the best preventive of divorce he had ever heard of; and after the meeting was over everybody was asking what he meant.

Richard Malcolm Strong.

### Example of Scotch Sagacity.

In a certain Ontario town a commercial traveler who called upon a Scot at long intervals made a visit at Christmas time. "Here's a box of cigars," he said to the tradesman, "and I hope you'll enjoy them."

"Na, na!" replied the trader; "I couldna tak' them—I never dae business that way."

"Tut, tut—nonsense, sir!" exclaimed the traveler; "it's just a Christmas box."

"Na, na, mon! I never tak' anything far naething."

"Well, well—give me a shilling for the box," said the traveler, "if that will ease your conscience."

"Ay, ay! Weel, let me see," said the honest shopkeeper, running his eye over the silver he took from his pocket; "I see I've got two shillings here—I'll tak' two boxes."

Without virtue happiness can never be real or permanent.

## 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. 10, pasteboard boxes 100, per 100	72			
No. 12, pasteboard boxes 100, per 100	64			
Gunpowder.				
Kegs, 25 lbs., per keg	4 75			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 75			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 50			
Shot.				
In sacks containing 25 lbs.				
Drop, all sizes smaller than B.	2 00			
AUGERS AND BITS				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
AXES				
First Quality, S. B. Bronze	6 00			
First Quality, D. B. Bronze	9 00			
First Quality, S. B. Steel	7 00			
First Quality, D. B. Steel	10 50			
BARROWS				
Railroad	16 00			
Garden	33 00			
BOLTS				
Stove	80			
Carriage, new list	70			
Plow	50			
BUCKETS				
Well, plain	4 50			
BUTTS, CAST				
Cast Loose, Pin, figured	65			
Wrought, narrow	75			
CHAIN				
Common 1/4 in. 5-16 in. 3/8 in. 1/2 in.				
BB. 7/16 c. 6/16 c. 5/16 c. 5/8-10c.				
BBB. 9 c. 8 c. 7 c. 7 1/2 c. 7 c.				
CROWBARS				
Cast Steel, per pound	5			
CHISELS				
Socket Firmer	70			
Socket Framing	70			
Socket Corner	70			
Socket Slicks	70			
ELBOWS				
Com. 4 piece, 6 in., per doz.	net 65			
Corrugated, per doz.	1 00			
Adjustable	dis. 40&10			
EXPANSIVE BITS				
Clark's small, \$18; large, \$26.	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
FILES—NEW LIST				
New American	70&10			
Nicholson's	70			
Heller's Horse Rasps	70			
GALVANIZED IRON				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28				
List 12 13 14 15 15 17				
Discount, 70.				
GAUGES				
Stanley Rule and Level Co.'s	60&10			
GLASS				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
HAMMERS				
Maydole & Co.'s new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40&10			
Mason's Solid Cast Steel	30c list 70			
HINGES				
Gate, Clark's 1, 2, 3	dis. 60&10			
Pots	50			
Kettles	50			
Spiders	50			
HOLLOW WARE				
Common	dis. 50			
HORSE NAILS				
Au Sable	dis. 40&10			
HOUSE FURNISHING GOODS				
Stamped Tinware, new list	70			
Japanese Tinware	50&10			

IRON		rate
Bar Iron	2 25	rate
Light Band	3 00	rate
KNOBS—NEW LIST		
Door, mineral, Jap. trimmings	75	
Door, Porcelain, Jap. trimmings	85	
LEVELS		
Stanley Rule and Level Co.'s	dis. 50	
METALS—ZINC		
600 pound casks	8 1/2	
Per pound	9	
MISCELLANEOUS		
Bird Cages	40	
Pumps, Cistern	75	
Screws, New list	87 1/2	
Casters, Bed and Plate	50&10&10	
Dampers, American	50	
MOLASSES GATES		
Stebbins' Pattern	60&10	
Enterprise, self-measuring	30	
PANS		
Fry, Acme	50	
Common, polished	70&10	
PATENT PLANISHED IRON		
"A" Wood's pat. plan'd, No. 24-27	10 80	
"B" Wood's pat. plan'd, No. 25-27	9 80	
Broken packages 1/2 c per lb. extra.		
PLANES		
Ohio Tool Co.'s fancy	40	
Sciota Bench	50	
Sandusky Tool Co.'s fancy	40	
Bench, first quality	45	
NAILS		
Advance over base, on both Steel & Wire		
Steel nails, base	3 00	
Wire nails, base	2 40	
20 to 60 advance	Base	
10 to 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 7 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	
20x28 IC, Charcoal, Allaway Grade	9 00	
14x20 IX, Charcoal, Allaway Grade	15 00	
20x28 IX, Charcoal, Allaway Grade	18 00	
ROPES		
Sisal, 1/2 inch and larger	09	
SAND PAPER		
List acct. 19, '86	dis. 50	
SASH WEIGHTS		
Solid Eyes, per ton	32 00	
SHEET IRON		
Nos. 10 to 14	3 60	
Nos. 15 to 17	3 70	
Nos. 18 to 21	3 90	
Nos. 22 to 24	3 06	
Nos. 25 to 26	4 00	
No. 27	4 10	
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.		
SHOVELS AND SPADES		
First Grade, per doz.	6 50	
Second Grade, per doz.	5 75	
SOLDER		
1/4 @ 1/2	22	
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.		
SQUARES		
Steel and Iron	75%	
TIN—MELYN GRADE		
10x14 IC, Charcoal	10 50	
14x20 IC, Charcoal	10 50	
10x14 IX, Charcoal	12 00	
Each additional X on this grade	1 25	
TIN—ALLAWAY GRADE		
10x14 IC, Charcoal	9 00	
14x20 IC, Charcoal	9 00	
10x14 IX, Charcoal	10 50	
14x20 IX, Charcoal	10 50	
Each additional X on this grade	1 50	
BOILER SIZE TIN PLATE		
14x56 IX, for Nos. 8 & 9 boilers, per lb.	13	
TRAPS		
Steel, Game	75	
Oneida Community, Newhouse's	40&10	
Oneida Com'y, Hawley & Norton's	65	
Mouse, choker, per doz. holes	12 1/2	
Mouse, delusion, per doz.	1 25	
WIRE		
Bright Market	60	
Annealed Market	60	
Coppered Market	50&10	
Tinned Market	50&10	
Coppered Spring Steel	40	
Barbed Fence, Galvanized	2 85	
Barbed Fence, Painted	2 55	
WIRE GOODS		
Bright	80-10	
Screw Eyes	80-10	
Hooks	80-10	
Gate Hooks and Eyes	80-10	
WRENCHES		
Baxter's Adjustable, Nickle	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
1/4 gal. per doz.	51
1 to 5 gal., per gal.	8 1/2

SEALING WAX

Per doz.

Pontius, each stick in carton

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	6 65
Caps	2 10

Fruit Jars packed 1 dozen in box.

LAMP CHIMNEYS—Seconds

Per box of 6 doz.

Anchor Carton Chimneys

Each chimney in corrugated tube

No. 0, Crimp top	1 70
No. 1, Crimp top	4 85
No. 2, Crimp top	2 85

Fine Flint Glass in Cartons

No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10

Best Lead Glass.

Lead Flint Glass in Cartons

No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00

Pearl Top—1 doz. in Cor. Carton

Per doz.

No. 1, wrapped and labeled	75
No. 2, wrapped and labeled	85

Rochester in Cartons

No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2 Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2 Lead Flint, 10 in. (95c doz.)	5 50
No. 2 Lead Flint, 12 in. (\$1.65 doz.)	8 75

Electric in Cartons

No. 2 Lime (75c doz.)	4 20
No. 2 Fine Flint, (85c doz.)	4 60
No. 2 Lead Flint, (95c doz.)	5 50

LaBastie, 1 doz. in Carton

No. 1, Sun Plain Top, (\$1 doz.)	1 00
No. 2, Sun Plain Top, (\$1.25 doz.)	1 25

575 Opal globes

1 40

Case lots of 3 doz.

1 35

565 Air Hole Chimneys

1 20

Case lots, of 3 doz.

1 10

OIL CANS

1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 60
2 gal. galv. iron with spout, per doz.	2 50
3 gal. galv. iron with spout, per doz.	3 50
5 gal. galv. iron with spout, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	4 50
5 gal. galv. iron with faucet, per doz.	5 25
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacefas	9 00

LANTERNS

No. 0 Tubular, side lift	4 60
No. 2 B Tubular	6 75
No. 15 Tubular, dash	7 00
No. 2 Cold Blast Lantern	8 25
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	3 50

LANTERN GLOBES

No. 0 Tub., cases 1 doz. each	55
No. 0 Tub., cases 2 doz. each	55
No. 0 Tub. Ruby	2 00
No. 0 Tub. Green	2 00
No. 0 Tub., bbls., 5 doz. each, per bbl.	2 25
No. 0 Tub., Bull's eye, cases 1 dz. e.	1 25

BEST WHITE COTTON WICKS

Roll contains 32 yards in one piece.

No. 0 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	0 00



## TWO CENT LAW.

## Official Reports Demonstrate Fairness and Practicability.

Lansing, March 10—In accordance with the statute the various railroads of the State have filed with the Michigan Railroad Commission a statement showing their gross earnings for October, November and December, 1907. The two cent law having taken effect September 28, 1907, these figures are the first available in consideration of the effect of the two cent law on the earnings of the roads. In advocating the passage of the two cent law before the last session of the Legislature it was the contention of Governor Warner and Commissioner of Railroads Glasgow that the passage of such a law would not materially affect the gross earnings of the companies by reason of the increase in travel under the lower rate. The Commission are very glad to be able to say to the people of Michigan that the facts at hand go very far to sustain this contention.

We have prepared a tabulation of these quarterly earning statements which is worthy of careful consideration. In this tabulation we have compared the passenger and freight earnings of the months referred to in 1907 with the same months in 1906 and do not hesitate to say that such comparison vindicates the Michigan two cent law and demonstrates that while it is of the greatest benefit to the people of the State, it is not injurious or unjust to the railroads. It is to be remembered that during a portion of the months referred to in 1907 the business of the railroads was very seriously reduced by the financial scare and for this reason in comparing the earnings of 1907 with those of 1906 we are comparing the earnings of the two cent law under times of considerable financial depression with the earnings under the old law in abnormally prosperous times. It is also to be remembered that the test during the three months referred to has not been an entirely fair test owing to the fact that many of the roads have entirely or to a great extent cut out excursions, which in previous years they were very eager to conduct, and were supposed to do so at a profit. Had all profitable excursion business been sought for by all railroads under the two cent law, the same as before, we believe the showing would have been even more strongly in favor of the law.

In the tabulation we first considered those roads which are now on a two cent basis, namely, the Ann Arbor, the Cincinnati Northern, the Big Four, the Grand Rapids & Indiana, the Grand Trunk, the Lake Shore & Michigan Southern, the Michigan Central, the Pere Marquette and the Wabash. Considering these roads altogether we find that their aggregate passenger earnings for the months named in 1907 exceed the earnings of same months in 1906 by \$620.84, a very small portion of 1 per cent. increase. At the same time their freight earnings show a gain of \$202,417.98 or a gain of 2.6 per cent. While the passenger earn-

ings were affected by the two cent law the freight earnings of course were not, but notwithstanding this it will be observed that the passenger earnings have kept up practically with the freight earnings. None of the principal roads above mentioned show any serious reduction which can be traced to the two cent law. The Ann Arbor shows a loss in passenger earnings of 6.4 per cent., but they also show a greater loss in freight earnings, namely, 8 per cent. The Grand Rapids & Indiana shows a decrease of 5.9 per cent. in passenger earnings and a gain of 2.5 per cent. in freight earnings. The Pere Marquette, a loss of 4 per cent. in passenger earnings with a gain of 11 per cent. in freight earnings. It is safe to say that had either of these roads followed their old custom in the matter of pushing for passenger business by profitable excursions they would have shown a gain instead of a decrease in their passenger business notwithstanding the hard times. The Grand Trunk shows an increase in their passenger business of 6.9 under the operation of the new law and a gain of 13.7 in their freight business. The Lake Shore & Michigan Southern show a gain of 2.3 per cent. in their passenger business and a decrease of 12.8 in their freight business. The Michigan Central shows a gain of 3.3 per cent. in their passenger business, while they have a decrease of 2.9 per cent. in their freight business. The Wabash shows a loss of 11.6 per cent. for the three months in 1907 as compared with 1906, but inasmuch as the road was on a two cent basis before the recent two cent law was passed that act can not be charged with the falling off in their gross earnings. Their freight earnings show an increase of 2.5 of 1 per cent. The Big Four, with a very small mileage in this State, shows the most startling decrease in passenger revenue of 52.9 per cent. This is explained by electric competition. The Cincinnati Northern, with also a small mileage in this State, shows a serious decrease of 19.3 per cent.

We also have figures concerning the numerous smaller roads in the State which were not affected by the two cent law and continued to charge three cents. Their figures are not much different from the figures shown by the two cent roads; some of them show an increase and some a loss. The principal ones are the Detroit & Mackinac with 3 per cent. of gain on passenger earnings and 7.4 per cent. of loss on freight earnings and the Pontiac, Oxford & Northern with 1 per cent. gain on passenger earnings and 3 per cent. loss on freight. The Upper Peninsula roads we have also compiled and notwithstanding most of these formerly charged four cents and now are limited to three cents it is to be noted that in the aggregate they have a gain of \$13,000 in passenger earnings over the same period in 1906.

We commend these figures to the careful consideration not only of those in charge of the Michigan roads but to the general public and are confident that further operation un-

der the two cent law will more clearly demonstrate its fairness and practicability.

Cassius L. Glasgow, Chairman.

## The Artist's Welcome.

The famous son was coming home to pay his mother a visit. He was a pianist; had been sent abroad by wealthy friends for a four years' course in his chosen fine art; had thereafter spent a year on the concert stage there and behind a vanguard of newspaper reports of his success abroad, both musically and financially, he was now coming home.

When his train drew into the depot at Plattsville and came to a stop, the pianist, evincing the artistic temperament in his hair, as well as in his manner, descended to the platform. At the same time the crowd of enthusiastic townspeople drew aside to allow his proud but modest mother to be the first to welcome her son.

When she had reached him, however, she suddenly gave a gasp and stood stock still, staring at him. The next moment she burst into sobs and fell on his neck.

"Henry, my poor Henry!" the poor woman cried, "they told me you were doing so well over there and makin' money plentiful. My poor, poor boy!"

"What's the matter, mother?" exclaimed the bewildered son. "What makes you doubt what they told you?"

"Oh, Henry," she cried, unappeased, "I kin see how you've suffered.

You haven't been able to scrape enough money together to get your hair cut!"

## Milk and Water.

A Scottish farmer one day called to a farm lad, "Here, Tom, gang roon and gie the coos a cabbage each, but min' ye gie the biggest to the coo that gie the maist milk."

The boy departed to do his bidding, says an exchange, and on his return the farmer asked him if he had done as he was told.

"Aye, maister," replied the lad. "I gied 'em a' a cabbage each, and hung the biggest een on the pump handle."

## Economy

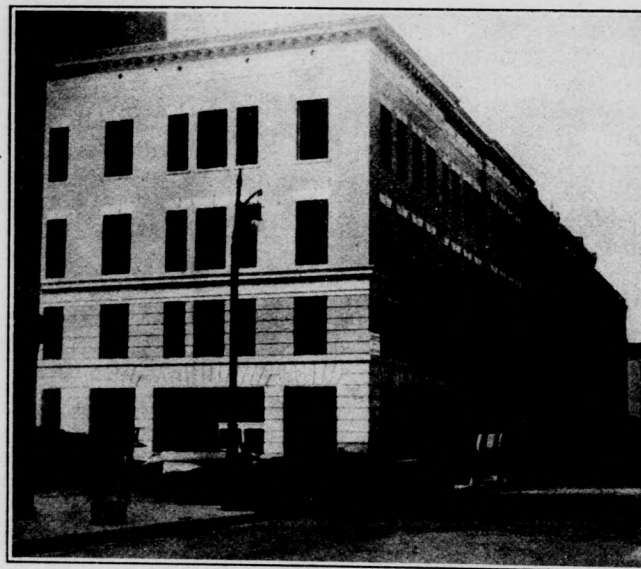
is the result of eliminating the unnecessary.

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

## "Use the Bell"

IT  
PAYS

CALL  
MAIN  
330



## Wholesale Dry Goods

Expect to be  
In Our New Home  
In April

P. Steketee & Sons, Grand Rapids, Mich.



**MANICURE GOODS.**

**Clerk Who Sells Them Could Do Better.**

Written for the Tradesman.

We were thoroughly enjoying our Buffalo Sundaes, munching dawdly the delicious minutial concomitants, when our attention was attracted to a little episode transpiring in our immediate vicinity.

My chum and I were half turned around, the better to talkfest, so that we could not help but be witnesses to the occurrence which was turning a transient customer of that special store into a permanent one for some place that employs a clerk in the manicure department that has sense enough to cater to idiosyncrasies of lady customers.

Most of the manicure preparations on the market to-day will do nicely the work for which they are prepared, and it's mostly the question of the pleasantries and blandishments of the clerk waiting on customers for this sort of merchandise as to what establishment shall sell the most goods of this character.

A little wiry individual had come in and was pausing at the Beauty Doctor's special counter. One could see at a glance that she was a mere bundle of nerves; and it was perceivable, also, that she was very neat—one of those fussy little creatures that notice all the details of everything that comes under their notice.

"Do you keep Dr. So-and-So's manicure goods?" she was shrinkingly asking.

And well she might quake in her bootines, for the expression on the face of the gaunt female towering far above her showed her to have the same hatchet-faced disposition.

"Yes," snapped the Ogre, in reply to the timid question.

That was all she said—just "Yes!" But you could hear the steel trap click.

"Does the nail polish come in a powder?"

"Yes."

"Do you also have it in a cake?"

"Yes."

"Might I look at that in a cake?"

"I s'pose so."

The Ogre grabbed out grudgingly—with a hand whose digits painfully indicated they were total strangers to the beautifying processes of Dr. So-and-So's or anybody else's nail specialties—a box of the powder and the cake desired.

The little woman took up first one and then the other, carefully examining each box.

Laying both down and shoving them aside, she asked deprecatingly: "Would you mind getting me out another box of the powder?"

The Ogre:

"What for?"

"Because the gilt around the edge of this box of powder on the counter is put on so crookedly. I rather have the one that stood directly under it in the pile."

The Ogre:

"Why, it's just like this one on the counter—the one I handed out," making not the shadow of a movement towards complying with the politely-spoken request.

"I beg your pardon but you are mistaken. Anyway I would prefer the box I indicated."

The Ogre:

"Well, I declare!"

You could see that it hurt her something awful to be accommodating, but there was really nothing left for her to do but to pocket her grouch and do as the fastidious customer besought.

With a fling that denoted anger she reached in the showcase and snatched out the box desired, in her wrath not only knocking down the stack under it but also the pile of different manufacture next to it. With a scowl she flung on the showcase the nice little evenly-decorated box that suited the lady, who said:

"Now, that pleases me better than the first box you showed me."

The Ogre said nothing but she looked "Humph!" with all her might.

Paying for her purchase the lady stepped daintily along to the door, followed, she well knew, by the ugly stare of the Ogre, who, chagrined that she hadn't been able to gain her point, was slamming the two innocent boxes back in the showcase with no attempt at neat arrangement of the toppled-over cartons, and then "Bang, rattlety bang!" went the sliding door.

The Ogre's eyes were flashing fire at being checkmated in her little game of disobligingness.

Now that customer will never come back to that department of such unpleasant memory.

Why couldn't the Ogre have uttered something to the effect of the following:

"Why, certainly I'll get out the other box for you. That gilt band is, indeed, put on shockingly indifferently. This other box is very much better—I will sell the crooked one to somebody who has no fine perceptions. I myself am blessed with a so-called true eye, and I do not blame you for not wanting such a botchy little box as this one I picked up first."

A little talk like this would surely and immediately have put the visitor in a pleasant humor and her good feeling would guarantee more buying in the future. H. S.

**Case For An Expert.**

"Have you fixed up my will just the way I told you?" asked the sick man, who was the possessor of many needy relatives and some well-to-do but grasping ones.

"I have," asserted the lawyer.

"Just as strong and tight as you can make it, eh?" asked his client.

The lawyer nodded.

"All right," said the sick man. "Now I want to ask you one thing—not professionally—who do you think stands the best chance of getting the property when I'm gone?"

**The Woman Of It.**

"But why did you refuse him? I thought you said you loved him."

"I do. But I refused him so that when I finally accept him, and we're wed, I can remind him how often he begged me to marry him."

Are You Using A

# Buckingham Skirt Rack

HOLDS  
50  
PETTICOATS



It is the most satisfactory device ever put on the market for Skirt Departments.

**Always Ready for Use.  
Needs no Adjusting.**

No separate hangers to bother with.

Are you **wasting time or space?**

How about **increasing your sales?**

A BUCKINGHAM SKIRT RACK will help you on these three items

**Price, \$16.50**

**Buckingham Bros. Co., 177-179 Adams Street, Chicago**

## Our Spring Lines

are now

## Ready

for

## Inspection



**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Michigan





### Qualifying for Leadership in Selling.

We take a great measure of satisfaction in the efficiency and loyalty of our selling force. The high development of these qualities in our salesmen is principally owing, I believe, to the rules of the house: we require our men to study our goods and our business methods diligently in order that they shall have firm basis for their belief in the representations they make to the trade. We take pains to keep in touch with the men and to bind them to us, so that each man shall feel as if he were part and parcel of the establishment. We give our men counsel instead of nagging. We invite suggestions from salesmen and adopt them into regulations of the various departments whenever profitable. Lastly, we employ the services of salesmen solely on a salary basis, which I believe is the fairest and most satisfactory plan of compensation.

The fact that a good many high-grade men are satisfied to remain with us for years, and to make the selling of our goods practically their life work, speaks well for the soundness of our system of dealing with them, from their point of view, while for our part we are getting better returns from their work each year.

It takes a more competent and resourceful salesman to represent an established house satisfactorily, and to increase its trade, than it does to introduce some new and untried article made by an obscure firm. This is true in spite of remarks one frequently hears to the contrary. It would seem easy sailing for a man to sell quantities of goods that have been advertised and marketed for years—goods which the public is accustomed to buying—while it would appear more difficult to win confidence and close sales for goods that are comparatively unknown. It is easy sailing for the man who represents an established house—if he is an expert salesman—but it is very uphill business for him if he is not.

The reason why one needs to be specially efficient in representing a house like ours lies in the fact that a great many buyers will never learn the difference between an inferior article which "looks as well and costs less" and a staple article which is fully worth every cent of the money charged for it. A salesman must be able to prove why one book, or map, or globe, as the case may be, is actually worth more than a competing article which may be more flashily attractive, but cheaply put together. He must convince his prospect that the price of his goods is consistent with their quality, though it may seem over-high to buyers who have recently been dazzled by some combination of low price and gorgeous shoddiness.

It is a most difficult feat in salesmanship to convince a customer that he had better pay a trifle higher price than the one made by your competi-

tor, unless you can show him an obvious difference in quality in your favor. It is unfortunate that the most important differences in quality are not obvious to the untrained eye—and too often the buyer's eye lacks the training that the number of years he has spent in the business ought to have assured. In a case of this kind the salesman has recourse first to his own ability to gain a patient hearing and win the confidence of his man; then, and most essentially, he must rely on his accurate knowledge of the goods he sells to prove his assertion concerning their superiority.

The prestige of firm name does not go so far in influencing a buyer in a case of this kind as it may sometimes be given credit for doing. The buyer must be convinced, and there is no way to accomplish this except to instruct him in technical details. This takes comprehensive knowledge and consummate art on the salesman's part.

In view of this it is safe to say that a salesman's education in the line he handles is by far his most important equipment—even taking precedence of judgment of human nature or tactfulness in conversation. Our men are exhaustively drilled on minute particulars before they start on the road for us. If it is a book to be sold, the salesman must have, as a matter of course, a critical knowledge of it from a literary standpoint, and know how predecessors of its class have sold; but it is equally important that he be able to talk not only intelligently, but instructively, about the typography, paper used, binding and such technical details. Having proved his point—having shown that his goods are so constructed that after years of use they will be substantially as good as new—the salesman has next, in many cases, to make these facts outweigh the false ideas of economy in his prospect's mind. This requires high salesmanship in the case of such buyers as think first of unloading their goods on the public, and only secondarily, and more remotely, of their customers' satisfaction.

It will be seen that a good salesman not only represents the house that employs him, but is virtually more or less a public agent in looking out for the consumer's interest and in upholding the principles of wise economy and fair dealing in trade.

No firm, however long established or widely known, can maintain its supremacy if its goods cease to be well represented by its salesmen and its advertising. The keeping and expanding of an established trade requires even a higher degree of good salesmanship than breaking into the market with something new and unknown.

Our salesmen are not allowed to cut prices or to ask anything in excess of the set prices. When any reductions are made to meet special occasions, or in consideration of the size of an order, they are arranged by the head of the sales department—under no circumstances may one of our salesmen deviate from the arbitrary scale. Price-cutting is an abomina-

tion, and the salesman who indulges in it for the sake of increasing the volume of his business has a poor opinion of his house, his goods, his own abilities as a salesman, and his customer.

In my opinion the practice of some firms of giving a salesman a cost price and remunerating him on the excess basis is little short of dishonesty. There is no quicker way in which a firm can annihilate the confidence of its customers than this. In our experience the salary basis of compensation has proved most satisfactory. I believe that under this system the men feel more closely associated with the interests of the house than when working with an idea of quasi-independence. There is sufficient incentive for hard work under the salary plan if liberal increases and promotions reward good effort.

An important point to remember is the disadvantages of overstocking a customer. Our salesmen try to sell the dealer just as large a bill as they believe the dealer can readily dispose of to the public—but no more. And here again special training and expertness of the salesman representing an established house are called into requisition. The salesman introducing unfamiliar goods for the first time naturally thinks of making the largest sale possible. It does not appear to him so important that he should exercise trained judgment in gauging his customer's capacity. But the salesman representing a widely known and leading house in any branch of business confronts a positive danger in the possibility of overstocking a buyer. No such firm can afford the poor advertisement of a lot of "dead" stuff on some retailer's shelves.

It is obvious that the more a salesman knows about his line and the more firmly he is convinced of its merits, the greater advantage he has in approaching the trade. He has confidence in his line, and that gives him confidence in his ability to sell it. This confidence, too, adds to the loyal relation between himself and the firm that employs him.—James McNally in Salesmanship.

### How He Secured the Order.

Seven machinery salesmen, representing as many different houses, were together at the only hotel in a small town, discussing the possibility of making a fire sale to the proprietor of a large paper-box factory.

They all had been called away by telegrams from less important deals to center their efforts on the big prospective fire order.

They arrived the same day, and, even before the firemen had ceased pouring water on the smouldering ruins of the factory, they had individually called on the owner and solicited his order for the machinery to replace that which had been destroyed. Their persistency in voicing the merits of their respective machines nearly drove the owner distracted.

As the salesmen talked over the situation, as salesmen are accustomed to when together, it was the general opinion that it would not pay

to wait, but that it would be better to leave the town at once and call later when the owner was ready to consider at his leisure his requirements. For had he not advised each and every one of the salesmen that there would be no orders placed for a month at least, and that he did not have the time to talk with them further on the subject?

One by one the salesmen got their grips and started for the railroad station. A single salesman of the seven was left; and, as an excuse to the others for remaining, he said "that he was rather tired, had been on the jump for two weeks, and he could get rested in this town as quickly as in any other, so he guessed he would stay a few days."

The other salesmen had not been gone from the town an hour before the lone salesman was back at the scene of the fire. He knew enough to keep away from the owner and manager, so he devoted his time to the book-keeper and foreman. From them he learned that the company had not taken the precaution to provide an inventory of the plant. The business was owned by a single individual, who looked on careful records as a consumer of time rather than a benefit.

Here was an opportunity for the salesman to be of assistance to the owner. First obtaining the permission of the owner to prepare an inventory as a basis of insurance adjustment, the salesman labored long and earnestly with the assistance of the book-keeper and the foreman.

Between the two he managed to prepare a fairly complete inventory.

But he did not entirely rely upon the information thus secured. He immediately wrote the manufacturers to forward copies of invoices of the old machines supplied, so as to have such documents as evidence.

The insurance adjusters came, and the salesman acted as the authorized representative of the manufacturer, presenting the facts and figures.

So accurate and thorough was his knowledge of the affair that an early settlement was made, which otherwise might have been delayed.

As evidence of his appreciation the manufacturer asked the salesman to select a new equipment of machinery, and submit the same for approval. This he did, and the order was given.

The successful salesman, when asked how he managed to land the order replied with a single word: "Stick-to-it-iveness."—W. W. H. in Keystone.

Occasionally people want a change  
and get tired of

**Hotel  
Livingston**

**Grand Rapids**

We generally give them two  
weeks to get back



**Quarterly Meeting of Directors M. K. of G.**

Saginaw, March 9—The first quarterly meeting of the Board of Directors of the Michigan Knights of the Grip was held at the Bancroft House, this city, March 7, 1908.

The meeting was called to order by President Schram. Roll call showed all present except Barnard and Weeks.

Secretary Foley reported the receipts of his office as follows:

Death benefit fund .....	\$ 480 00
General fund .....	66 50
Promotion fund .....	28 00

\$ 564 50

Treasurer Wittliff presented the following report:

**Receipts.**

General fund .....	\$ 732 08
Death benefit fund .....	1,893 30
Employment fund .....	26 77
Promotion fund .....	127 50

Total .....\$2,779 65

The only disbursement was a \$50 check to M. V. Foley, Secretary.

Both reports were approved by the Finance Committee and adopted by the Board.

The following bills were allowed:

F. J. Kelsey & Son .....	\$ 2 75
Acorn Press .....	109 88
Bastian Bros. & Co. ....	7 25
Salary of Treasurer .....	11 65
Salary of Secretary .....	29 12
F. L. Day .....	5 00
M. V. Foley .....	8 77
J. W. Schram, Board meeting..	6 78
Joe Wittliff, Board meeting..	6 60
J. J. Frost, Board meeting..	5 52
M. C. Empey, Board meeting..	1 15
N. B. Jones, Board meeting..	7 28

Moved and supported that M. S. Brown be appointed press agent for the M. K. of G. Carried.

Moved and supported that the Secretary be instructed to order 300 certificates from the Tradesman. Carried.

Moved that a warrant be drawn on the Treasurer for postage stamps for \$50. Carried.

Moved and supported that we hold the claim of Mrs. J. M. Roberts open until the next meeting and that H. P. Goppelt be appointed to see the parties and get a final statement from them.

Death claim of Phillip D. Cohn, certificate No. 3,834, presented and allowed.

Death claim of J. A. Newman, certificate No. 5,639, presented and allowed.

Death claim of Wm. J. Williams, certificate No. 2,578, presented and allowed.

Death claim of Omer Stoddard, certificate No. 3,834, presented and allowed.

Moved that a warrant be drawn on the Treasurer for \$2 to pay assessment No. 1, 1908, out of employment fund for Percy M. Dwyer, according to resolution passed by the Board of Directors Oct. 26, 1907. Carried.

Moved that the annual convention be held on Aug. 7 and 8 at Manistee and that the Secretary write Mr. Barnard to that effect. Carried.

Moved and supported that the next Board meeting be held at the Ban-

croft House, this city, June 6. Carried.

Moved and supported that a vote of thanks be extended to the Bancroft House for courtesies extended to the Board at the present meeting. Carried.

Moved and supported that the Board extend to Brother Barnard our heartfelt sympathy in his present sickness and hope for his speedy recovery. Carried.

Moved and supported that the Treasurer transfer the balance left in the promotion fund at the end of 1907 to the employment and relief fund. Carried.

Moved and supported that assessment No. 2 be called June 1, to close June 30. Carried.

M. V. Foley, Sec'y.

**Movements of Michigan Gideons.**

Detroit, March 10—H. A. Dowling, of Detroit Camp, returned last week from a successful trip in the Upper Peninsula and, with C. M. Smith, W. R. Barron, A. C. Holmes and the writer, undertook to hold a Volunteer meeting Saturday evening, but high water had affected the foundation of the building, causing the wall to swing out over a foot. The building will be ready for use this week, with new wall and new decorations.

Field Secretary Bower will be in Detroit Sunday, March 22, and will remain one week. Camp Fire at Y. M. C. A. at 7:30 Saturday evening, March 21. It is expected Brother Bower will be present. Banquet has not as yet been arranged, but it is expected to be held in Y. M. C. A. The programme for the week has not yet been completed. Mr. Bower will occupy the Tabernacle Methodist church, corner Howard and Fourth streets, at 10:30 Sunday morning, March 22, and the other meetings of the week will be arranged during this week.

The Camp Secretary is now engaged in procuring the names and addresses of all Christian traveling men in the city and Brother Bower will form their acquaintance and add to the already strong working Camp.

At the last meeting at the Griswold House there were twenty-five present. H. S. Cameron, formerly of San Francisco, who is a traveler, lawyer and interpreter, speaking three different languages, gave an interesting talk on the ups and downs of life. Of late he has experienced some of the downs. G. S. Webb, who sells canes, and raises them if you do not buy umbrellas from Kreis & Hubbard, of Chicago, had one of his firm with him at the meeting—A. K. Kreis—to note the good influence of our organization.

Michigan Gideons are all getting ready to attend the State convention at Kalamazoo the last of April and it is expected that Gordon Z. Gage will have all of Indiana up there. He sells drugs to them down there, and if he should tell his customers that he would mix a dose on them if they did not appear, you can see the effect.

Aaron B. Gates.

There is no promise of a crown of righteousness for proficiency in regulating your neighbors.

**Gripsack Brigade.**

Petoskey Record: John M. Shields has returned from his trip east. He accompanied his wife to Princess Ann, Md., where her father died a few days ago. Mr. Shields also visited other eastern cities before returning home. Mrs. Shields did not return with him, as she was detained at the bedside of her mother who is also sick.

Don't be ashamed of beginning at the bottom of the ladder. Everybody has to learn the alphabet before he plunges into rhetoric. The man who starts in near the top without preparedness is often too busy keeping up appearances to concern himself about climbing any higher. The fellow who is making the most of a small job is really ahead of the fellow who is making a botch of a better one.

Fred H. Clarke, who has been dispensing sunshine and hats for the Bassett Hat Co., of Cleveland, for the last four years, has sold out the interest which he held in that house and transferred his services to Weed, Colburn & Co., of Toledo. The firm has the same line of merchandise so far as the hats are concerned. The sunshine was all Fred's own, and he retains it. He will have his same territory in Michigan.

Charles Hinman, one of Michigan's best known commercial travelers, died at his home in Battle Creek last Saturday from Bright's disease. He was 58 years old, had spent twenty years in the drug business, finally becoming a salesman for the Postum Cereal Co. He was a prominent Knight Templar and affiliated with other Masonic bodies. Mr. Hinman is survived by his widow, a son, Don, and daughter, Helen.

Ludington Daily News: George F. Graham and Miss Andrea Hansen, of Manistee, were married at the parsonage of the First M. E. church Thursday afternoon by Rev. E. A. Armstrong. They were attended by Charles Dukes and Miss Gertrude Peterson. As the happy couple were about to leave the Stearns for a trip to Milwaukee a bunch of thirty-five traveling men, headed by Manly Jones, met them and the latter, acting as master of ceremonies, in a fine speech presented the blushing bride with a beautiful bunch of seven dozen bride's roses from the said traveling men. Mr. and Mrs. Graham left finally amid a shower of rice and congratulations.

**Eleven Additions To Grand Rapids Council.**

Grand Rapids, March 10—Grand Rapids Council, No. 131, United Commercial Travelers, held their annual meeting Saturday afternoon. A class of eleven were initiated. Visitors were present from several Councils, among whom were brothers E. M. Hopkins, Past Counselor of Muskegon Council; T. J. Hanlan, Senior Counselor of Jackson Council, and Frank S. Ganiard, Grand Senior Counselor of Michigan. Grand Counselor Ganiard being the guest of honor, he was called on and favored those present with some very edifying remarks for the good of the order.

The following officers were elected for the coming year:

Senior Counselor—Walter F. Ryder.

Junior Counselor—Walter S. Lawton.

Past Counselor—John Hondorp.

Secretary-Treasurer—O. F. Jackson.

Conductor—H. Fred. DeGraff.

Page—Edwin F. Snyder.

Sentinel—A. T. Driggs.

The reports of the Executive Committee and the Secretary-Treasurer showed the Council to be in a very flourishing condition, and that a substantial gain had been made during the year, both in membership and finances.

The routine of business completed, the meeting adjourned, to meet at 8 o'clock at the Morton House for the annual banquet, the members bringing with them their wives, mothers and sweethearts to join with them in the enjoyment of the evening, which had been promised by the Banquet Committee to be one long to be remembered.

O. F. Jackson, Sec'y.

**Evidently Overlooked the Knights of the Grip.**

Detroit, March 10—I notice in your valued paper of March 4 a correspondent from Hancock writes that there is no association of traveling men organized to watch legislation with committees to look after the interests of traveling men and their grievances with railroads, hotels and other public services.

I would like to ask your correspondent if he knows that the Michigan Knights of the Grip has special committees to look after all these interests? They do look after them. If he does not believe it, let him ask Governor Warner, the members of the Legislature and State Senators, also the railroads of Michigan. The Knights of the Grip has done more in the past for the benefit of traveling men, in connection with hotels, railroads, baggagemen and the Legislature, than all other associations in the country combined.

I would advise the gentleman, if he is not a member of an organization that looks after the welfare of all traveling men, to at once get in touch with some member of the Michigan Knights of the Grip and put in his application as soon as possible.

I can assure him his interests will be looked after properly, and at the end of the year if he thinks he has not gotten his money's worth, I will willingly return him his money.

J. W. Schram, President.

**Some Woman Wrote This.**

It is easy for a man to fool himself. Just now he thinks he would rather dig dandelions out of the lawn than shovel snow.

Angels are always singing where love is working.

**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.





**Michigan Board of Pharmacy.**  
 President—Henry H. Helm, Saginaw.  
 Secretary—W. E. Collins, Owosso.  
 Treasurer—W. A. Dohany, Detroit.  
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.

**Michigan State Pharmaceutical Association.**

President—J. E. Bogart, Detroit.  
 First Vice-President—D. B. Perry, Bay City.  
 Second Vice-President—J. E. Way, Jackson.  
 Third Vice-President—W. R. Hall, Manistee.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—H. G. Spring, Unionville.  
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

**The Rational Treatment of Cough.**

Why it seems to be a part of every doctor's "religion" to compound all his cough medicines with syrup, we do not understand, for they even do it when the drugs are tasteless. We use glycerin, generally diluted with water, or with the addition of a little simple elixir (where we get the benefit of a little alcohol and a pleasant taste), which has much less sugar in it than the syrup. The glycerin has in itself decided virtue in all throat and bronchial troubles. If there is any reason why we need more "body" in the mixture, and syrup enters our thoughts, we prescribe the "rock candy syrup," which has a very low sugar content and a heavier "body."

Next, as to diagnosis: It is no diagnosis to say that the patient is suffering from a cough. He knew that before he consulted you and you are no nearer a diagnosis after you have said or thought "cough" than you were before. What causes this cough? That is the proper primary question for you to force yourself to answer.

In an irritative cough arising from deficient secretion in the bronchial tubes, apo-morphin is indicated. It promotes secretion, aids expectoration, exercises a gentle hypnotic effect and is soothing to the probably irritated nerves. On account of the smallness of the dose, it is best given in solution, as it is easily soluble in water, and water is just as good a menstruum as any. It is well to add a few drops of hydrochloric acid to each bottle to prevent decomposition, as the solution will keep but a few hours unless the acid is added.

In the hoarse, wheezing cough of children, coming on in the evening, partly due to laryngeal irritation, and partly due to deficient bronchial secretion, and often the presager of simple croup, five to ten drops of tincture of iodine dropped into a cup of boiling water, and the vapor inhaled for five minutes by placing a paper cone over the cup, will give signal relief.

In the "nervous" cough, and the cough of tuberculosis, there is no better remedy than the diluted hydrocyanic acid, which may be given in two minim doses. It is commonly combined with prunus virginiana, and, alas, with the syrup, when there is no valid reason why the tincture,

fluid extract, or infusion would not do much better.

In the early stages of a bronchitis, in either child or adult, there is no better drug than ipecac. The dry, hacking, unproductive cough is the result of the inflammation of the lining of the bronchial tubes, and in such early inflammation there is deficiency of secretion. Ipecac, better than any other drug, will induce secretion to moisten the inflamed surfaces and act as a sedative. It will be aided in this by the citrate of potassium. In the "night cough" of the aged ipecac will give satisfactory results. Many practitioners make the mistake, in the early stage of bronchitis, of prescribing squill. This is a valuable stimulating expectorant, but is contraindicated until secretion has been partially established; to give it then will augment the secretion by stimulating the mucous membrane to further action, but to give it before the membrane began to secrete could not help but add to the already present irritation.

In spasmodic, reflex and nervous coughing, without notable involvement of throat or bronchial tubes, surely the intelligent and thinking practitioner will at once consider the use of gelsemium, hyoscyamus and sanguinaria. The actual fact is that these valuable cough relieving drugs are seldom prescribed for this purpose.

In asthmatic and hysterical coughing, what could be more rational than the use of asafetida and valerian? It is certain that no other "cough medicine" will do the patient so much good.

In the "cough of habit," in the sympathetic cough of mothers, and in coughs from slight colds not yielding any symptoms on examination, one may often use vapors, sprays and lotions for the throat. We have mentioned the vapor of iodine. A teaspoonful of carbolic acid may be added to a cup containing three ounces of boiling water, and the fumes inhaled for a few minutes, as with the iodine; this is valuable in a beginning cold, and in those forms in which the patient complains of catching cold repeatedly before one attack has had time to pass away. A teaspoonful of chloroform is likewise added to hot water, and inhaled for five minutes, repeating when required; this is of especial service in phthisical coughing. As a spray for the throat in relaxed conditions, or in those in which tickling is present, either the steam or the ordinary atomizer may be used; the fluid may be water containing 10 grains of alum to the ounce of water, or a few drops of chloroform added to a little glycerin and water. As a lotion the glycerite of tannin painted on the throat has a good influence in those cases where the cough seems to be due to a chronic congestion and the blood vessels are engorged.

Nux vomica is one of the most efficient of all drugs in nearly every form of cough, whether the causative factor be bronchitis, pneumonia, consumption, asthma or emphysema, laryngeal irritation, or simply neurotic. It has a specific action on the pneumogastric nerve.

We have not attempted covering the entire field by any means, but have merely offered such suggestions as occurred to us, with the hope that it might cause some practitioners to think a little when treating a cough, and not act blindly, and in numberless instances in a manner which will injure instead of help the patient.—Medical World.

**Would Exclude Drugs from the Mails.**

The discovery has just been made that a bill which has passed the Senate and is now pending in the House of Representatives would bar the use of the mails to the drug trade except for ordinary written correspondence. The bill is in the form of an amendment to section 218 of the Federal penal laws and its purpose is to prevent the sending of poisons by mail, but its phraseology is so severe that it excludes even compositions containing poisonous substances. The bill's real object is entirely commendable and it is improbable that the author contemplated anything more than prohibiting and endeavoring to prevent the transmission of poisons for criminal purposes, but, as drawn and passed in the Senate, it would prevent the sending of any medical remedy from a druggist to a patron, a prescription from a physician to a patient, in fact, anything that contained a trace of poison, no matter how proper and necessary the purpose.

The bill ought to be amended to exempt physicians and other medical practitioners, wholesale and retail druggists and the manufacturers of recognized remedies. This is a matter which should be acted upon promptly by the legislative committees at the National Capital.

**The Drug Market.**

Opium—Is steady.  
 Morphine—Is unchanged but lower prices are looked for.  
 Quinine—Is very firm and an early advance is expected.  
 Bismuth—Manufacturers have reduced the price 15¢@25¢ per pound.  
 Castor Oil—Has declined 4¢ per gallon.  
 Cocaine—Is weak and tending lower.  
 Iodine and Preparations—Have declined.  
 Oil Spearmint—Continues to advance on account of the unusual demand by gum manufacturers.  
 Oil Pennyroyal—Continues very high; stocks are small.  
 Oil Lemon—Is very firm.  
 Oil Peppermint—Is firm and unchanged.  
 Oil Cloves—Shows a slight decline.  
 Gum Camphor—Is unchanged and a decline is looked for.  
 Quince Seed—Is in small stock and has again advanced.  
 Balsam Copaiba—Has declined.  
 Blue Vitrol—Is lower on account of the decline in copper.

The headache of a woman is natural, but that of a man is usually acquired.

Don't jar the "funny bone" too much. Business is a serious matter.

**Package Wrapping.**

Instead of having to stop to put up ten cents' worth of such offensive drugs as charcoal, iodoform, Venice turpentine, balsam fir, cocoanut oil, etc., take an hour off and select a few wide mouth bottles, and put up enough of these nasty drugs to last several months.

Package wrapping is now a lost art; the pharmacist has so many folding boxes and cartons that he rarely uses the old-time wrapping paper. While calcined magnesite and powdered charcoal are best dispensed in boxes, there are many things which we can not send out that way.

Razor strops should not be curled, nor bent in wrapping, but should be wrapped lengthwise. Ground and whole flaxseed should always be wrapped in waxed paper. Also such chemicals as carbonate ammonia, salts of tartar and tartaric acid.

Whisky, malt and liquors should always be wrapped in newspapers, as the customers do not want the public to know what their bottle contains and one wrapped in newspaper looks like a paint store bottle, the object being to make the package look unlike a drug store package. Such powders as phenacetine, etc., should be dispensed in envelopes with their corners turned down.

**No More Odd Prices for Proprietaries.**

At a recent meeting of the Louisville Retail Druggists' Association it was decided to abolish the pricing of articles at 19 cents, 24 cents, 49 cents and 98 cents, along with other fractional valuations. The raise in the price of patents by manufacturers was given as the reason.

Envy is a confession of inner destitution.



**YOUNG MEN WANTED**—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

# PILES

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**Chloroform, Knife or Pain**

**Dr. Willard M. Burleson**  
 103 Monroe St., Grand Rapids

Booklet free on application

## Wanted SECOND-HAND SAFES

**Grand Rapids Safe Co.**  
 Grand Rapids, Mich.]



## WHOLESALE DRUG PRICE CURRENT

<b>Acidum</b>			<b>Scilla Co.</b>		
Aceticum	60	8	Copalba	1 75	1 85
Benzoic, Ger.	70	75	Cubebae	2 15	2 25
Boracic	28	12	Erigeron	2 35	2 50
Carbolicum	26	39	Evechthitos	1 00	1 10
Citricum	58	60	Gaultheria	2 50	4 00
Hydrochlor	30	5	Geranium	02	75
Nitrosum	80	10	Gossippi Sem gal	70	75
Oxalicum	14	15	Hedeoma	3 00	3 50
Phosphoric, dil.	0	15	Junipera	40	1 20
Salicylicum	44	47	Lavendula	90	3 60
Sulphuricum	13	5	Limons	1 75	1 85
Tannicum	75	85	Mentha Piper	1 80	2 00
Tartaricum	38	40	Mentha Verid	5 80	6 25
<b>Ammonia</b>			Morrhuae gal	1 60	1 85
Aqua, 18 deg.	40	6	Myrica	3 00	3 00
Aqua, 20 deg.	60	8	Olive	1 00	3 00
Carbonas	13	15	Picis Liquida	10	12
Chloridum	12	14	Picis Liquida gal.	10	40
<b>Aniline</b>			Rosmarini	1 02	1 10
Black	2 00	2 25	Rosae oz.	6 50	7 00
Brown	80	1 00	Succini	40	45
Red	45	50	Sabina	90	1 00
Yellow	50	55	Santal	90	1 00
<b>Bacca</b>			Sassafras	90	95
Cubebae	24	28	Sinapis, ess. oz.	1 10	1 20
Juniperus	80	10	Tigil	1 10	1 20
Xanthoxylum	30	35	Thyme	40	50
<b>Balsamum</b>			Thyme, opt	21	60
Copalba	70	80	Theobromas	15	20
Peru	75	85	<b>Potassium</b>		
Terabin, Canada	65	70	Bi-Carb	15	18
Tolutan	40	45	Bichromate	13	15
<b>Cortex</b>			Bromide	18	20
Abies, Canadian	18		Carb	12	15
Cassiae	20		Chlorate	12	14
Cinchona Flava	18		Cyanide	30	40
Buonymus atro.	60		Iodide	2 50	2 60
Myrica Cerifera	20		Potassa, Bitart pr	30	32
Prunus Virgini.	15		Potass Nitras opt	7	10
Quillaja, gr'd	12		Potass Nitras	6	8
Sassafras, po 25	24		Prusslate	23	26
Ulmus	20		Sulphate po	15	18
<b>Extractum</b>			<b>Radix</b>		
Glycyrrhiza, Gla.	24	30	Aconitum	20	25
Glycyrrhiza, po.	28	30	Aithae	30	35
Haematox	11	12	Anchusa	10	12
Haematox, 1s.	13	14	Arum po	10	25
Haematox, 1/2s	14	15	Calamus	20	40
Haematox, 1/4s	16	17	Gentiana po 15	12	15
<b>Ferru</b>			Glycyrrhiza pv 15	16	18
Carbonate Precip.	15		Hydrastis, Canaua	12	15
Citrate and Quina	1 00		Hydrastis, Can. po	12	15
Citrate Soluble	55		Hellebore, Alba.	12	15
Ferrocyanidum S	40		Inula, po	18	22
Solut. Chloride	15		Ipecac, po	2 00	2 10
Sulphate, com'l, by	2		Iris plox	35	40
bbi. per cwt.	70		Jalapa, pr	25	30
Sulphate, pure	7		Maranta, 1/4s	35	40
<b>Flora</b>			Podophyllum po.	15	18
Arnica	30	35	Rhei	75	1 00
Anthemis	50	60	Rhei, cut	1 00	1 25
Matricaria	30	35	Rhei, pv.	75	1 00
<b>Folia</b>			Spigella	1 45	1 50
Barosma	40	45	Sanguinari, po 18	50	55
Cassia Acutifol.	15	20	Serpentaria	50	55
Tinnevelly	25	30	Senega	85	90
Cassia, Acutifol.	25	30	Smilax, off's H.	85	90
Salvia officinalis	18	20	Smilax, M.	20	25
1/2s and 1/4s	80	10	Scilla po 45	20	25
Uva Ursi	80	10	Symplocarpus	20	25
<b>Gummi</b>			Valeriana Eng.	15	20
Acacia, 1st pkd.	45	50	Valeriana, Ger.	15	20
Acacia, 2nd pkd.	35	40	Zingiber a	12	16
Acacia, 3rd pkd.	18	20	Zingiber j	25	28
Acacia, sifted sts.	45	50	<b>Semen</b>		
Acacia, po.	25	30	Anisum po 20	13	15
Aloe Barb	25	30	Apium (gravel's)	13	15
Aloe, Cape	25	30	Bird, 1s	4	6
Aloe, Socotri	25	30	Carui po 15	15	18
Ammoniac	55	60	Cardamon	70	90
Asafoetida	35	40	Coriandrum	12	14
Benzoinum	50	55	Cannabis Sativa	7	8
Catechu, 1s	13	14	Cydonium	75	1 00
Catechu, 1/2s	14	15	Chenopodium	25	30
Catechu, 1/4s	16	17	Dipterix Odorate.	80	1 00
Comphorae	90	1 03	Foeniculum	7	9
Euphorbium	40	45	Foenugreek, po.	7	9
Galbanum	1 00	1 05	Lini	4	6
Gamboge, po. 1	25	30	Lini, gr'd. bbl. 2%	3	6
Gaulacum, po 35	35	40	Lobelia	75	80
Kino, po 45c	45	50	Pharlaris Cana'n	9	10
Mastic	75	80	Rapa	5	6
Myrrh, po 50	45	50	Sinapis Alba	8	10
Opium	5 00	5 10	Sinapis Nigra	9	10
Shellac	45	50	<b>Spiritus</b>		
Shellac, bleached	60	65	Frumentum W D. 2	00	2 50
Tragacanth	70	1 00	Frumentum	1 25	1 50
<b>Herba</b>			Juniperis Co O T 1	65	2 00
Absinthium	45	60	Juniperis Co.	1 75	3 50
Eupatorium oz pk	20	25	Saccharum N E 1	90	2 10
Lobelia oz pk	25	30	Spt Vini Galli	1 75	2 00
Majorum oz pk	23	28	Vini Oporto	1 25	2 00
Mentha Pip. oz pk	23	28	Vini Alba	1 25	2 00
Mentha Ver. oz pk	23	28	<b>Sponges</b>		
Rue oz pk	25	30	Florida sheeps' wool	3 00	3 50
Tanacetum, V.	22	25	Nassau sheeps' wool	3 50	3 75
Thymus V. oz pk	25	30	Velvet extra sheeps'	2 00	2 00
<b>Magnesia</b>			Extra yellow sheeps'	2 00	2 00
Calcined, Pat.	55	60	wool carriage	1 25	1 25
Carbonate, Pat.	18	20	Grass sheeps' wool,	1 25	1 25
Carbonate, K-M.	18	20	carriage	1 25	1 25
Carbonate	18	20	Hard, slate use.	1 00	1 00
<b>Oleum</b>			Yellow Reef, for	1 40	1 40
Absinthium	4 90	5 00	<b>Syrups</b>		
Amygdalae Dulc.	75	85	Acacia	50	50
Amygdalae, Ama	8 00	8 25	Aurant Cortex.	50	50
Anisi	1 60	1 70	Zingiber	50	50
Aurant Cortex.	2 75	2 85	Ipecac	50	50
Bergamit	50	55	Ferri Iod	50	50
Caliputi	85	90	Rhei Arom	50	50
Caryophylli	1 10	1 20	Smilax Off's	50	50
Cedar	50	55	Senega	50	50
Chenopadii	3 75	4 00	Scilla	50	50
Cinnamoni	1 75	1 85	<b>Liquor Arsen et</b>		
Citronella	50	55	Hydrarg Iod	25	25
Conium Mac	30	35	Liq Potass Arsenit	10	12
<b>Scilla Co.</b>			Magnesia, Sulph.	30	5
Tolutan	50	50	Magnesia, Sulph. bbl	1 1/2	5
Prunus virg.	50	50	Mannia, S. F.	45	50
<b>Tinctures</b>			Menthol	2 65	2 85
Anconitum Nap's R	60	60	Morphia, SP&W 3	25	3 50
Anconitum Nap's F	50	50	Morphia, SNYQ 3	25	3 50
Aloes	50	50	Morphia, Mal.	3 25	3 50
Arnica	50	50	Moschus Canton.	40	40
Aloes & Myrrh	50	50	Myristica, No. 1.	25	30
Asafoetida	50	50	Nux Vomica po 15	10	10
Atropa Belladonna	50	50	Op Sepia	35	40
Aurant Cortex	50	50	Pepsin Saac, H &	1 00	1 00
Benzoil	50	50	P D Co	21	20
Benzoil Co.	50	50	Picis Liq N N 1/2	10	10
Barosma	50	50	Picis Liq qts	10	10
Cantharides	50	50	Picis Liq pints	10	10
Cardamon	50	50	Pil Hydrarg po 20	18	18
Cardamon Co.	50	50	Piper Nigra po 80	30	30
Castor	50	50	Piper Alba po 35	30	30
Catechu	50	50	Pix Burgum	30	30
Cinchona	50	50	Plumbi Acet	12	15
Cinchona Co.	50	50	Pulvis Ip'cet Opil 1	30	1 50
Columbia	50	50	Pyrethrum, bxs H	20	25
Cubebae	50	50	& P D Co. doz	20	25
Cassia Acutifol	50	50	Pyrethrum, pv.	20	25
Cassia Acutifol Co	50	50	Quina, S P & W.	18	20
Digitalis	50	50	Quina, S Ger.	18	20
Ergot	50	50	Quina, N. Y.	18	20
Ferri Chloridum	50	50	Rubia Tinctorum	12	14
Gentian Co	50	50	Saccharum La's.	22	25
Gulaca	50	50	Salacin	4 50	4 75
Gulaca ammon	50	50	Sanguis Drac's	40	50
Hyoscyamus	50	50	Sapo, W	13 1/2	16
Iodine	50	50	Sapo, M	10	12
Iodine, colorless	50	50	Sapo, G	15	15
Kino	50	50	Seidlitz Mixture	20	22
Lobelia	50	50	Sinapis	18	18
Myrrh	50	50	Sinapis, opt	30	30
Nux Vomica	50	50	Snuff, Maccaboy,	18	18
Opil	1 25	1 25	DeVos	51	51
Opil, camphorated	1 00	1 00	Snuff, S'h DeVos	51	51
Opil, deodorized	2 00	2 00	Soda, Boras	6	10
Quassia	50	50	Soda, Boras, po.	6	10
Rhatany	50	50	Soda et Pot's Tart	25	28
Rhei	50	50	Soda, Carb.	1 1/2	2
Sanguinaria	50	50	Soda, Bi-Carb	3	5
Serpentaria	50	50	Soda, Ash	3 1/2	4
Stromonium	50	50	Soda, Sulphas	2	2
Tolutan	50	50	Spts, Cologne	2 60	2 60
Valerian	50	50	Spts, Ether Co.	50	55
Veratrum Verde	50	50	Spts, Myrcia Dom	2 00	2 00
Zingiber	60	60	Spts, Vini Rect bbl	10	10
<b>Miscellaneous</b>			Spts, Vini Rect 1/2 b	10	10
Aether. Spts Nit 3f	30	35	Spts, Vini R't 10 gl	10	10
Aether. Spts Nit 4f	34	38	Spts, Vini R't 5 gal	10	10
Alumen, gr'd po 7	3	4	Strychnia, Cryst 1 l	10	1 30
Annatto	40	50	Sulphur Subl.	2 1/2	4
Antimoni, po	40	50	Sulphur, Roll	2 1/2	3 1/2
Antimoni, et po T	40	50	Tamarinds	8	10
Antipyrin	25	25	Terebenth Venice	28	30
Antifebrin	20	20	Thebromae	55	60
Argenti Nitras oz	53	53	<b>Vanilla</b>		
Arsenicum	10	12	Vanilla	9 00	9 00
Balm Gilead huds	60	65	Zinci Sulph	7	8
Bismuth S N	1 75	1 95	<b>Oils</b>		
Calcium Chlor. 1s	8	8	Whale, winter	bbl. gal.	
Calcium Chlor. 1/2s	10	10	Lard, extra	70	70
Calcium Chlor. 1/4s	12	12	Lard, No. 1	85	90
Cantharides, Rus	90	90	Lard, No. 1	60	65
Capsicil Fruc's af	20	20	Linseed pure raw	42	45
Capsicil Fruc's po	22	22	Linseed, boiled	43	46
Cap'l Fruc's B po	15	15	Neat's-foot, w str	65	70
Carphylus	20	22	Spts. Turpentine	Market	
Carmin, No. 40	4	25	<b>Paints</b>		
Cera Alba	50	55	Red Venetian	1 1/2	2
Cera Flava	40	42	Ochre, yel Mars	1 1/2	2
Crocus	40	45	Ochre, yel Ber	1 1/2	2
Cassia Fructus	35	35	Putty, commer'l	2 1/2	2 1/2
Centraria	10	10	Putty, strictly pr	2 1/2	2 1/2
Cataceum	35	35	Vermilion, Prime	13	15
Chloroform	34	54	American	13	15
Chloro'm Squibbs	35	50	Vermilion, Eng.	75	80
Chloral Hyd Crss 1	35	60	Green, Paris	29 1/2	33 1/2
Chondrus	20	25	Green, Peninsular	13	16
Cinchonidine P-W	38	48	Lead, red	7 1/2	8
Cinchonid'e Germ	38	48	Lead, White	7 1/2	8
Cocaine	2 60	2 85	Whiting, white S'n	1 1/2	90
Corks list, less 75%	45	45	Whiting, Gilders	90	95
Creosotum	45	45	White, Paris Am'r	1 25	1 25
Creta, bbl 75	2	2	White, Paris Eng.	1 25	1 25
Creta, prep.	5	5	cliff	1 40	1 40
Creta, precip.	9	11	Shaker Prep'd	1 25	1 35
Creta, Rubra	8	8	<b>Varnishes</b>		
Cudbear	24	24	No. 1 Turp Coach 1	10	



## 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

Col	1	2
<b>Ammonia</b>	<b>AXLE GREASE</b>	<b>AXLE GREASE</b>
1 lb. wood boxes, 4 dz. 3 00	1 lb. tin boxes, 3 doz. 2 35	1 lb. tin boxes, 2 doz. 4 25
3 1/2 lb. tin boxes, 2 doz. 4 25	10 lb. pails, per doz. 6 00	15 lb. pails, per doz. 7 20
15 lb. pails, per doz. 7 20	25 lb. pails, per doz. 12 00	
<b>Baked Beans</b>	<b>BAKED BEANS</b>	<b>BAKED BEANS</b>
1 lb. can, per doz. 90	1 lb. can, per doz. 90	2 lb. can, per doz. 1 40
2 lb. can, per doz. 1 40	3 lb. can, per doz. 1 80	
<b>Butter Color</b>	<b>BATH BRICK</b>	<b>BATH BRICK</b>
American 75	English 85	
<b>Candies</b>	<b>BLUING</b>	<b>BLUING</b>
Canned Goods 1	Arctic 40	6 oz. ovals 3 doz. box 40
Carbon Oils 2	16 oz. round 2 doz. box 75	Sawyer's Pepper Box
Catsup 2	No. 3, 3 doz. wood bxs 4 00	No. 5, 3 doz. wood bxs 7 00
Cereals 2	<b>BROOMS</b>	<b>BROOMS</b>
Cheese 2	No. 1 Carpet, 4 sew. 2 75	No. 2 Carpet, 4 sew. 2 40
Chewing Gum 2	No. 3 Carpet, 3 sew. 2 25	No. 4 Carpet, 3 sew. 2 10
Chicory 2	No. 4 Carpet, 3 sew. 2 10	Parlor Gem 2 40
Chocolate 2	Common Whisk 90	Warehouse 3 00
Clothes Lines 2	<b>BRUSHES</b>	<b>BRUSHES</b>
Cocoa 2	Solid Back 8 in. 75	Solid Back 11 in. 85
Cocanut 2	Pointed Ends 85	Stove 90
Cocoa Shells 2	No. 2 25	No. 1 75
Coffee 2	No. 8 1 00	No. 7 1 30
Confections 11	No. 4 1 70	No. 3 1 90
Crackers 2	<b>BUTTER COLOR</b>	<b>BUTTER COLOR</b>
Cream Tartar 4	W. R. & Co.'s, 25c size 2 00	W. R. & Co.'s, 50c size 4 00
<b>Dried Fruits</b>	<b>CANDLES</b>	<b>CANDLES</b>
Parinaceous Goods 5	Paraffine, 6s 10	Paraffine, 12s 10
Fish and Oysters 10	Wicking 20	
Fishing Tackle 5	<b>CANNED GOODS</b>	<b>CANNED GOODS</b>
Flavoring Extracts 5	Apples 1 00@1 10	Blackberries 1 25@1 75
Fresh Meats 5	Standards gallons 6 5	Beans 80@1 30
<b>Gelatin</b>	Baked Kidney 85@ 95	String 70@1 15
Grain Bags 5	Wax 75@1 25	Blueberries 1 35
Grains and Flour 5	Standard 7 00	Gallon 7 00
<b>Herbs</b>	Little Neck, 1 lb. 1 00@1 25	Little Neck, 2 lb. @1 50
Hides and Pelts 10	Clam Bouillon 1 90	Burnham's 1/2 pt. 1 30
<b>Jelly</b>	Burnham's pts. 3 60	Burnham's qts. 7 20
<b>Macorice</b>	Cherries 1 40	White 1 40
<b>Matches</b>	Corn 80@85	Good 1 00@1 10
Meat Extracts 6	Fancy 1 45	French Peas 22
Mince Meat 6	Sur Extra Fine 19	Extra Fine 15
Molasses 6	Fine 15	Moyen 11
Mustard 6	Gooseberries 1 75	Standard 85
<b>Nuts</b>	Hominy 85	Lobster 2 25
<b>Olive</b>	1 lb. 2 25	1 lb. 2 25
<b>Pipes</b>	Picnic Tails 2 75	Mackerel 1 80
Pickles 6	Mustard, 1 lb. 1 80	Mustard, 2 lb. 2 80
Playing Cards 6	Soused, 1 1/2 lb. 1 80	Soused, 2 lb. 2 75
Potash 6	Tomato, 1 lb. 1 50	Tomato, 2 lb. 2 80
Provisions 6	<b>Mushrooms</b>	<b>Mushrooms</b>
<b>Rice</b>	Hotels 24	Buttons 28
<b>Salad Dressing</b>	Cove, 1 lb. 90@1 06	Cove, 2 lb. @1 85
Saleratus 7	Cove, 1 lb. Oval. @1 30	
Salt Soda 7		
Salt 7		
Salt Fish 7		
Seeds 7		
Shoe Blacking 7		
Snuff 7		
Soap 8		
Soda 8		
Soups 8		
Spices 8		
Starch 8		
Syrups 8		
<b>Tea</b>		
Tobacco 9		
Twine 9		
<b>Vinegar</b>		
<b>Wicking</b>		
Woodenware 9		
Wrapping Paper 10		
<b>Yeast Cake</b>		

## DECLINED

Canned Apples.  
Rolled Oats  
Dried Fruits  
Dried Beans  
Pearl Barley  
Hay

3	4	5
<b>Limburger</b> ..... @18	<b>Fluted Cocoonut Bar</b> 10	<b>FARINACEOUS GOODS</b>
<b>Pineapple</b> ..... @40	<b>Fruit Tarts</b> ..... 12	<b>Beans</b>
<b>Sap Sago</b> ..... @22	<b>Ginger Gems</b> ..... 8	Dried Lima ..... 6 1/2
<b>Swiss, domestic</b> ..... @16	<b>Graham Crackers</b> ..... 8	Med. Hd. Pk'd ..... 4
<b>Swiss, imported</b> ..... @20	<b>Ginger Nuts</b> ..... 10	Brown Holland
<b>CHEWING GUM</b>	<b>Ginger Snaps, N. B. C.</b> 7	<b>Farina</b>
<b>American Flag Spruce</b> 55	<b>Hippodrome Bar</b> ..... 10	24 1 lb. packages ..... 1 50
<b>Deeman's Pepsin</b> ..... 55	<b>Honey Cake, N. B. C.</b> 12	Bulk, per 100 lbs. .... 3 50
<b>Adams Pepsin</b> ..... 55	<b>Honey Fingers, As. Ice</b> 12	<b>Hominy</b>
<b>Best Pepsin</b> ..... 55	<b>Honey Jumbles</b> ..... 12	Flake, 50 lb. sack ..... 1 00
<b>Black Jack</b> ..... 55	<b>Household Cookies</b> ..... 8	Pearl, 200 lb. sack ..... 4 00
<b>Largest Gum Made</b> ..... 55	<b>Household Cookies Iced</b> 8	Pearl, 100 lb. sack ..... 2 00
<b>Sen Sen</b> ..... 55	<b>Iced Honey Crumpets</b> 10	<b>Maccaroni and Vermicelli</b>
<b>Sen Sen Breath Perf</b> 1 00	<b>Imperial</b> ..... 8	Domestic, 10 lb. box ..... 60
<b>Long Tom</b> ..... 55	<b>Iced Honey Flake</b> ..... 12 1/2	Imported, 25 lb. box ..... 2 50
<b>Yucatan</b> ..... 55	<b>Iced Honey Jumbles</b> ..... 12	<b>Pearl Barley</b>
<b>CHICORY</b>	<b>Island Picnic</b> ..... 11	Common ..... 3 65
<b>Bulk</b> ..... 5	<b>Jersey Lunch</b> ..... 8	Chester ..... 3 75
<b>Red</b> ..... 5	<b>Kream Klips</b> ..... 20	Empire ..... 4 40
<b>Eagle</b> ..... 5	<b>Lem Yem</b> ..... 11	<b>Peas</b>
<b>Frank's</b> ..... 5	<b>Lemon Gems</b> ..... 10	Green, Wisconsin, bu. .... 2 50
<b>Schener's</b> ..... 5	<b>Lemon Biscuit, Square</b> 8	Green, Scotch, bu. .... 2 65
<b>CHOCOLATE</b>	<b>Lemon Wafer</b> ..... 10	Split, lb. .... 04
<b>Waiter Baker &amp; Co.'s</b>	<b>Lemon Cookie</b> ..... 8	<b>Sago</b>
<b>German Sweet</b> ..... 26	<b>Mary Ann</b> ..... 8	East India ..... 5 1/2
<b>Premium</b> ..... 38	<b>Marshmallow Walnuts</b> 16	German, sacks ..... 7
<b>Caracas</b> ..... 31	<b>Mariner</b> ..... 11	German, broken pkg. ....
<b>Waiter M. Lowney Co.</b>	<b>Molasses Cakes</b> ..... 8	<b>Tapioa</b>
<b>Premium, 1/4s</b> ..... 36	<b>Mohican</b> ..... 11	Flake, 110 lb. sacks ..... 6 1/2
<b>Premium, 1/2s</b> ..... 36	<b>Mixed Picnic</b> ..... 11 1/2	Pearl, 130 lb. sacks ..... 5 1/2
<b>COCOA</b>	<b>Nabob Jumble</b> ..... 14	Pearl, 24 lb. pkgs. .... 7 1/2
<b>Baker's</b> ..... 35	<b>Newton</b> ..... 12	<b>FLAVORING EXTRACTS</b>
<b>Cleveland</b> ..... 41	<b>Nic Nacs</b> ..... 8	<b>Foot &amp; Jenks</b>
<b>Colonial, 1/4s</b> ..... 35	<b>Oatmeal Crackers</b> ..... 8	<b>Coleman Brand</b>
<b>Colonial, 1/2s</b> ..... 33	<b>Orange Gems</b> ..... 8	<b>Lemon</b>
<b>Epps</b> ..... 42	<b>Oval Sugar Cakes</b> ..... 8	No. 2 Terpenessless ..... 75
<b>Huyler</b> ..... 45	<b>Penny Cakes, Assorted</b> 8	No. 3 Terpenessless ..... 1 75
<b>Lowney, 1/4s</b> ..... 40	<b>Pretzels, Hand Md.</b> 8	No. 8 Terpenessless ..... 3 00
<b>Lowney, 1/2s</b> ..... 38	<b>Pretzettes, Hand Md.</b> 8	<b>Vanilla</b>
<b>Lowney, 1s</b> ..... 40	<b>Pretzettes, Mac. Md.</b> 7 1/2	No. 2 High Class ..... 1 20
<b>Van Houten, 1/4s</b> ..... 12	<b>Raisin Cookies</b> ..... 8	No. 4 High Class ..... 2 00
<b>Van Houten, 1/2s</b> ..... 20	<b>Reverse, Assorted</b> ..... 14	No. 8 High Class ..... 4 00
<b>Van Houten, 1s</b> ..... 72	<b>Rube</b> ..... 8	<b>Jaxon Brand</b>
<b>Webb</b> ..... 35	<b>Scalloped Gems</b> ..... 10	<b>Vanilla</b>
<b>Wilbur, 1/4s</b> ..... 39	<b>Scotch Cookies</b> ..... 10	No. 2 Full Measure ..... 2 10
<b>Wilbur, 1/2s</b> ..... 40	<b>Snow Creams</b> ..... 16	4 oz. Full Measure ..... 4 00
<b>COCOANUT</b>	<b>Spiced honey nuts</b> ..... 12	8 oz. Full Measure ..... 8 00
Dunham's 1/4s & 1/2s 26 1/2	<b>Sugar Fingers</b> ..... 12	<b>Lemon</b>
Dunham's 1/4s ..... 27	<b>Sugar Gems</b> ..... 08	2 oz. Full Measure ..... 1 25
Dunham's 1/2s ..... 28	<b>Sultana Fruit Biscuit</b> 16	4 oz. Full Measure ..... 2 40
<b>Bulk</b> ..... 12	<b>Spiced Gingers</b> ..... 9	8 oz. Full Measure ..... 4 50
<b>COCOA SHELLS</b>	<b>Spiced Gingers Iced</b> ..... 10	<b>Jennings D. C. Brand</b>
20 lb. bags ..... 4	<b>Sugar Cakes</b> ..... 8	Terpenessless Ext. Lemon
Less quantity ..... 4	<b>Sugar Squares, large or small</b> ..... 8	<b>Doz.</b>
<b>COFFEE</b>	<b>Superba</b> ..... 8	No. 2 Panel ..... 75
<b>Rio</b>	<b>Sponge Lady Fingers</b> 25	No. 4 Panel ..... 1 50
Common ..... 10@13 1/2	<b>Sugar Crimp</b> ..... 8	No. 6 Panel ..... 2 00
Fair ..... 14 1/2	<b>Sylvan cookie</b> ..... 12	<b>Toper Panel</b> ..... 1 50
Choice ..... 15 1/2	<b>Vanilla Wafers</b> ..... 16	2 oz. Full Meas. .... 1 25
Fancy ..... 20	<b>Waverly</b> ..... 8	4 oz. Full Meas. .... 2 00
<b>Santos</b>	<b>Zanzibar</b> ..... 9	<b>Jennings D C Brand</b>
Common ..... 12@13 1/2	<b>In-er Seal Goods</b>	<b>Extract Vanilla</b>
Fair ..... 14 1/2	<b>Albert Biscuit</b> ..... 1 00	<b>Doz.</b>
Choice ..... 16 1/2	<b>Animals</b> ..... 1 00	No. 2 Panel ..... 1 25
Fancy ..... 19	<b>Butter Thin Biscuit</b> ..... 1 00	No. 4 Panel ..... 2 00
<b>Maracalbo</b>	<b>Butter Wafers</b> ..... 1 00	No. 6 Panel ..... 3 50
Fair ..... 16	<b>Cheese Sandwich</b> ..... 1 00	<b>Taper Panel</b> ..... 2 00
Choice ..... 19	<b>Cocanut Dainties</b> ..... 1 00	1 oz. Full Meas. .... 90
<b>Guatemala</b>	<b>Faust Oyster</b> ..... 1 00	2 oz. Full Meas. .... 1 80
Choice ..... 15	<b>Fig Newton</b> ..... 1 00	4 oz. Full Meas. .... 3 50
<b>Java</b>	<b>Five O'clock Tea</b> ..... 1 00	<b>No. 2 Assorted Flavors</b> 1 00
African ..... 12	<b>Frotana</b> ..... 1 00	<b>GRAIN BAGS</b>
Fancy African ..... 17	<b>Ginger Snaps, N. B. C.</b> 1 00	Amoskeag, 100 in bale 19
O. G. ..... 25	<b>Graham Crackers</b> ..... 1 00	Amoskeag, less than 19 1/2
P. G. ..... 31	<b>Lemon Snap</b> ..... 50	<b>GRAIN AND FLOUR</b>
<b>Mocha</b>	<b>Oatmeal Crackers</b> ..... 1 00	<b>Wheat</b>
Arabian ..... 21	<b>Oysterettes</b> ..... 50	New No. 1 White ..... 96
<b>New York Basis</b>	<b>Old Time Sugar Cook.</b> 1 00	New No. 2 Red ..... 96
Arbuckle ..... 16 00	<b>Pretzettes, Hd Md.</b> ..... 1 00	<b>Winter Wheat Flour</b>
Dilworth ..... 14 75	<b>Royal Toast</b> ..... 1 00	<b>Local Brands</b>
Jersey ..... 15 00	<b>Saltine</b> ..... 1 00	Patents ..... 5 50
Lion ..... 14 50	<b>Saratoga Flakes</b> ..... 1 50	Second Patents ..... 5 30
<b>McLaughlin's XXXX</b>	<b>Social Tea Biscuit</b> ..... 1 00	Straight ..... 5 00
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	<b>Soda, N. B. C.</b> ..... 1 00	Second Straight ..... 4 75
<b>Extract</b>	<b>Soda, Select</b> ..... 1 50	<b>Clear</b> ..... 4 00
Holland, 1/2 gro boxes 95	<b>Sultana Fruit Biscuit</b> 1 50	<b>Subject to usual cash discount.</b>
Felix, 1/2 gross ..... 1 15	<b>Unedea Biscuit</b> ..... 50	<b>Flour in barrels, 25c per barrel additional.</b>
Hummel's foil, 1/2 gro. 85	<b>Unedea Jinger Wayfer</b> 1 00	<b>Worden Grocer Co.'s Brand</b>
Hummel's tin, 1/2 gro. 1 43	<b>Vanilla Wafers</b> ..... 1 00	Quaker, paper ..... 4 90
<b>CRACKERS</b>	<b>Water Thin</b> ..... 1 00	Quaker, cloth ..... 5 10
<b>National Biscuit Company</b>	<b>Zu Zu Ginger Snaps</b> 50	<b>Eclipse Wykes &amp; Co.</b>
<b>Brand</b>	<b>Zwieback</b> ..... 1 00	Kansas Hard Wheat Flour
<b>Butter</b>	<b>Holland Rusk</b> ..... 2 90	Fanchon, 1/2s cloth ..... 5 90
<b>Seymour, Round</b> ..... 6	36 packages ..... 2 90	Grand Rapids Grain & Milling Co. Brands.
<b>N. B. C. Square</b> ..... 6	40 packages ..... 3 20	Wizard, assorted ..... 4 75
<b>Soda</b>	60 packages ..... 4 75	<b>Graham</b> ..... 4 50
<b>Select Soda</b> ..... 8	<b>CREAM TARTAR</b>	<b>Buckwheat</b> ..... 5 60
<b>Saratoga Flakes</b> ..... 12	<b>Barrels or drums</b> ..... 29	<b>Rye</b> ..... 4 75
<b>Zephyrette</b> ..... 13	<b>Roxes</b> ..... 32	<b>Spring Wheat Flour</b>
<b>N. B. C. Round</b> ..... 6	<b>Square caddies</b> ..... 35	<b>Roy Baker's Brand</b>
<b>Gem</b> ..... 06	<b>DRIED FRUITS</b>	Golden Horn, family ..... 5 80
<b>Faust, Shell</b> ..... 7 1/2	<b>Apples</b>	Golden Horn, baker's ..... 5 70
<b>Sweet Goods</b>	<b>Sundried</b> ..... 9 1/2@11	Duluth Imperial ..... 5 80
<b>Boxes and cans</b>	<b>Evaporated</b> ..... 9 1/2@11	<b>Judson Grocer Co.'s Brand</b>
<b>Animals</b> ..... 10	<b>Apricots</b>	Ceresota, 1/4s ..... 6 40
<b>Atlantic, Assorted</b> ..... 10	California ..... 20@24	Ceresota, 1/2s ..... 6 30
<b>Brittle</b> ..... 11	<b>California Prunes</b>	Ceresota, 3/4s ..... 6 20
<b>Cartwheels</b> ..... 9	100-125 25lb. boxes. @ 5 1/2	<b>Lemon &amp; Wheeler's Brand</b>
<b>Cassia cookie</b> ..... 9	80-90 25lb. boxes. @ 6 1/2	Wingold, 1/4s ..... 6 10
<b>Cracknels</b> ..... 13	70-80 25lb. boxes. @ 6 1/2	Wingold, 1/2s ..... 6 00
<b>Coffee Cake</b> ..... 12	60-70 25lb. boxes. @ 7 1/2	<b>Pillsbury's Brand</b>
<b>Cocoonut Taffy Bar</b> ..... 12	60-60 25lb. boxes. @ 7 1/2	Best, 1/4s cloth ..... 6 20
<b>Cocoonut Bar</b> ..... 12	40-50 25lb. boxes. @ 8 1/2	Best, 1/2s cloth ..... 6 10
<b>Cocoonut Drops</b> ..... 12	30-40 25lb. boxes. @ 9 1/2	Best, 3/4s paper ..... 6 00
<b>Cocoonut Honey Cake</b> 12	<b>4c less in 50lb. cases</b>	Best, 1/2s paper ..... 6 00
<b>Cocoonut Hon. Fingers</b> 12	<b>Citron</b> ..... @20	Best, wood ..... 6 20
<b>Cocoonut Macaroons</b> ..... 18	<b>Corsican</b> ..... @20	<b>Worden Grocer Co.'s Brand</b>
<b>Pandellon</b> ..... 10	<b>Currants</b>	Laurel, 1/4s cloth ..... 6 00
<b>Dixie Sugar Cookie</b> ..... 9	Imp'd 1 lb. pkg. 8 1/2@ 9	Laurel, 1/2s cloth ..... 5 90
<b>Frosted Cream</b> ..... 8	Imported bulk. 8 1/2@ 8 3/4	Laurel, 3/4s & 1/2s paper 5 80
<b>Frosted Honey Cake</b> 12	<b>Peel</b>	Laurel, 1/2s cloth ..... 5 80



6	7	8	9	10	11
<b>Meal</b> Bolted ..... 3 40 Golden Granulated ..... 3 50 St. Car Feed screened 26 00 No. 1 Corn and Oats 26 00 Corn, cracked ..... 24 50 Corn Meal, coarse ..... 24 50 Winter Wheat Bran 27 00 Cow Feed ..... 27 50 Middlings ..... 28 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 lot 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 doz. 5 50 30 lb. pails, per doz. 9 80 <b>LICORICE</b> Pure ..... 30 Calabria ..... 23 Sicily ..... 14 Root ..... 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip ..... 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 50 Liebig's Imported, 4 oz. 8 50 <b>MOLASSES</b> New Orleans rancy Open Kettle ..... 40 Choice ..... 35 Fair ..... 28 Good ..... 22 Half barrels 2c extra <b>MINCE MEAT</b> Per case ..... 2 90 <b>MUSTARD</b> 1/2 lb., 6 lb. box ..... 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 20@1 40 Bulk, 2 gal. kegs 1 10@1 30 Bulk, 5 gal. kegs 1 00@1 20 Manzanilla, 3 oz. ..... 7 50 Queen, pints ..... 2 50 Queen, 19 oz. ..... 4 50 Queen, 28 oz. ..... 7 00 Stuffed, 5 oz. ..... 9 00 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 ..... 90 <b>PICKLES</b> Medium Barrels, 1,200 count. 8 50 Half bbls., 600 count. 4 75 Small Half bbls., 1,200 count 5 75 <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 QP, satin finish 2 00 No. 808 Bicycle ..... 2 00 No. 632 Tourist whist. 2 25 <b>POTASH</b> 48 cans in case ..... 4 00 Babbitt's <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 <b>Extra</b> <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 Boiled Hams. 13 1/2 Boiled Ham ..... 17 1/2 Berlin Ham, pressed 9 Bacon Ham ..... 9 Bacon ..... 10@12 1/2 <b>Lard</b> Compound ..... 7 3/4 Pure in tins ..... 8 1/2 80 lb. tubs. advance 7 1/2 60 lb. tubs. advance 7 1/2 50 lb. tubs. advance 7 1/2 20 lb. pails. advance 7 1/2 10 lb. pails. advance 7 1/2 5 lb. pails. advance 7 1/2	<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> 1/2 bbls. ..... 1 25 1/4 bbls., 40 lbs. ..... 1 90 1/2 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 50 Corned beef, 1 lb. ..... 1 45 Roast beef, 2 lb. ..... 2 50 Roast beef, 1 lb. ..... 1 45 Potted ham, 1/2 lb. ..... 85 Deviled ham, 1/2 lb. ..... 45 Deviled ham, 1/4 lb. ..... 35 Potted tongue, 1/2 lb. 45 Potted tongue, 1/4 lb. 85 <b>RICE</b> Fancy ..... 7 @7 1/2 Japan ..... 5 @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. Arm and Hammer ..... 3 15 Deland's ..... 3 00 Dwight's Cow ..... 3 15 Emblem ..... 2 10 L. P. ..... 3 00 Wyandotte, 100 lbs. 3 00 <b>SAL SODA</b> Granulated, bbls. ..... 85 Granulated, 100lb. cs. 1 00 Lump, bbls. ..... 80 Lump, 145lb. 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> Pollock ..... 4 White Hp, bbls. 7 50@9 00 White Hp, 1/2 bbls. 4 00@5 00 White Hoop mchs. 75 <b>Norwegian</b> Round, 100 lbs. ..... 3 75 Round, 40 lbs. ..... 1 90 Sealed ..... 13 <b>Trout</b> No. 1, 100lbs. ..... 7 50 No. 1, 40lbs. ..... 3 25 No. 1, 10lbs. ..... 90 No. 1, 8lbs. ..... 75 <b>Mackerel</b> Mess, 100lbs. ..... 15 00 Mess, 40lbs. ..... 6 20 Mess, 10lbs. ..... 1 65 Mess, 8lbs. ..... 1 35 No. 1, 100lbs. ..... 14 00 No. 1, 40lbs. ..... 5 80 No. 1, 10lbs. ..... 1 65 No. 1, 8lbs. ..... 1 35 <b>Whitefish</b> No. 1, No. 2 Fam 100lb. ..... 9 75 4 50 50lb. ..... 5 25 2 40 10lb. ..... 1 12 8lb. ..... 92 50 <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 Mustard, white ..... 10 Poppy ..... 9 Rape ..... 6 <b>SHOE BLACKING</b> Handy Box, large, 3 dz 50 Handy Box, small ..... 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 80 <b>Marseilles, 100 cakes</b> 5 40 <b>Marseilles, 100 ck toilet</b> 4 00 <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 Kirkline, 24 4lb. ..... 3 80 Pearline ..... 3 75 Soapine ..... 4 10 Babbitt's 1776 ..... 3 75 Roseine ..... 3 50 Armour's ..... 3 70 Wisdom ..... 3 80 <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 Morgan's Sons. Sapolio, gross lots ..... 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand ..... 2 25 Scourine Manufacturing Co Scourine, 50 cakes. 1 80 Scourine, 100 cakes. 3 50 <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2 <b>SOUPS</b> Columbia ..... 3 00 Red Letter ..... 90 <b>SPICES</b> Whole Spices Allspice ..... 12 Cassia, China in mats. 12 Cassia, Canton ..... 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 55 Cassia, Saigon, in rolls. 55 Cloves, Amboyna ..... 22 Cloves, Zanzibar ..... 16 Mace ..... 55 Nutmegs, 75-80 ..... 35 Nutmegs, 105-10 ..... 25 Nutmegs, 115-20 ..... 20 Pepper, Singapore, blk. 15 Pepper, Sing. white. 25 Pepper, shot ..... 17 <b>Pure Ground in Bulk</b> Allspice ..... 16 Cassia, Batavia ..... 28 Cassia, Saigon ..... 55 Cloves, Zanzibar ..... 24 Ginger, African ..... 15 Ginger, Cochiti ..... 18 Ginger, Jamaica ..... 25 Mace ..... 65 Mustard ..... 18 Pepper, Singapore, blk. 17 Pepper, Sing. white. 28 Pepper, Cayenne ..... 20 Sage ..... 20 <b>STARCH</b> Common Gloss 1lb. packages ..... 4 1/2 @5 3lb. packages ..... 6 6lb. packages ..... 6 1/2 @5 1/2 40 and 50lb. boxes 3 1/2 @3 1/2 Barrels ..... 3 1/2 @3 1/2 <b>Common Corn</b> 20lb. packages ..... 5 40lb. packages ..... 4 1/2 @7 <b>SYRUPS</b> Corn Barrels ..... 29 Half Barrels ..... 31 20lb. cans 1/2 dz. in cs 2 00 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 1/2 dz. in cs. 2 00 2 1/2 lb. cans 2 dz. in cs. 2 10 <b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25 <b>TEA</b> Sundried, medium ..... 24 Sundried, choice ..... 32 Sundried, fancy ..... 36 Regular, medium ..... 24 Regular, choice ..... 32 Regular, fancy ..... 36 Basket-fired, medium 31 Basket-fired, choice ..... 38 Basket-fired, fancy ..... 43 <b>Nibs</b> ..... 22@24 <b>Siftings</b> ..... 9@11 <b>Vanilla</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 ..... 30 <b>India</b> Ceylon, choice ..... 32 Fancy ..... 42 <b>TOBACCO</b> Fine Cut Cadillac ..... 54 Sweet Loma ..... 34 Hiawatha, 5lb. pails. 55 Telegram ..... 30 Pay Car ..... 33 Prairie Rose ..... 49 Protection ..... 49 Sweet Burley ..... 44 Tiger ..... 40 <b>Plug</b> Red Cross ..... 31 Palo ..... 35 Hiawatha ..... 41 Kyo ..... 35 Battle Ax ..... 37 American Eagle ..... 33 Standard Navy ..... 37 Spear Head, 7 oz. .... 47 Spear Head, 14 1/2 oz. 45 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 ..... 34 Forge ..... 34 Nickel Twist ..... 52 Mill ..... 32 Great Navy ..... 36 <b>Smoking</b> Sweet Core ..... 34 Flat Car ..... 32 Warpeth ..... 26 Bamboo, 16 oz. ..... 25 I X L, 5lb. ..... 27 I X L, 18 oz. pails. 31 Honey Dew ..... 40 Gold Block ..... 40 Flagman ..... 40 Chips ..... 33 Kiln Dried ..... 21 Duke's Mixture ..... 40 Duke's Cameo ..... 40 Myrtle Navy ..... 44 Yum Yum, 1 1/2 oz. .... 39 Yum Yum, 1lb. pails. 40 Cream ..... 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. ..... 32 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. .... 35 Peerless, 1 1/2 oz. .... 35 Air Brake ..... 36 Cant Hook ..... 30 Country Club ..... 32-34 Forex-XXXX ..... 30 Good Indian ..... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam ..... 24 Sweet Marie ..... 32 Royal Smoke ..... 42 <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, wide band ..... 1 00 Bushels, wide band ..... 1 25 Market ..... 40 Splint, large ..... 3 50 Splint, medium ..... 3 00 Splint, small ..... 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'n 7 25 Willow, Clothes, small 6 25 <b>Bradley Butter Boxes</b> 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 5lb. size, 12 in case. 63 10lb. 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 12lb. 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, an 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 55 <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> Magic, 3 doz. .... 1 15 Sunlight, 3 doz. .... 1 00 Sunlight, 1 1/2 doz. .... 50 Yeast Foam, 3 doz. .... 1 15 Yeast Cream, 3 doz. .... 1 00 Yeast Foam, 1 1/2 doz. 58 <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 Pickered ..... 12 1/2 Pike ..... 9 Perch, dressed ..... 10 1/2 Smoked, White ..... 13 1/2 Red Snapper ..... 11 1/2 Chinook Salmon ..... 15 Mackerel ..... 15 Finnan Haddie ..... 12 1/2 Roe Shad, each ..... 1 25 Shad Roe, each ..... 60 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 ..... @ 100 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 ..... 8 1/2 Standard H H ..... 8 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 1/2 Ribbon ..... 8 1/2 Broken ..... 10 Cut Leaf ..... 8 1/2 Leader ..... 9 Kindergarten ..... 8 1/2 Bon Ton Cream ..... 10 French Cream ..... 9 Star ..... 9 1/2 Hand Made Cream ..... 11 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 ..... 10 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 5lb. Boxes</b> Old Fashioned Molasses Kisses, 10lb. box 1 30 Orange Jellies ..... 50 Lemon Sours ..... 60 Old Fashioned Horehound 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. A. Licorice Drops ..... 90 Lozenges, plain ..... 90 Lozenges, printed ..... 65 Imperial ..... 60 Mottos ..... 65 Cream Bar ..... 60 G. M. Peanut Bar ..... 60 Hand Made Cr'ms ..... 80@90 Cream Wafers ..... 60 String Rock ..... 60 Wintergreen Berries ..... 60 Old Time Assorted ..... 2 70 Buster Brown Goodies 3 50 Up-to-date Assmt. .... 3 75 Ten Strike No. 1 ..... 6 50 Ten Strike No. 2 ..... 6 00 Ten Strike, Summer assortment ..... 6 75 Scientific Ass't. .... 18 00 <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 ..... 12 1/2 Almonds, California aft. shell ..... 12 1/2 Brazil ..... 12@13 Filberts ..... 13 Cal. No. 1 ..... 13 Walnuts, soft shelled @18 Walnuts, Chilli ..... 14 Table nuts, fancy ..... 13@16 Pecans, Med. .... 10 Pecans, ex. large ..... 12 Pecans, Jumbos ..... 13 Hickory Nuts per bu. Ohio new ..... Cocoanuts ..... Chestnuts, New York State, per bu. .... <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  
3 lb. cans 13 00  
5 lb. cans 21 50

### BLUING



#### C. P. Bluing

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 ..... 35  
Evening Press ..... 32  
Exemplar ..... 32

Worden Grocer Co. brand

#### Ben Hur

Perfection ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritans ..... 35  
Panatellas, Finas ..... 35  
Panatellas, Book ..... 35  
Jockey Club ..... 35

### COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60  
25 1/4 lb. pkg. per case 2 60  
28 1/4 lb. pkg. per case 2 60  
18 1/4 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  
Plates ..... 5 @ 5  
Livers ..... 5 @ 6

#### Pork

Loins ..... 8 1/2 @  
Dressed ..... 5 @ 5 1/2  
Boston Butts ..... 7 @  
Shoulders ..... 7 @  
Leaf Lard ..... 8 @ 8  
Trimnings ..... 6 @

### Mutton

Carcass ..... @ 9  
Lambs ..... @ 12 1/2  
Spring Lambs ..... @ 12 1/2  
Veal  
Carcass ..... 6 @ 8 1/2

### CLOTHES LINES

#### Sisal

60ft. 3 thread, extra... 1 00  
72ft. 3 thread, extra... 1 40  
90ft. 3 thread, extra... 1 70  
60ft. 6 thread, extra... 1 29  
72ft. 6 thread, extra...

#### Jute

60ft. .... 75  
72ft. .... 90  
90ft. .... 1 05  
120ft. .... 1 50

#### Cotton Victor

50ft. .... 1 10  
60ft. .... 1 35  
70ft. .... 1 60

#### Cotton Windsor

50ft. .... 1 30  
60ft. .... 1 44  
70ft. .... 1 80  
80ft. .... 2 00

#### Cotton Braided

40ft. .... 95  
50ft. .... 1 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, 1 lb. ....  
White House, 2 lb. ....  
Excelsior, M & J, 1 lb. ....  
Excelsior, M & J, 2 lb. ....  
Tip Top, M & J, 1 lb. ....  
Royal Java .....  
Royal Java and Mocha .....  
Java and Mocha Blend .....  
Boston Combination .....

Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

Peerless Evap'd Cream 4 00

### FISHING TACKLE

1/2 to 1 in. .... 6  
1 1/4 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

### Cotton Lines

No. 1, 10 feet ..... 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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# Michigan, Ohio And Indiana Merchants

have money to pay for  
what they want. They  
have customers with as  
great a purchasing power  
per capita as any other  
state. Are you getting  
all the business you want?  
The Tradesman can "put  
you next" to more pos-  
sible buyers than any  
other medium published.  
The dealers of Michigan,  
Ohio and Indiana

# Have The Money

and they are willing to  
spend it. If you want it,  
put your advertisement  
in the Tradesman and  
tell your story. If it is a  
good one and your goods  
have merit, our sub-  
scribers are ready to buy.  
We can not sell your  
goods, but we can intro-  
duce you to our people,  
then it is up to you. We  
can help you. Use the  
Tradesman, use it right,  
and you can not fall  
down on results. Give  
us a chance.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale—No. 2 Smith Premier typewriter, \$25. Underwood \$22.50, Remington, \$12.50. The O. T. Co., Rooms 14-15 Toepp Bldg., South Bend, Ind. 574

Wanted—For cash, grocery and bakery. State full particulars. Address No. 573, care Tradesman. 573

Retail Salesman. Send for circulars, describing my book entitled a "Department Store Started on a Capital of Less Than \$200." James B. Childs, Mansfield, Ohio. 572

Because—I have two stores and cannot give both my attention, will sell my general stock at Alto, Mich. Address B. M. Salisbury, Ovid, Mich. 571

For Sale—To close an estate, the chair factory and lumber business of Blount & Sprague at West Camden, N. Y. Running every day. Plenty of orders. Fine location. Address Blount & Sprague, West Camden, N. Y. 567

For Sale—My retail coal and wood business, \$5,000 profits annually. I want to retire. Only \$8,000 required to handle the proposition, including the stock of wood and coal. N. F. Cheadle, Guthrie, Okla. 568

For Sale—Blacksmith shop complete with house, barn and ¼ acre of land in village surrounded by good farming country, \$1,200. Isaac Kouw, Holland, Mich. 569

North Carolina timber and band mill for sale. Complete modern plant now running, on main line railroad; capacity 40,000 with 150 million feet pine, cypress and hardwoods and full logging equipment. As much more timber available. Address Drawer C, Marion, S. C. 570

For Sale—Good stock of dry goods and groceries. Will sell separately or together. Death reason for selling. Address Chas. Sowle, St. Johns, Mich. 566

For Sale—\$1,500 stock of groceries and general merchandise, money-maker. Only store in town. Has postoffice and telephone exchange in connection. Write Box 9, Duffield, Mich. 565

Drug Stock For Sale—Inventories about \$3,000, \$2,000 cash, arrangements for balance. Suburban store, Battle Creek. Investigate. Reason, Western reasons and health. Address Quick Sale, care Michigan Tradesman. 563

Wanted—To exchange Grand Rapids real estate for stock of merchandise or farms. Cusick Bros., 320-321 Widdicomb Bldg., Grand Rapids, Mich. 562

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 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

Lumber Company in California—Own-ing 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

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

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. 10-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

## 100c on the Dollar Guaranteed

Leonard and Company

Sales Managers and Auctioneers  
Bank and Commercial References

68 and 74 LaSalle St. Chicago, Ill

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

For Rent—Double store building in the hustling town of Shepherd, Mich. For particulars apply to Mrs. H. O. Bigelow, Shepherd, Mich. 537

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—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—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

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 Leg-horns, 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 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

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

## G. B. JOHNS & CO. MERCHANDISE AUCTIONEERS GRAND LEDGE, MICH.

Am pleased to note your success in closing out merchandise stocks. You cannot help it. You have the ability. CARY JONES, Pres. Jones' National School of Auctioneering and Oratory, Chicago, Ill.

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

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 or Rent—Store building at Croton, suitable for general stock. No other store within nine miles. L. E. Phillips, Newaygo, Mich. 410

For Sale—\$1,400 stock of groceries. Address 2043, Nashville, Mich. 424

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.

Wanted—At once, first-class tinner who has some knowledge of heating and plumbing. Give wages and references in first letter. Address Lock Box 405, Mineral Point, Wis. 564

Wanted—A clothing, hat and furnishing goods salesman of experience and ability. Prefer one who is able to trim windows. Address Hamilton Clothing Co., Traverse City, Mich. 575

Wanted—First-class man (married preferred) who thoroughly understands fruit farming, to take charge of a fine property on Grand Traverse Bay near Traverse City. Good proposition for the right man. Answer at once, with reference, to Charles F. Stickney, 412 No. Kenilworth Ave., Oak Park, Ill. 576

Wanted—A registered pharmacist. Young man preferred. Address Nelson Abbott, Moorstown, 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.



**AN INTERESTING SITUATION.**

For a dozen years or more Messrs. Lay & Lane, of Kalamazoo, have owned a franchise and rights of way for a belt line railway extending from the Portage Creek Flats, south of the city, northeasterly, north, west and southwest, thus tapping the G. R. & I., the Lake Shore & Michigan Southern and the main line and two branches of the Michigan Central Railroad.

Recently the Grand Trunk Railway purchased the Lay & Lane belt line franchise and rights of way and about the same time the Michigan Central Railway bought the Chicago, Kalamazoo & Saginaw Railway, so-called, which extends from Kalamazoo to the village of Woodbury on the line of the Detroit & Grand Rapids division of the Pere Marquette Railway.

This was a clever checkmate move by the Grand Trunk people because their main line from the East to Chicago passes only about fourteen miles to the south and east of the Kalamazoo opportunity; and the building of so few miles of new road to reach every railway track in a city of 35,000 population is, as the society young lady would put it, a mere bag-o'-shells. The Michigan Central people, aided by Messrs. Woodbury, Dewing and others (former owners of the C., K. & S. road), engaged in legal contention against the sale of the belt line, but the Grand Trunk interests won out and now Mr. Atwater, assistant to the President of that company, announces that the Kalamazoo belt line will be connected with their main line this year.

The foregoing facts bear an important relation to the railway situation in Grand Rapids and so to all of Michigan northwest of our city. The Grand Trunk division, embodying the road from Detroit to Grand Haven, passes through the villages of Berlin and Coopersville, which are but twelve miles south of the village of Slocum on the Muskegon division of the Grand Trunk system. Just now the construction of a new line of seventy-two miles of railway from the village of Stetson, Oceana county, via the villages of Hesperia, Fremont, Moorland and Slocum, to either Coopersville or Berlin, seems to be assured; and that the Grand Trunk people are interested in this new enterprise is evident from the fact that the business of this new road will come into the city of Grand Rapids over the Grand Trunk tracks. Moreover, it will give the Grand Trunk people entrance to Grand Rapids direct from Muskegon on the west and from Sparta, Cedar Springs, Greenville, Sheridan, and so on, on the north and east. Incidentally, Grand Rapids will acquire a direct railway route to Ludington and adjacent territory.

Thus exist a situation at Grand Rapids and a situation at Kalamazoo which suggest, most forcibly, the construction, by the Grand Trunk people, of forty-eight miles of new railway connecting the Kalamazoo and Grand Rapids sections of their system. The distance from Kalamazoo to Durand over the Grand Trunk line now in operation will be about

140 miles, and the distance from Grand Rapids to Durand is about 130 miles. These distances as compared with the forty-eight miles between Kalamazoo and Grand Rapids speak for themselves. The shorter side of the acute angled triangle must not be overlooked.

**A RANK MISUNDERSTANDING.**

It seems impossible that the opposition to the East Side Water Power Co. relative to the transformation of their canal into a good long section of the much-needed trunk sewer is correctly founded. The claim by the opponents is that the Power Co. specifies the construction of a wall of solid concrete from the dam down to Pearl street, midway between the eastern and western shore lines of the river. If the East Side Power Co. has made any such proposition, it may as well abandon its effort, as it is unqualifiedly ridiculous.

The plan, as it is understood by the Tradesman, contemplates no such absurdity. The wall that is proposed is to be simply a retaining wall along the east bank of the river and as near to the dock line as possible, in no instance exceeding ten feet. The purpose of this wall is to retain flood tide water when it rises from rushing through the tail races and flumes—already piercing the strip of land between the canal and the river in scores of places—thus preventing the flooding of the proposed trunk sewer and so every basement along Canal street.

It will be too bad, after the expenditure of a vast amount of argument, pleading and diplomacy, not to mention cost which became necessary in order to gain the consent of the owners of all the runs of stone on the East Side canal to the abandonment of the canal, if, through an unnecessary misunderstanding, the proposed project is blocked. And it will be the part of good sense and good citizenship, which is better, if the people of the East Side Power Co. and those of the West Side Power Co. get together at once, fairly and squarely, and settle the matter. The industrial and commercial interests along Canal street are entitled to such action on the part of both companies, and our municipality should see that the matter is taken up as soon as possible and without circumlocution.

The need of the trunk sewer is very palpable at present. It requires no argument. If the East Side people have a "joker" up their sleeve, now is the time for them to throw it away. If the West Side people are "niggling," now is the time for them to follow suit frankly. The community at large is sick and tired of peanut politics, corporate shrewdness and individual bigotry on this subject and feel that they have a right to demand satisfaction at the hands of all parties to the contention.

**AN INDEFENSIBLE PRACTICE.**

Having fun at the expense of newly married couples is a subject which may be discussed in Lent without seeming to refer to any particular instance, because during that 40 days there is or ought to be a lull in the

wedding business. It is a barbaric custom which allows the throwing of rice or old shoes following the marriage ceremony. The excesses to which these performances go is beyond all possibility of defense. There is no sufficient apology for embarrassing a bride by covering her with rice or confetti just as she is about to take the train on her wedding day, so that all may witness her discomfort. Ordinary politeness to a woman would prevent a gentleman from doing anything of that sort. Frequently it happens that the carriage which brings the couple to the station bears placards or is followed by another carriage whose occupants make misery for the newly married. The extent to which these practices are carried is often positively brutal.

The other day out in Iowa a bridesmaid, taking advantage of her station, threw rice all over a newly married couple, whereupon the bridegroom placed his fist against the bridesmaid's face so vigorously that she was completely prostrated and the blow between the eyes was so squarely dealt that a doctor was called to minister to her misfortune. If there is anything which would warrant a man striking a woman the Iowa fellow has it to plead in his own behalf. Had it been the best man or one of the ushers who threw the rice the bridegroom would have been not only generally justified but generally applauded for landing the stiffest sort of a blow by way of retaliation. The difficulty about imposing prompt punishment is that while there is one of the bridegroom, as a rule there are three or four or half a dozen of his tormentors and he is no match for them. There is no way under the sun by which the practice can be justified. It is cruel and no joke is funny which brings pain to any one. Harmless pleasantry is one thing, but brutality or barbarism is quite another.

Collarless coats, the tailors announce, will be the correct style for men the coming spring and summer. It is claimed that it will be the ideal garment for warm weather. For office wear it is specially adapted, but when properly made up in outing flannel it is very nobby and is expected to be the fashionable thing at the summer resorts. A waistcoat to match has been designed. It is connected across the back by a two-inch strap, one of the innovations for the season. This garment, like the collarless coat, is designed primarily for coolness. The strap across the back is of thin material and will hardly be felt. The "loops" for the arms are of the same material as the strap and will not add much weight. The collarless coat and waistcoat to match will attract much attention on first appearance, but we soon get accustomed to any style of attire that fashion decrees.

A good life is impossible until one knows that there is ever something more desirable than living.

A little love is a dangerous thing—to marry on.

**St. Joseph Merchants Alive.**

St. Joseph, March 10—The Merchants' Association held its monthly meeting at the Hotel Whitcomb Monday evening. It was in the nature of a smoker, refreshments being cut out for this time. The session was well attended and proved a very pleasant one.

For the proposed big trading week ending Saturday, July 4, W. A. Hamilton, W. E. Kreher, Edward Gas, S. D. Danforth and Robert Rahn were appointed a committee to act in the matter.

The Secretary was requested to write the Pere Marquette relative to the opening of the St. Joseph depot at nighttime. Much complaint has been heard lately on this matter.

The Secretary was also requested to write Chicago packers on meat being shipped to Benton Harbor for St. Joseph, thus cutting out business and benefits that naturally belong to St. Joseph and its people.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, March 11—Creamery, fresh, 25@29c; dairy, fresh, 20@24c; poor to common, 17@20c; rolls, 20@23c.

Eggs—Strictly fresh, candled, 20@21c; fancy white, 22c.

Live Poultry—Spirits, 13@14c; fowls, 13@13½c; ducks, 14@15c; geese, 11@13c; old cox, 9@10c.

Dressed Poultry—Spirits, 14@15c; fowls, 13@14c; 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, 75c per bu.; mixed, 70c. Rea & Witzig.

**Ready To Buy.**

Mrs. Nuritch—I want a pair of swell white gloves to wear at a ball. Shopman—Yes'm. How long do you want them?

Mrs. Nuritch—Look here, young man; I ain't talking about rentin' 'em; I want to buy 'em.

You can measure any creed by its fruits in character.

No church is rich unless the poor sit in her pews.

**BUSINESS CHANCES.**

Wanted—Competent, reliable shoe and rubber salesman for high-class jobbing line. Give full particulars as to experience, qualifications and references. Address AA, care Tradesman. 577

For Sale—Butcher shop outfit; including refrigerator, meat block, saws, knives, cleavers and scales. Everything complete. An up-to-date outfit, nearly new. Good bargain. Address R. W. Eitel, Lacota, Mich. 578

For Sale—One good grocery store in North Fort Worth, Texas, good dwelling, electric lights, barns, good water, lawn shade trees, good schools and good 5-minutes car service. Population 75,000. For particulars address ZZZ Telegram, Fort Worth, Texas. 579

For Sale—Grocery stock. Nice clean stock in lively town of 1,000 inhabitants. Inventories \$2,000. This is a great opportunity, good location, doing business of \$20,000 per year and good reason for selling. Address care Carrier No. 2, Grand Rapids, Mich. 581

For Sale—Clean well-assorted stock of hardware, about \$6,000. Located in a live up-to-date town of 2,800 in Central Michigan. Has good factories and best farming section in the state. Good reason for selling. Address M, care Tradesman. 580

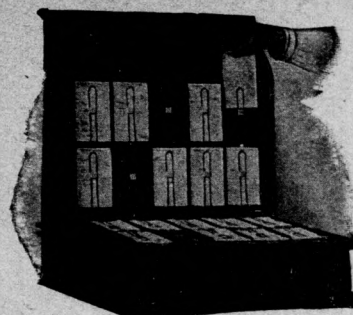


## We Do the Work You Get the Pay

Everybody knows **Ariosa Coffee**. You need do nothing but fill orders—we *have done the work*. We make it worth your while to fill orders by giving you almost any article of merchandise you may need, which you would otherwise be obliged to draw on your bank account for, in exchange for the vouchers you get with every case of **Ariosa** you sell, *so you get the pay*.

If you haven't a catalogue we will send you one.

**Arbuckle Brothers**  
NEW YORK



## Credit Accounts In Credit Registers

The McCASKEY CREDIT REGISTERS and ACCOUNT SYSTEM stand at the HEAD of the procession.

WHY?

Because they were first in the Credit Register business and have spent thousands of dollars in perfecting and improving the McCASKEY ACCOUNT REGISTER AND SYSTEM. They are originators, not imitators.

The McCASKEY REGISTER is built on correct scientific principles to give the greatest amount of strength and durability with quickness and easy action.

The McCASKEY SYSTEM is the result of years of study by a score of Account System experts.

We have THREE DISTINCT STYLES OF CONSTRUCTION and TWO HUNDRED STYLES and sizes to select from.

If you want to know about different constructions, write to

**THE McCASKEY REGISTER CO.**

27 Rush St., Alliance, Ohio

The Largest Manufacturers of Account Register Systems in the World

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

Agencies in all Principal Cities

## Quality and Price



The  
Angldile

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

## Grand Rapids Safe Co.

Fire and  
Burglar Proof Safes  
Vault Doors

Tradesman Building

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

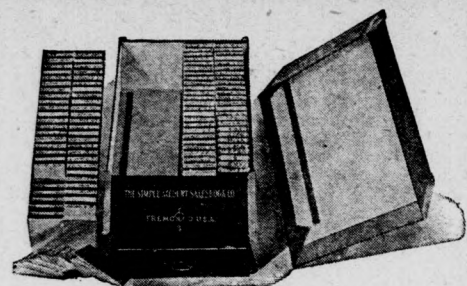


There's  
**ONLY ONE**  
**WHITE**  
**HOUSE**  
**COFFEE**

—and its proprietors, the big Boston and Chicago coffee-roasting firm, Dwinell-Wright Co., are very jealous in protecting its name and very zealous in preserving its integrity.

Let us  
Keep  
Your Books

We Will  
Save You  
Time and Money



Our services as a bookkeeper will cost you about **one cent per month** for each customer.

We guarantee to keep your accounts in better shape than they have ever been kept before.

We won't forget to charge all goods when they leave your store.

We guarantee **not** to bring forward a single "**Wrong Past Account.**"

We are not bunglers or we would not be keeping the books of thousands of your competitors.

We will give your customers an **itemized bill with every purchase**, showing the total amount they owe and thus insure you against **Bad Bills from Overtrading.**

We will not only protect you against **Clerical Errors, Omissions and Manipulations**, but we will also **Protect Your Accounts in Case of Fire.**

All you need to do is to install our **Improved Keith System** and with **One Writing**, while taking the order, your bookkeeping is done.

Let us explain fully.

**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

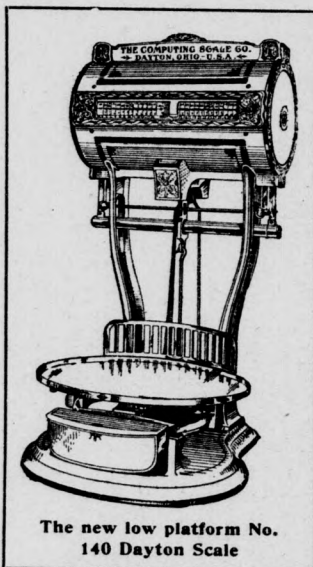
The subject of "**Saving Profits**" comes closer to the heart and pocketbook of the retail merchant when trade is dull than when prosperity is at its highest. Merchandise is sold at a closer margin and in smaller quantities, but the average of loss in the use of old style scales does not decrease in 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