

MICHIGAN TRADESMAN

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Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, March 18, 1908

Number 1278



"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

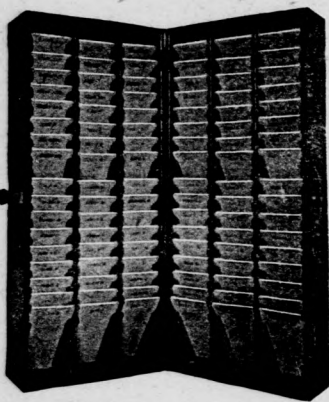
It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. 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 color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. *

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

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GRAND RAPIDS, WEDNESDAY, MARCH 18, 1908

Number 1278

The Capital Stock and Surplus The Resources and Nature of Same

Constitute the
responsibility of any Bank

The Capital Stock and Surplus, the
Resources and Deposits of

The Kent County Savings Bank

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

3½% paid on Savings Certificates
of Deposit

Banking by Mail

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advances and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

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EVERY MAN TO HIS TRADE.

It is quite an American habit to avoid or attempt to avoid professional services. Nearly every man feels, deep down in his soul, that he is clever with the tools of the carpenter and joiner, even although he has never attempted to prove his faith. It is traditional that the average woman is confident, when she is going to have a house built for her very own home, that she can plan that house better than any architect who ever lived. And so it goes. We diagnose our own ailments and prescribe for them and at times some of us preach our own sermons.

On the other hand, we do not call in a blacksmith when we want dress-making done or consult a veterinary surgeon when a job of plumbing is in order. Occasionally we attempt gardening without any knowledge as to soil, vegetables or flowers and their cultivation, and once in awhile we essay the raising of poultry because we have read about someone somewhere who, beginning with an old hen and a china egg, made a fortune inside of two years. As a consequence of this self conceit or lack of appreciation of trained service we waste, as a people, vast sums of money and unlimited effort.

Did anyone ever hear of a jobber of merchandise employing as a traveling salesman, at a good salary and assigning him to good territory, a man unacquainted with the lines of goods he has to sell and without an hour's experience as a salesman? Does the average manufacturer in need of a general manager or a superintendent calmly assign to those positions men who know nothing whatever of manufacturing enterprises and have had no experience handling men?

Certainly not. Your merchant or manufacturer demands experienced men who have made good. And yet these same manufacturers or merchants, when they are elected aldermen or mayors, view great civic problems strangely. Indeed, business men generally, and good busi-

ness men at that, seem to have a singular attitude as to municipal enterprises. A trunk sewer idea, a wall for protection against floods, a park idea, a civic center proposition, are none of them of sufficient technical worth to need professional services. Any man, manufacturer, alderman, merchant, mayor, ward committeeman or what not, is competent to pass on any such project and to superintend its development so long as it is merely a city job.

"You don't create a commission of shoemakers to stamp out yellow fever," says Ex-Mayor Thomas G. Hayes, of Baltimore; "why, then, a commission of business men for an engineering project?"

And he said this because ten million dollars have been expended by that city on a sewer system that is far from being completed and no money in sight to carry out the work.

Recently in New York a contract was awarded for the Ashokan Dam to a bidder whose price was about \$2,300,000 higher than the lowest bid. In both instances, Baltimore and New York, these mistakes were made by commissions made up of business men—good business men and well known, but not civil engineers.

The habit of believing that good business men can investigate, analyze and estimate on large enterprises involving the sciences and their application better than that work can be done by specialists educated for and experienced in such work is absurd.

SATISFY YOUR CUSTOMERS.

You are in business for profit.

Financial gain first and spiritual growth incidentally.

Yes, there is a spiritual side to all business efforts and, as a rule, those who have not been successful in business and those who have retired from business because they have been successful insist upon placing the ideal, the spiritual phase of the question first in importance.

But there is mighty little that does not smack solely of the material in having a few hundreds or a few thousands of dollars invested in a mercantile business and depending upon one's developing a demand for the goods you have for sale.

It is an easy matter to advise a merchant to please his customers—just about as easy as it is to say develop reliable, desirable customers.

In the first place, along with industry, strict attention to business, energy, discretion and absolute honesty, there must come the desire on the part of a merchant to satisfy his customers. This may be accomplished by courtesy on your own part and on that of your employees.

Courtesy, when genuine, is based upon truth. When you give a price,

give the one you are to hold to; when you express an opinion as to the value of your goods, know that your estimate is a fair one and true, one you can swear by; when you agree to fill an order, know that you will be able to fill the order to the letter; when charged with striving for an unfair profit, prove to your customer that he is mistaken; when told that it is possible to get an article of some other merchant at a price less than the one you name, don't lose your temper and respond, "Well, that is where you had better get it," but, sticking to the truth in every particular, endeavor to convince patrons they are mistaken. If you fail the probabilities are that the claim is well founded.

Under no circumstances, if you can prevent it, permit a customer to leave your store dissatisfied, and doing these things you completely cover the spiritual side of the game of merchandising. This is not so easy a stint as it reads, but in ninety-nine cases out of a hundred it can be performed.

Wu Ting-fang, the famous and popular Chinese minister, has returned to Washington and resumed the duties which he left unwillingly a few years since. He says he likes the Americans and is pleased to think they like him. Wu speaks good English, is a wise man in his day and generation, a welcome guest at any occasion and decidedly popular with all who meet him. China could not be more acceptably represented by any other man. So well and favorably known is he by all prominent Americans that he can accomplish far more than any stranger possibly could. He frankly avows that he is glad to be back and Washingtonians are equally pronounced in their opinion that they are glad to see him. The American newspapers will be made all the brighter by printing his shrewd sayings.

Rural mail carriers will hereafter be required to give some attention to their personal appearance when on duty, and to have an equipment that will be creditable to the great department they represent. Postmaster General Meyer recently issued the following order: "Postmasters of rural delivery offices will inform all carriers under their supervision that they are required to present a neat personal appearance, that the vehicle used be suited to the service, kept in good order and presentable, and that the animals used by the carriers in serving their routes must be fit to work and such as to not cast discredit on the service. Laxity in these matters by rural carriers will be immediately reported to this office by postmasters."



Windowmen Delight in Vernal Materials and Colors.

The window that hasn't had a touch of Ould Ireland in it at some time during the past week wasn't "in it."

Some of the windows were entirely in green, notably those of the confectionery trade, which fairly revelled in the Irishman's color.

There were wonderful cones, fifteen inches or half a yard high, made of an endless string of light green candy. They certainly looked "good enough to eat." Set on a large green plate, one wanted to buy the whole pyramid and get the stomach-ache at his leisure. I don't know who'd want to eat the long green snakes on exhibition, however. But if one could forget the head and the tail he might manage to munch off one.

There were candy canes and candy pipes, both large and small, candy shamrocks and candy hats, the latter all sizes from those not much bigger than a thimble up to some of "life size." One of the latter was composed of smooth grass-green candy and had a broad flat band of the same sweetness as that of which the hat was made. It ended in a large flat bow at the side, just like its prototype; but, unlike it, a row of candy shamrocks decorated the headgear above the band. On top of this remarkable hat was one of the little Erin Day hats such as sold to children. Wherever seen these big candy hats attracted a deal of attention, begorra!

All kinds of flags and harps were utilized in dressing the local windows; everywhere were they to be seen, and very effective they were, too. Lots of green tissue and crinkly paper were employed. The latter was twisted into spiral strands and used lengthwise in many a curious form.

One South Division street window a block or so from Monroe had these filling the space, right against the glass. The strands were caught together at the middle of their length, making three clusters shaped like the old-fashioned hour-glass with which my father taught school in his young-man days; when the hour-glass needed turning the children were sure to raise a hand, with an "Oh, Teacher, the sand's run out!"

* * *

There's a handsome window down Monroe street that everybody's a-looking at. Not a thing is therein but clocks—just small clocks, Mission style. There is an unornamented high shelf at the rear of the window. This is supported by four severely-plain pillars, all the wood-work being in keeping with the serious lines of the weathered oak of the clocks. The floor of the window is covered with bunched bright cheesecloth in a rich red shade, which also serves to fill in the space

under the ledge, on which is a row of the clocks. Only one kind of these timekeepers are in evidence, which makes the window more striking (no double entente is here strained for) than if other designs were intermingled. The contrast of the dark oak and the red is especially pleasing, red bringing out the grain of the oak as no other color would do.

* * *

The dry goods window trimmers can have everything their own way just at present, with the Opelings close at hand. Their fancy for daintiness can be indulged in to their heart's content. And we have manifestations on every side that they are happy in the opportunity.

Where all the backgrounds and floors of a store front are arranged alike the effect is much stronger than if each space is treated in a different manner.

Witness Friedman's immense windows at this writing. Delicate and graceful green vines with purple blossoms, which appear to be some sort of vetch, depend from the top of the white background all the way across the store. The floors, too, are all in white. In one window are sweet young ladies (alas, all dummies!) clad in the height of spring fashion from top to toe. Entrancing millinery rests on their devoted and charmingly-coiffed heads, and the separate details are carefully looked after.

In another window handsome Paris hats are exhibited on tall nickel standards.

In a third window are diaphanous spring goods draped in attractive and artistic shapes.

Altogether, these displays are to exclaim over.

* * *

Steketee's backgrounds, also, are white. Cheerful red roses and greenery here greet the sight, and the goods are of pretty pattern and filmy texture befitting the sway of Gentle Spring.

Must Be a Student.

Granted the equipment of integrity and industry, I claim then that the successful modern merchant must be a student, and like every worthy student, must pay the price in application and investigation. His text books must be travel, trade journals and organization; his tools every appliance for saving time and effort; his workshop his immediate locality, which will broaden as he broadens. No man need fear but that the world will find him if he makes use of these text books and tools. He can, with perfect certainty, count on waking up some fine morning to find himself one of the acknowledged competent merchants of the country.

W. L. Harris.

Hot-Headed.

Smith—You say that the boy is hot-headed.

Teacher—Yes, I do. Every time he gets excited I can see fire in his eyes.

Every life is worth the love we put into it.

Don't Make Too Much of Small Trials.

No other thing in the social or business world is quite so much a source of demoralization of the faculties as is the manifestation of "smallness" in one's fellowman. The manifestation of this smallness may be in myriad forms. Some one makes a cutting, petty speech, or slighting reference, or looks or does to the annoyance of another. The incident may be insufficient on its face to justify an attempt at forcing an explanation or apology. But under the sting of the affront the fact that the aggrieved one has been denied this satisfaction frequently makes a festering sore in the victim's mind.

But just here the person who chronically may suffer at the hands of his fellowman in this way might well look to his own position, asking himself if he, too, may not be smaller than he has thought.

It is a safe statement that in any small affront which one man deals another to the extent of arousing anger the offended one has exaggerated the situation. In the first place, the resentful one is mad before his analytical faculties can be brought into play. Then just to the extent that he is angry his reasoning powers are clouded. Out of this temper that is stirred some of the smallest of offenses without possible intent may assume the magnitude of felonies. At the same time this exaggeration of the offense is not real enough in substance to prompt the offended one to speak, especially in the presence of a possible third person. Thus, having his feeling stirred all out of proportion, the injured one is denied the calling to account of his fellow and he nurses the feeling of resentment. And in the nursing, naturally, the feeling grows.

"Just wait until I get a chance to come back at him!"

Every man with a friend or friendly acquaintance has heard this expression a hundred times, "Just wait!" Yet in nine times out of ten this person with such hatred of smallness is smaller than the man who gave the first slight offense.

With this feeling in his heart the man with the "grouch" sees a new angle to the incident every time it recurs to him. The more he considers it the more he sees the hidden meaning and cause of it all. He recalls that on one certain occasion this acquaintance of his acted in a funny sort of way about something. Then he remembers that this fellow Jones might have had occasion to look at something in the wrong light, and then the possibility of his nursing the feeling makes him angrier still. The offending speech or action grows in significance every time he thinks of it! It has a bearing on this and on that and on another. What an impossible fellow Jones is, anyhow! How small and how mean!

But in all this while Smith has been overlooking his own smallness almost to a certainty. By his own inaction he has made it plain that he could not sanely call his friend Jones to account at the time—the thing was not of enough importance!

Yet it has been important enough for him to nurse and consider and construe until a court of record through an ex parte statement of fact and fancy could not hope to determine the right and the wrong of it. How far such a man may go with his absurd line of illogical argument is past his own sane belief.

For example, the offended one may feel in his heart that the offender is more fool than knave. In a question involving judgment, tact, intuition and the catalogue of finely adjusted sensibilities, Smith who has been offended may know that Jones is not worth consideration. Yet in the unreasoning anger and hurt at the hands of this inconsequent Jones the offended Smith, in searching for the motives and sinuosities of Jones' offense, has given Jones credit for the most subtle mental penetration and the keenest possible ability to give dress and force to the application of his displeasure or contempt. Providing, of course, that the offending Jones ever had meant such a thing!

Providing Jones ever meant to voice displeasure or contempt! This is the material point in the whole argument. There are words spoken a million times a day between warm friends which if put to the analysis which Smith calls into action would disrupt all social relations all over the country. But in sane intercourse between friends worthy of the name it is taken for granted that a friend is a friend. He speaks and acts as he pleases unless in possible misunderstanding the friend of the second part, acting the friend, asks that friend for an explanation.

There are frictions in the intercourse of friends. They are to be expected. But no friend in anger will take the attitude of nursing and misconstruing that friend's motives. Rather, he will be in the position of trying to find the mitigating circumstance which will account for it. But on the other hand it is frequent that a man who is friend to scores on this basis is offended by an acquaintance in the business or social world, and, instead of giving the offender any benefit of doubt in motive, takes to his own cause any benefit of doubt that might exist, and as complainant and judge finds the defendant guilty and passes sentence ex parte in the whole matter.

"Smallness" in the sense that it has been used here as an aggressive something must find smallness for its mark before it is effective! A bird shot against the armor of a man of war would be lost. It is not smallness, necessarily, that one may feel a possible slight or slur; the smallness comes of giving exaggerated attention to his own demoralization. If a small man through smallness gives this offense of smallness beyond sane recognition of the fact there are just two dilemmas between which the offended one may escape. He may admit his own small caliber and nurse his grievance, even to the extent of boring his friends to death in its recital; or, he may refuse to recognize the littleness of fact or of his fancy and forget it in an hour.

John A. Howland.

The Small Boy Who Was From Missouri.

Written for the Tradesman.

A story comes to me for which the narrator stands sponsor, as two young cousins of his were the ones concerned.

The circumstance occurred over in Holland, in Amsterdam, to particularize.

A gentleman died—a wealthy old gentleman, whose estates were many and broad. He was well enough liked by the elderly relation, because they knew his sterling worth, aside from any mere money-getting industry.

But the younger element—the small scions of the house—had little care whether the old gentleman lived or died, because he possessed no especial love for children, never made "any bones" of it, and they knew his regard for them was as scant as theirs for him—indeed, it was about a toss-up which cared the less for the other. According to all traditions, the old fellow was somewhat harsh with the "kids," and when he was gathered to his fathers they could not be expected to feel an overwhelming amount of grief.

Still, as became the descendants of a noble house, at the funeral they wanted to do the proper thing. So, when matters had progressed somewhat, one of the young ones leaned over to his mother and whispered discreetly in her ear:

"Say! Mother! Is it time to cry yet?"

Somehow the saying leaked out, as such matters have a way of doing,

and became common property among the relatives, and when the boys grew up they had not yet heard the last of it.

W. Kew.

Pay Your Bills.

It is unreasonable to suppose that you can delay payment of just indebtedness, because of anxiety regarding business conditions in the immediate future, and not suffer from the resulting depression. If you alone were to follow this course, well and good; but you are but an individual, and your course of action may safely be regarded as an index of what others will do. Lack of confidence is the term that briefly summarizes the reason why you are keeping money out of circulation which might help to restore normal conditions. You are merely sitting back and waiting for others to shake off their fear before you follow in their footsteps. But suppose these other fainthearts delay too long—who will start the procession back to normal times? Retrenchments have already been necessary because of the money hoarding of yourself and others, and further retrenchments are bound to follow unless you regain your confidence. Retrenchments if continued will prohibit a return to normal conditions.

The country is sound, and it is not going to suffer long from lack of confidence. You can hasten the return of the happy conditions that you have become accustomed to during recent years. Stop talking hard times. Pay your bills.—Printers' Ink.

Learning the Language of Fishes.

Harken to the music of the fishes. Prof. Koellecker, working with a microphone, has succeeded in getting the records of the noises given off by fish. He found the gurnet the best talker, and has several phonograph cylinders which reproduce the remarks of this fish. The noises most noticeable to the ordinary fishermen are thought merely involuntary, inexpressive, or convulsive. They may be caused by a blow on the head or a prick from a sharp pointed instrument. But there are other noises that are entirely voluntary and proceed from different parts of the body, according to the species of the fish. Some, among them the mackerel, with which most experiments have been made, articulate by moving the superior and inferior motor muscles of the pharynx, behind the mouth; others emit distinct sounds from the spine, which is extremely sensitive, and some bring all their internal organs into play at their own sweet will, until the air around them is a babel of sounds. French science has proved that fifty-two species of fish can talk. Most of us know the spasmodic sighs which attend the death of the dwellers of the deep. These sighs are thought to have language meaning. The homely mackerel, it appears, is most loquacious, and has several different intonations, strident, clear, sonorous, and always noisy, so that he may be heard a yard away. He also is sulky in his habits and apt to be rough of speech. The moonfish makes noises like a pig, and is extremely violent

when excited. Carp, chub, red mullet and eel suggest the whistling sounds one makes when breathing down a narrow tube. Some of these are much more distinct than others. The red mullet is far noisier than the eel, and the chub, when he is angry or otherwise agitated, cries out like a mouse or a kitten.

Does Your Advertising Pay?

How many merchants know whether their advertising is paying or not? You can find out if you will take the pains to do so. Key your advertising, and see how many or how few you sell of the particular article you advertise. You will probably be surprised to know how few you sell. You will then do something to strengthen the lots you advertise again.

Now, there are other forms of advertising equally as effective as newspaper advertising, and less expensive. You have your windows. No better form of advertising can you have. Give them your most serious and earnest consideration, change them often. They should not be used to try and sell goods that you are stuck on. They should be used for the distinct purpose of attracting people into your store, therefore the goods displayed therein should have good reason for being there. They should be extraordinary in value if they are marked out, and if not marked out, they should be the newest and most stylish goods you have. If you will bear this in mind and use your windows accordingly, you will find them good business getters.

To the Hustling Grocer:--

This Trade Mark has appeared on our Butter Color for over twenty-five years.



Does your list of customers include any buttermakers? If it does, then the sooner you send for a trial order of

Dandelion Brand Butter Color

Purely Vegetable

the sooner you will open a new line of steady profit, for Dandelion is the acknowledged standard of the world.

If you sell butter made by your customers, you will have a double profit; one on the color, and one on the improved butter.

Isn't this proposition worth looking into?

WELLS & RICHARDSON CO., Burlington, Vt.



Movements of Merchants.

Waldron—E. H. Van Arsdalen has sold his bakery to Burt Hart.

Sherman—E. M. Palmer has sold his meat market to Elmer Kleeman.

Grand Haven—R. A. Smith, formerly of Douglas, has opened a new grocery store at 1320 Washington avenue.

Belding—Geo. J. Gibson will open a grocery store in connection with his crockery and notion store on Bridge street.

Traverse City—L. E. Trimble has sold his bakery to L. L. & L. C. Clapp, who will continue the business at the same location.

South Boardman—E. J. Darling has sold his meat market to C. F. Rich, of Empire, who will continue the business at the same location.

Adrian—The capital stock of the Wood, Crane & Wood Co., which conducts a clothing, boot and shoe business, has been increased from \$33,000 to \$39,000.

Port Huron—Beard, Campbell & Co., wholesale dealers in carriage hardware, iron and steel, have increased their capital stock from \$25,000 to \$50,000.

Brimley—The L. Sugar-Penner Co. has been incorporated, with an authorized capital stock of \$8,000, all of which has been subscribed and paid in in property.

Otsego—The Central "drug" store, conducted for some time by C. C. Baldwin, was closed recently and Mr. Baldwin has departed. It is said he feared arrest for violating the liquor law.

Mancelona—C. W. Crapo has sold his interest in the Crapo & Willee grocery and meat market to his partner, John Willee, who will conduct the business alone. Mr. Crapo talks of taking a trip to the Pacific coast.

Detroit—A corporation has been formed under the style of H. Steinberg & Sons, which will conduct a general retail furnishing goods store, with an authorized capital stock of \$10,000, all of which has been subscribed and \$100 paid in in cash and \$9,900 in property.

Allegan—Ray Miner, who has been employed in the grocery of A. R. Miner for several years, has purchased, in conjunction with Carl White, the grocery stock of Benj. F. Foster, which he bought of the Jackson Brothers recently. The new firm will be known as Miner & White.

Tula—A corporation has been formed under the style of the A. & F. Lumber Co., which will engage in the lumber and general mercantile business. The company has been capitalized at \$25,000, of which \$12,500 has been subscribed and \$50 paid in in cash and \$12,450 in property.

Barryton—Skelton & Laffin, who conduct a general mercantile business, buying and selling forest products, and also conduct an undertaking business, have merged their business into a stock company under the style of the Skelton-Laffin Co.,

with an authorized capital stock of \$25,000, of which \$18,800 has been subscribed and \$191.31 paid in in cash and \$18,608.69 in property.

Grand Haven—Peter Van Lopik has purchased from Dwight Cutler the west 45 feet of the Cutler House building, now occupied by Beaudry & Co.'s dry goods store. Mr. Van Lopik will occupy the entire building with his business, the Central Clothing House, as soon as the extensive alterations which he intends to make are completed. Beaudry & Co. will move into their new store at the corner of Third and Washington streets.

Manufacturing Matters.

Metz—David Neil will operate a small band and planer mill now being erected here.

Detroit—The Waterman Marine Motor Co. has increased its capital stock from \$30,000 to \$40,000.

Mt. Clemens—The Mt. Clemens Brewing Co. has increased its capital stock from \$60,000 to \$100,000.

Hillsdale—The capital stock of the Hillsdale Truck & Wagon Co. has been increased from \$45,000 to \$50,000.

Zeeland—The capital stock of the Colonial Manufacturing Co., which manufactures clocks, has been increased from \$35,000 to \$75,000.

Sagola—Jauquet Bros. have closed a contract to furnish 5,000 ties to the Chicago, Milwaukee & St. Paul Railway and have begun loading.

Lowell—The Lowell Specialty Co., which manufactures sprayers and cream separators, has increased its capital stock from \$40,000 to \$75,000.

Rogers—Frederic Bros., of Hagensville, have bought a 60 horse power boiler and engine and shingle machinery and will erect a shingle mill near this place.

Detroit—Crosby & Co., manufacturers of stove polish at 40 Jefferson avenue, have filed chattel mortgages, one of which runs to C. A. Crosby for \$2,917.77, and the other to W. W. Hannan for \$30,232.06.

Manistique—Barney & Wiggman, whose mill was destroyed by fire last fall, will rebuild the plant. They will use the frame of the old Lombard & Rittenhouse mill at Sable Lake and have begun dismantling it.

Jones—The Jones Creamery Co., which will engage in the general creamery business, has been incorporated, with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,500 paid in in cash.

Stephenson—Carl C. Bergwald, local manager of the Stephenson flour mill and who is also engaged in the creamery business, has purchased the A. F. Carlson & Son stock of general merchandise. Mr. Carlson will probably locate in Chicago.

West Branch—The plant of the Batchelor Timber Co. is now in operation. The company secured about 60 per cent. of its 1907 stock of logs, but as the logs are handled to the mill by rail the quantity manufactured can be gauged by trade conditions. The output last year was 12,250,000 feet.

Bay City—The new mill of the Richardson Lumber Co. will begin

operations in a few days. This plant was finished some time ago, but the conditions of trade did not warrant accumulating manufactured stock. The company is bringing a stock of logs from Montmorency county by rail, and it will be well supplied.

Muskegon—The Linderman Machine Co., which manufactures the Linderman dove-tailing machine and other woodworking machinery, has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000, of which \$101,000 has been subscribed and \$20,000 paid in in cash.

Jonesville—J. J. Deal & Son, manufacturers of buggies, spring wagons and other vehicles, have merged their business into a stock company under the style of the Deal Buggy Co., with an authorized capital stock of \$150,000, all of which has been subscribed, \$10,000 being paid in in cash and \$140,000 in property.

St. Ignace—Bissell & Shaver will start up their sawmill at Graham's Point as soon as the weather will permit. They are already hauling logs to the mill. They have a large cut on the Carp River, which they will drive down as soon as the ice leaves the river and will raft it to their mill. Their season's logging operations have been satisfactory.

Detroit—The Detroit Steel Products Co. is enlarging its plant to install machinery for the manufacture of the "Fenestra rolled steel" window sash. This sash heretofore has been manufactured in England and other foreign countries, where it finds great favor in factories and fireproof buildings. The Detroit plant expects to commence the manufacture of the sash in about sixty days.

Iron Mountain—This has been a lively logging center this winter. For several months about sixty-five carloads of logs and pulp wood have been handled daily at this station. Three trains made round trips daily between the city and Watersmeet and six trains were operated south—three loads daily. In addition about twenty carloads were delivered daily at the Oliver Mining Co.'s sawmill. This timber was cut in the vicinity of the Forest mine.

Wells—After being closed down for nearly four months the big hardwood factory of the I. Stephenson Co. has resumed operations. The closing down was necessitated by the burning of the big dry kiln. A kiln has been built and is one of the most complete in the world. It is of concrete and is entirely fireproof. The company had a lot of finished stock on hand when the kiln was burned, so that shipping to the home and foreign markets has continued without interruption.

Newberry—Foster & McPhee, who have been operating a set of lumber camps about five miles east of this place for the last three years, expect to wind up their operations this winter. They are operating a crew of forty men and intend to complete a cut of 2,000,000 feet of hemlock logs, 500 cords of pulp wood, 20,000 ties, 1,000 cords of bark and a quantity of posts and poles. The logs are to be put into the Taquemenon Riv-

er and the remainder are to be shipped out by rail.

Detroit—Holders of the common stock of the Detroit White Lead Works have received letters from the corporation's officials stating that the quarterly dividend, payable in April, has been postponed until inventory is taken at the end of the fiscal year, which is Nov. 30. At this time officials of the company are not prepared to state whether the full 8 per cent. disbursement will be made at the end of the year or whether the rate will be diminished. As an 8 per cent. stock, the Detroit White Lead Works common enjoyed much prestige among Detroit investors in industrial securities. The 2 per cent. quarterly has been paid in January, April, July and October. The par value of the stock is \$25, but has sold considerably above that price. The company has \$500,000 of common stock.

Detroit—The Lilies Cigar Co., of Kalamazoo, and the Main Issue Cigar Co., of this city, have combined and the former will move its business to Detroit. The new company will be located on the fifth floor of the boydell building, Beaubien and Champlain streets, and about 500 hands will be employed. This business was established at Kalamazoo about twenty years ago, but it was impossible to continue there and employ union cigarmakers. Free (non-union) labor will be employed from now on. The experience of the Lilies Cigar Co. is the same as that of every other establishment which undertakes to conduct a manufacturing business with union labor. Sooner or later the company has to part fellowship with the walking delegate or go into bankruptcy.

Saginaw—Wickes Bros. have completed extensive alterations and improvements at their works here. The boiler and machine shops have been enlarged. It might be said that since the new year this business has been separated, although owned practically by the same stockholders, into two companies—the Wickes Boiler Co., capitalized at \$500,000, and Wickes Bros., with a capitalization of \$1,000,000 and operating the machine works. These companies have branches at Pittsburg, Jersey City and Seattle, and are all doing a heavy business. There was a lull about the beginning of the year, but conditions are steadily improving. Two additions north of the main buildings have been erected, both of brick and steel construction, the first containing an assembling room, the toolshop covering 98x160 feet and a new sheet iron shop, 25x160 feet area, increasing the capacity of the boiler works 70 per cent. The old machine shop has been turned over to the boiler shop and is being fitted up as a flanging where hydraulic and heavy work are done.

Attention is directed to the three full page advertisements of the Egg-O-See Cereal Co. on pages 6, 7 and 13 of this week's edition. The controversy is an interesting one and the readers of the Tradesman will probably work it out according to their own ideas.



The Produce Market.

Apples—\$1.75@2 per bbl. for cooking stock and \$2.75@3 for eating. Last fall when the apples hung on the trees it appeared that there was to be a short crop, and an army of speculators visited the fruit growing sections and bought freely at liberal prices. Their action induced many farmers to store their product in the expectation of better prices later in the season. When the crop was harvested everywhere it was found much larger than predicted with much of it of inferior quality. Prices have been on a decline in the leading markets for several weeks, and it is estimated that dealers who bought early must suffer a loss in excess of \$1,000,000, as the hundreds of thousands of bushels in storage must be sold at a great sacrifice. It became clear shortly after the holidays that those who had bought heavily in the hope of doubling their money were not to realize their expectations. They gambled on the future apple market and lost, and are now "working off" their holdings at a sacrifice.

Bananas—\$1.50@2.25 per bunch.

Beets—60c per bu.

Butter—Creamery is held at 30c for tubs and 31c for prints; dairy grades command 25@26c for No. 1 and 19c for packing stock. The prospects are for an improved demand as the weather warms. If there is any change within the next few days it will probably be a slight advance. The present receipts of butter show good quality for the season.

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 \$10 per bbl.

Dressed Hogs—Dealers pay 5½c for hogs weighing 150@200 lbs. and 5¼c for hogs weighing 200 lbs. and upwards; stags and old sows, 4¼c.

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

Eggs—The market has declined 3c per dozen during the week. The receipts of fresh eggs have increased considerably, as has the demand. There will likely be larger receipts of fresh eggs and a slight decline in price. Jobbers here pay 14@15c and sell case count at 16@17c.

Grapes—Malagas command \$5@5.50 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 15c for dark.

Lemons—California command \$3.25 per box and Messinas \$3 per box. The fruit is in small request and liberal supply, and the price is so low that there is little interest in it at present. It will take a few good warm days to awaken interest in lemons.

Lettuce—12c 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, in fact, has resulted in some slight stiffening up of values.

Parsley—50c per dozen bunches.

Parsnips—75c per bu.

Pineapples—\$4 per crate for all sizes.

Potatoes—The market continues weak, with a downward tendency. Local handlers are asking 65@70c.

Poultry—Local dealers pay 11½c for live hens and 13½c for dressed; 11c for live spring chickens and 13c for dressed; 12½c for live ducks and 14c for dressed; 14c for live turkeys and 17c for dressed. Continued and increased strength is said to be the distinguishing characteristic of the market for both live and dressed poultry. Dressed stock will cease to come after April 1, but at present both are coming. There have been advances on nearly all items.

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

Turnips—50c per bu.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7½@8c for good white kidney from 90 lbs. up. Receipts are heavy, but quality is not up to standard.

President Roosevelt has at last run up against a proposition that he may be obliged to admit he has not the nerve to tackle. An effort was recently made to interest him in "Esperanto," the new universal language. The matter was brought to his attention by Edmond Privat, who represents the Esperanto Congress of Peace, which met in Munich in September. He was presented by Leo Vogel, Minister from Switzerland. The President meekly said he would look over the papers submitted to him, which point out the advantages of the universal language and of the campaign which is to be inaugurated to have "Esperanto" spoken in the public schools of the United States. It is a fair inference that the President's experience with "improved spellin'" has proved all he wants in that line at present.

A prominent accident insurance man says the common belief that a person is more liable to accident while traveling than while living the simple life at home is erroneous. Railway disasters that are attended with loss of life and personal injuries are given such wide publicity that it is a very natural conclusion that they furnish a large share of the claims for accident insurance. "As a matter of fact," he says, "statistics show accident insurance companies pay more losses to people who get injured in their own homes or on their premises than they do to people hurt in railway accidents. Insurance companies pay more money to people who get hurt hanging pictures or taking stoves apart than they do to the victims of head-on collisions. It sounds strange, but it is the truth."

A crooked path is the straightest road to the traps of sin.

The Grocery Market.

Sugar—Raws continue strong in the East, scoring another slight advance. The total advance on raws during the past month has been 5-16c, or more than 30c per cwt. As compared with a year ago the price is about ½c per pound higher. The short crop talk is the bullish feature, and holders of sugar are elated over their apparent control of the situation.

Tea—There have been no changes in price during the week and no developments of any character. Low grades are still scarce and firm, and will probably remain so during the remainder of the season. High grades are also steady and firm, but medium grades, which are in the greatest abundance, will likely ease off as the season for new teas approaches.

Coffee—Santos grades are now from 1@1½c higher than the same grades of Rios. As has been explained, this comes from the fact that the syndicate very largely purchased Santos. Mild coffees are steady and unchanged. Java and Mocha are unchanged and in moderate demand. The trade all over the country is still from hand-to-mouth.

Canned Goods—Tomatoes continue steady. Peas are very firm and corn is easy. Peas are quiet on spot, but fairly active as to futures. Peaches are dull and unchanged. Apples are unchanged and in fair demand. The Baltimore general line is unchanged. A future price of \$1 on three-pound future spinach has been named, this being a fair average price. California canned goods are unchanged and dull. The principal interest in canned fish still centers around spot salmon, which continues firm and scarce. The usual Lenten demand at this season is responsible for a heavy movement in all lines of canned fish.

Dried Fruits—Currants are fairly active at unchanged prices. Raisins are very sick, but without any further decline in price. Apples are weak and quiet. Citron and figs are unchanged and quiet. Dates are fairly active at unchanged prices. Prunes are selling in a moderate way at unchanged prices. Peaches are moving fairly at the declined prices, although some holders are still refusing to sell except about on the old basis. This looks dangerous, when it is remembered that prices on the new crop will be forthcoming soon, and will surely be much below present spot prices.

Rice—The better grades are selling in the local market ¼c higher than a week ago. The bullish sentiment in the South, based on the strong statistical situation, still prevails.

Cheese—Stocks are getting very small and the market is firmly held at an advance of ½c. As stocks still further decrease and the season advances there will likely be another advance before new cheese arrives.

Tapioca—The buying is principally for current needs. Prices hold steady and unchanged.

Farinaceous Goods—Rolled oats are very strong at the recent ad-

vance. There is no change to note in quotations.

Provisions—Smoked meats are a little firmer throughout, but stocks are still large, and there is not likely to be any change until the demand improves, due to warmer weather. Both pure and compound lard are firm and unchanged, and if any change occurs in either it will be in the nature of a slight advance. Barrel pork, dried beef and canned meats are steady and unchanged.

Fish—Cod, hake and haddock are in rather better demand, but at unchanged prices. Salmon is unchanged and steady. Domestic sardines seem rather weak than otherwise and the demand is only fair. Future prices of \$3.20 on ¾ mustards were made during the week, this being 30c above last year. Imported sardines are still firm and high by reason of great scarcity. Irish and Norway mackerel are scarce and firm. Irish have advanced about \$1 and are in better demand than Norways, which remain unchanged.

Wholesome Decision by the Supreme Court.

Lansing, March 17—A decision rendered to-day by the Supreme Court in the case of the Commercial Milling Co., of Detroit, against the Western Union Telegraph Co., may have the effect of reversing the rule of law in Michigan, which has upheld the telegraph company in its reliance on the stipulation printed on the back of its sending blanks.

The stipulation in dispute is that the company is not to be held liable for delays in delivery or for non-delivery of any unrepeatable message. This has always been held to be binding on senders of messages in this State, but in this case the Court has decided that the telegraph company is liable for damages to the extent of \$960, as found by the lower court.

The Commercial Milling Co. some time ago received a telegraphic offer of wheat from Kansas City and accepted the offer by wire. The message was sent to Chicago, and when it eventually reached the recipient, wheat had advanced to cents and the deal was off. The milling company thereupon brought suit against the telegraph company for damages. The Supreme Court was evenly divided on the question and the verdict stands as given in the Wayne court.

So Unlike a Boy.

Physician—Madam, I can find no traces of disease in this boy of yours. What made you think he was sick?

Mother—Well, doctor, he behaved in such an odd manner when he came home from school. He spoke kindly to his little sister, didn't kick the cat and offered to carry coal for me.

His Investment.

Old lady (who had given the tramp a nickel)—Now, what will you do with it?

Hungry Hobo—Waal, ye see, mum, if I buy an auto, there ain't enough left to hire a shofur. So I guess I'll git a schooner. I kin handle that mesiluf.

The American Grocer— IS HE A CROOK?



This advertisement published and sent broadcast to the customers of retail grocers through the country implies that the American grocers have tried to sell this girl some other breakfast food than the "Original Boasted" Corn Flakes, and that she is indignant over it and that she is leaving his store.

In Volume 25 of the Encyclopedia of Law and Procedure, page 337, is found this language: "Every wilful and unauthorized imputation spoken, written or printed, which imputes to a merchant, manufacturer or other business man, conduct which is injurious to his character and standing as a merchant, manufacturer or business man is libelous or slanderous, as the case may be."

This recent advertisement in retail grocers' trade journals of the United States seems to tell the American retail grocers right to their faces that they are substituters.

Here is the Advertisement

You, Mr. Retail Grocer, may have missed it. How do you like it?

A recent letter addressed to the trade has this remarkable sentence: "But any concern which puts out an imitation toasted corn flake is just as much a counterfeiter as a man who makes a counterfeit dollar—and should be shunned by honest men." Of course, this only means the manufacturers, but how about the adv.?

Will the retail grocers of the United States endorse such methods of merchandising?

Would it not seem queer if a manufacturer could find nothing else to recommend his food than the CLAIM "original"?

What would you, Mr. Grocer, think of an advertisement to sell food which might read like this? "I am the original—the rest are imitators. Don't let your grocer fool you. Don't let him sell you imitations. The grocer who sells you anything but 'original' and only 'Boasted Corn Flakes' deserves to lose his trade." Would it send customers to your store?

What would you think of a manufacturer who would brand all other manufacturers of similar products as counterfeiters, imitators, etc., and would make the statement that such manufacturers were unfit to do business with you and should be shunned by you and all other honest men?

Would your past experience of long years of satisfactory business relations with these manufacturers bear out this statement?

Have these manufacturers ever been anything but fair with you? Haven't they always conceded to you your right as an American business man to sell to your customers goods that you knew were right and were willing to recommend?

Has it ever been your experience that these manufacturers have ever tried to coerce you into selling their goods by questionable advertising to your retail customers in magazines and other mediums?

Toasted corn flakes were made and sold quite extensively in the United States before the "Original Boasted Corn Flakes" were ever heard of, but were so crude that they could not withstand competition.



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

W. K. Kellogg



If it doesn't send it back to your jobber—Quick

Toasted Corn Flake Co., Battle Creek, Mich.

What Egg-O-See Cereal Company Believes

We have been selling the American Grocer breakfast foods for years and we have found him to be a hard working, careful, conscientious, law-abiding citizen. We have sold him foods long before "Original Boasted" Corn Flakes were ever heard of and we have found this same American Grocer a clean, square, honorable man to do business with.

We believe the American Grocer will sell his customer the best the market affords, as he always has, and we do not believe he deserves to be held up to public view in flaming advertisements as an undesirable citizen.

We Are Not Afraid of Substitution

We have dealt with the American Grocers for many years, and have never had reason to complain of their substituting other goods when their customers called for ours, and we don't believe any other manufacturer, making honest goods of quality, has had any different experience.

We believe the way to *help* the American Grocer sell our goods is to *send* people to him—not drive them away—and we have spent millions of dollars doing this in past years.

We do not believe it is fair to the grocer to try to move goods by making people believe that there is a collusion between the American Grocer and other breakfast food manufacturers.

"Claims" vs. "Truth"

"Boasted Corn Flakes" claims to be the "ORIGINAL."

"E-C" is the *IMPROVED*.

"E-C" *spent* thousands upon thousands of dollars in making the IMPROVED "E-C CORN Flaked and toasted" the most delicious, most wholesome food in the world, and *is* spending thousands of dollars to SEND the people to the American Grocers to buy them.

"Boasted Corn Flakes" is spending thousands of dollars on an advertisement published and sent broadcast to the customers of retail grocers throughout the country which implies that the American grocers have tried to sell a girl some other breakfast food than the "Original Boasted" Corn Flakes, and that she is indignant over it and that she is leaving his store.

"E-C" has never had any trouble in this line. "E-C" has found the American Grocer always ready and willing to sell the best. We have no reason to complain of his treatment of us. "E-C" believes the American Grocer can run his own business without our interference, and we are going to help him as we have in the past, because he helps us as long as we continue to give him the *right* food at the *right* price.

"E-C" works *with* the grocer to make him a good profit on their food.

We believe the American Grocer will continue to do business with the American people and, as they have in the past, sell more Egg-O-See Company's food products than of all others.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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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 18, 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.

THE WARLIKE JAPS.

Whatever may be the ultimate outcome of the dispute between Japan and China over the seizure of a Japanese steamer laden with arms and ammunition in Chinese waters, the Chinese government has succeeded in prolonging the diplomatic discussion until a somewhat different aspect has been put upon the affair from that it first presented. While Japan still demands the return of the vessel she is less insistent upon an indemnity, and she has expressed a willingness to consider the propriety of recalling the consignments of arms and ammunition and preventing the traffic in arms with the Chinese revolutionists for the future.

It is true that China, after consideration, has made an apology for hauling down the Japanese flag and promised to censure the officer responsible for that incident. That apology does not mean that China confesses that she was in the wrong in seizing the Japanese ship, and she still refuses to surrender the vessel or her cargo. The Chinese contention is that the vessel was seized while in Chinese waters laden with

a cargo of arms and ammunition consigned ostensibly to a Japanese resident of the Portuguese port of Macao, but destined actually for the use of the Chinese rebels. All the testimony would seem to show that the arms were actually purchased in Japan for the use of the Chinese rebels, and that this traffic in arms is being carried on on an extensive scale. Chinese agents in Japan notified the Chinese government of the shipment and the Chinese authorities were on the lookout for the vessel, having ordered her capture and detention if found to have arms aboard.

As it can be shown that the seized Japanese ship was actually carrying arms and ammunition to Chinese rebels she was undoubtedly subject to seizure, and even although Japan finally browbeats China into surrendering the captured craft and cargo impartial people the world over will still believe that China was unfairly treated. The Chinese government demands that before the vessel and cargo are surrendered the legality of the seizure should be impartially investigated.

According to the latest news Great Britain has made representations to the Japanese government, pointing out the inadvisability of treating China with severity or taking radical steps until the justice of Japan's contention is fully demonstrated. This British advice, which can not well be ignored owing to the treaty of alliance existing between the two countries, has without doubt somewhat checked the disposition of Japan to take summary measures in dealing with China and show more disposition to discuss the incident with the Chinese authorities as well as show a less uncompromising spirit.

While the controversy is one in which this country can take no part as not being directly concerned, the coercion of China could not be regarded except with some concern in the United States. Japan's aggressive policy in Manchuria and the Far East generally is a menace to the trade of all Western countries with the Orient, and should the Japanese now win another victory over China, their arrogance and self-importance would be greatly augmented and the baneful effect on trade would be correspondingly increased.

SAVE ON LEISURE.

Oceans of time are wasted annually by merchants and their employes on rainy days and dull days, who seem to feel it is impossible to keep busy and visit with friends or customers who come in to keep out of the wet or merely to lounge away a half hour or so.

It is permissible to "visit" when this is done discreetly; when it will pay to visit, but when a merchant knows full well that there is not a cent nor a single point of any kind to be gained by visiting, then it is that he should cut it out.

Keep tab on your stock so that you know accurately as to just what sizes, what patterns, what makes, what qualities you are out of in the various lines you handle. This is

no trifling task, no matter how small may be your business. And it is a good dull day trick to reassure yourself as to the accuracy of your knowledge in this regard. Accumulations of litter here or there in your establishment should not be permitted because they are dangerous; and it is a wise wet day policy to satisfy one's self that there are no such heaps or gatherings under your counters, down cellar, in the back room, inside the drawers, behind barrels or boxes or anywhere else.

Knowing beyond question that you are all right as to the possibilities cited, a fine opportunity for giving a fresh and attractive aspect to your shelves, show cases and show windows is afforded on wet days and dull days provided you do not do too much visiting.

In other words, there is no day when a merchant can afford, because of rain or mud, or snow or slush, to loiter.

And, another thing, traveling salesmen are quite as apt to call unexpectedly on dull days as upon any other days; and these men are trained to take in details on sight. Mayhap they are particularly interested as to your possible credit and call especially to size up appearances in general. Therefore keep busy, clean and neat because it pays.

BEST LAW OF ANY.

The sale-in-bulk law has again been sustained by the Supreme Court of the State of Michigan in the case of the Musselman Grocer Co., of Grand Rapids, against the Kidd, Dater & Price Co., garnishee defendants of Frank B. Ford.

In May, 1906, F. B. Ford, of Berrien Springs, was conducting a department store and sold all of his grocery stock and fixtures to the Kidd, Dater & Price Co., which bought the same without giving the notice required by statute under the so-called sale-in-bulk law. Two or three weeks later Mr. Ford sold his hardware stock to the Wilson Hardware Co., which gave notice under the sale-in-bulk law that it was about to purchase the hardware stock of Mr. Ford. This was the first intimation that the creditors of Mr. Ford had that he was disposing of his stock.

On learning that the sale of the hardware stock had been made to the Wilson Hardware Co., representatives of the Musselman Grocer Co. called upon Mr. Ford for a settlement, which was refused by him. Thereupon suit was commenced by the Musselman Grocer Co. against Mr. Ford and the Wilson Hardware Co. and the Kidd, Dater & Price Co. were garnisheed. The case was tried in the Berrien Circuit Court and the defendant recovered judgment in the principal suit and later in each of the garnishee suits. The defendant, the Kidd, Dater & Price Co., appealed to the Supreme Court on three grounds: first, that the law was unconstitutional; second, that the sale to the Kidd, Dater & Price Co. having been made in good faith, it could not be held for the purchase price which it had once paid to Mr. Ford; third, that garnishment was

not the proper proceeding to enforce the law, but that the same should be by bill in chancery.

In an opinion filed in the Supreme Court on March 17 the decision of the Circuit Judge was affirmed, thus re-affirming the previous decision of the Supreme Court in Spurr vs. Travis, 145 Michigan, 721, and also settling the method of procedure.

This gives to the merchants of the State of Michigan the best sale-in-bulk law of any State in the United States and the easiest of being enforced.

The Tradesman commends Smedley & Corwin, attorneys for the Musselman Grocer Co., for the happy outcome of this litigation.

NOT FAR ENOUGH.

The outcome of the grand jury, which closed its labors in Ingham county last Saturday, is a decided disappointment. It has been known for years that grafting tactics were constantly employed by many State employes, especially in the Game Warden and Dairy and Food departments, but, probably as a result of political influence, these lapses have been covered up and two humble legislators have been indicted for single infractions, whereas, in the departments mentioned, the violations have been frequent and continuous.

The Tradesman recently had its attention called to the fact that employes of the Game Warden traveled for years on passes furnished by the railroads, yet charged up to the State the regular railroad fares, thus adding greatly to their incomes. The Dairy and Food Department has been little else than a political machine for years. Its inspectors travel around the State at random, ostensibly to look up violations of the food laws, but really to keep in repair the fences of favored politicians.

Sometime the Tradesman hopes to see a grand jury take these matters up and probe them to the bottom. When this is done abuses will be discovered that will set the people's teeth on edge.

The New York Central has for a long time advertised itself as the only railroad having a station and landing passengers in New York City. The claim was correct, and was a good advertisement, but it will have to be dropped. The river tunnels will soon be ready to give all the leading roads facilities for running trains to the heart of the city, doing away with the delay of a ferry transfer. There are now ten different routes by which one can walk or ride from Manhattan to Long Island, besides two to New Jersey and nearly twenty to the Bronx. Other ways, under water or overhead, are being pushed to completion. There is already some talk of abolishing the ferry boats entirely, and on some lines they are soon to go out of service. The Jerseyman is no longer delayed by river fogs on the way to business in the metropolis. He is happy because there are no fogs in the tunnels.

Helping always brings happiness, and happiness always helps.

COLLECTING ACCOUNTS.

Cases Where the Form Letter Is Effective.

The credit department of any large enterprise is a problem upon which too much thought can not be spent. It is the habit of some concerns to look somewhat resignedly upon a certain percentage of loss as inevitable. When, however, not only the loss is figured up at the end of a year, but also the expense of collection and the interest on the backward accounts, the figures will be formidable.

There is no need for putting as much cost into collections as is often done. Yet the accounts must be urged persistently if anything is to be got out of them. How is reduction possible?

By form letters. Of course, form letters are only advisable where there are a large number of the same general character of debtors—most frequently in the case of direct mail order selling to smaller concerns and individuals. As there are a great many such businesses in the machinery line, the subject of collection by form letter is very pertinent.

The proper place to guard credit is, of course, before the transaction is put through. But the extensive development of the mail order business and the necessarily difficult task of getting a rating on small concerns and individuals always leaves important work for the credit department to do.

As a matter of business principle, not always appreciated, debtors are hustled along toward payment far more effectively by snappy business methods than by coming down hard upon them after a period of indifferent dunning. In no other department of business is there more call for that study of human nature which is known by the unwieldy name of psychology than in the credit department. It is certain that a very firm and very tactful campaign of form letters used from the very beginning of the due period of an account has a salutary effect on collections, because it remedies one of the main causes of delinquencies—not keeping firmly after the account. The more or less careless and inexpert language used by the average credit department in their dunning forms and hackneyed dictations, leaves no impression on the recipient, because he is dunned just that way by everybody. He knows that only some supernumerary clerk is behind it, and that his creditor is not concerning himself very much about his indebtedness. Therefore, he satisfies more urgent claims first.

It must be realized that, in general, the intention of all debtors is to pay as per obligation. When they do not do so the diplomatic as well as the practically correct assumption is that they are pressed beyond available funds. To treat the matter otherwise before a certain point in the campaign, indeed, at any time, is a serious blunder, which is, nevertheless, made by some concerns. The greatest lever which a credit department has is the debtor's sense of the

value of credit, particularly if his business is one which must depend considerably on ratings. This lever is used most effectively when a form letter campaign is used, for it constantly reminds the debtor, at small cost to the creditor, of the ideas most effective in bringing about a settlement.

In the series of form letters reproduced herewith, which was used in a campaign to collect delinquent part payments on a machine sold on the trial plan, will be seen the tactful use of the psychology of credit collections. Without being one whit less firm, these letters notwithstanding "leave a good taste" with the debtor—in other words, they are careful of the vanity and feelings of a debtor, even to the last resource. These form letters put the major effort of collection on the right spot—the words used. Mere routine dunning is not enough—it is what is said which counts:

1. We received your letter some days ago, promising to make a remittance in a short time, and immediately replied, stating that we would grant the favor.

We are surprised that we have not since heard from you. We believe that you certainly intend to keep your part of the contract with us, as we have our part with you. We trust that you will not force us to place your account with our legal department for collection.

Please let us have the promised remittance by return mail.

Thanking you in advance for same, we are, Yours respectfully,
Dic. H. L. B.

2. Some days ago we wrote you in regard to the washer which we recently shipped you. We asked you to give it a further trial, following our instructions, and if you still did not get satisfactory results to again write us.

As we have heard nothing from you we presume that you have had the same experience as others, that is, having become accustomed to operating this washer, you get satisfactory results.

We desire to get this account settled as promptly as possible, and if you will remit the full amount at once we will allow you to have this washer at the cash price. If you can not do this please send your first payment by return mail.

Thanking you in advance for the same, we are, Very truly,
Dic. H. L. B.

3. We have had no remittance on your account, concerning which we have sent you several statements.

We do not understand same, as we believe that you intended to pay this account as per the terms of your contract. We wrote you about fifteen days ago offering to still settle at the cash price, but as you have not done so, we must request that you at once send us your first payment without further delay. Your account is charged with —

If there is any reason why you can not begin payment, kindly write what it is. We have a legal department for the collection of delinquent claims. We trust you will not compel us to give your account to this department. However, unless we receive a payment from you within fifteen days we shall be compelled to do so. Yours truly,
Dic. H. L. B.

4. As you have not remitted on your account, and we have taken every reasonable means of inducing you to do so, we yesterday placed the matter before our Board of Directors.

They instructed us to at once place this account with our legal department for immediate collection, with the proviso, however, that before doing so we should notify you of their action, and allow you three days in which to reply to this letter.

Yours very truly,
Dic. H. L. B.

5. We have been advised by our attorneys that you have refused to pay our account against you, and that they will now be compelled to bring suit.

We very much regret this, for we would rather settle this matter direct with you. If you will promptly remit the full amount or make some reasonable arrangement with us for so doing, we will withdraw the claim.

We are enclosing you a stamped envelope, and trust you will save further trouble and annoyance by letting us hear from you at once.

Yours truly,
Legal Department.
Dic. H. L. B.

6. We venture to call your attention to the fact that you have missed several payments on your account, and that you have ignored our statements sent in regard to same.

We feel that your failure to remit as per contract must be due to some misfortune rather than to any intention of defrauding us of our money, but we must insist upon a remittance at once. If you can not send us a large payment, send us a small one. This will show us that you are doing the best you can, and will give us confidence in you.

Let us have your payment by return mail. Yours truly,
Dic. H. L. B.

7. You recently commenced to again make payments on your account, thereby restoring our confidence in your integrity and the honesty of your intentions in dealing with us.

We have, all along, felt that your failure to remit must have been due to a series of misfortunes rather than to any intention of defrauding us of our money.

Your payment is again past due, however, and we venture to call your attention to same. If you can not send us a large payment, send us a small one. This will show us that you are doing the best that you can, and give us confidence that you will ultimately pay the account in full.

Let us have your payment by return mail.

Yours truly,
Dic. H. L. B.

The keynote in the use of these forms is unfailing promptness. By keeping thoroughly alive to the obligations of the debtor and the due dates, and making persistent and systematic demands, the strongest possible inducement is made to urge the debtor to be equally prompt and equally mindful of his obligations. Debtors almost unconsciously take their cue from the way their accounts are treated by the creditors themselves, and when stringency occurs, they invariably pay those creditors first whom they know to be punctual and exact in their demands for payment.

Another principle which should be strictly observed in using this or any form letter collection campaign is to invariably take the step you say, or threaten to take, on the date mentioned by you. This is very essential, in order to secure confidence in your intentions. All qualification and leniency which it is intended to give ought to be frankly expressed in the letters, so as to get the fullest credit for them, as well as to give the debt-

or an exact understanding of what your course of action is to be. When you arrive at the date for the taking of any forewarned action, however, and do not take it, you lose a large part of the force of your collection effort.

These form letters are for part payment use; there can be a series for every extensive and uniform kind of credit offered by a firm. Each form being known by number, it is easy to have the head of the department lay out instructions for the sending of the forms to a particular client on set days, by means of a card system and date marker. The number of the form and the date are marked on the card by the mailing clerks each time a form is sent out, and the date marker is set ahead according to instructions, so that at the right time the card will come up for the next form, unless a settlement is effected in the meantime.

In the particular business in which this system is used the percentage of dead loss is less than one-half of 1 per cent., and accounts are practically never given up. It has been found that it seems always to pay to send out yet another form, even after suit has been brought, and after the loss is seemingly certain.

Of course, there are routine and well-known ways of collecting accounts from houses of good or fair rating other than form letters, but letters can be used to advantage, when suitably worded, for even the largest business houses.

When well printed by typewriter process to match the office typewriter ribbon, and signed by the firm (an officer of the concern's personal signature is most effective) with the address typed in, these forms look neat and personal, and are absolutely as effective as any really individual letter. In the first place, it is not at all easy to detect imitation typewriter process printing; and in the second place, it does not detract from the dignity of the letter at all, even if the recipient knows the letter is a form. What counts is the wording and the alertness of the system—two strong collection forces which the form letter system provides both cheaply and well.

J. Geo. Frederick.

Thought He Would Do.

The small boy is often the one who gives expression to some of the most pointed remarks. A few days ago a little urchin was standing outside the gates of the Washington zoo eyeing the peanut man's store and wishing for a sackful to feed to the animals. Just at that moment a motor car containing a gentleman and two ladies drew near and stopped. The man, who was dressed in the very latest motoring garb, goggles and all, stood up and called out to the urchin:

"Hi, there, boy! I've lost my way. Am I all right for the zoo?"

The little fellow looked at the strange figure for a moment and then drawled out:

"Oh, I guess so. Youse'll do, if dey has a spare cage. But youse can't draw de crowds less'n youse got a tail."

UNSATISFACTORY GOODS.

Clerks Should Be Civil When They Are Returned.

Written for the Tradesman.

"Don't these fussy old dowagers with the long silk dresses and the voluminous wraps, whose every vestige of a smile seems to hurt them—don't these peculiar old ladies grate on your nerves?" I asked of a clerk who stands behind the handkerchief counter long hours on five days of the week and more of 'em on a Saturday.

"Yes, they do, for a fact," she replied wearily. "They are everlastingly wanting 'something different.' Everything I show them in our list of handkerchiefs is either too coarse or too fine, too large or too small, too plain or too fancy, or too something else. Produce a hemstitched border and they enquire for a scalloped edge. Display the latter and they want the former. Bring out a flower or a vine pattern and they prefer a geometrical design. Always the opposite.

"Mind, I'm not stating that I blame people for having made up their mind previously as to what they wish to purchase, for I myself am particular about the little accessories; but I do know that this innate perversity of the feminine contingent makes the handkerchief girl lots of additional work.

"I am willing to go to all kinds of trouble to please customers; but sometimes they are not suited with the very thing they call for. They seem possessed of the spirit of untractability. They wouldn't be contented if you gave them a ten acre lot all covered over with \$10 gold pieces—they'd want you then to wash the microbes off the yellow-boys!

"There's the girl who is continually bringing back for exchange goods with 'defects'—often purely imaginary or, at the most, blemishes that would require a microscope capable of magnifying a thousand diameters to discover them! The hem, she says, is crooked; or there's a thicker thread somewhere in the weave. You may look intently for the existence of the latter, yet fail to discover it. The girl holds the handkerchief up to the light and has hard work herself to find it. At this she is likely to act a trifle chagrined, but at last seems to detect it, and, with the triumphant air of a gonfaloniere and an I-told-you-so-but-you-wouldn't-believe-it flourish, hands over the linen. Even then you may not possess sufficient acumen to see anything the matter with the article where she indicates, but it is 'yours not to question why,' yours but to exchange or die. It is sagacious business policy on your part to exclaim:

"Oh, yes, there it is! How stupid in me not to see it at once." (This self-abasingly.) "Why, certainly we will exchange the goods. We wouldn't wish you to keep anything that wasn't perfect or in any other way didn't suit. Always bring back merchandise you don't want and if it

has not been damaged since it left our hands—and I know you wouldn't be one who would impose upon us in that manner—we will gladly exchange it for something else, or give you your money back, whichever you choose."

"I have clerked in stores for five or six years and have yet to see where suavity falls short of making a pleased patron. A clerk should never argue over a thing with a customer. If it is seen that the latter's views do not coincide with those of the former the controversy should be dropped. It is far better for a store to lose \$10 or \$15 than to have a regular customer permanently transfer the buying to another store.

"A while ago this case came under my observation:

"A patron had paid \$20 down on a \$45 cloak. After the party had thought more about the coat she decided that she did not want it. She selected it against her better judgment in the first place and mature deliberation, as I say, convinced her that her choice was not a wise one. She knew that the garment was far too fine for her station in life. She knew that she ought not pay more than \$25 at the very most, according to her husband's wages. He works in a machine shop at \$15 per week, and they are paying for their cozy home in the Building and Loan Association at about \$20 per month—I forget the exact figures.

"Well, this little woman went back to that clerk the very same day and exactly explained the situation.

"The clerk's face began to fall at the first words. The customer's heart sank simultaneously with the appearance of the black countenance; but she stuck to her colors until she said all that was in her mind.

"The clerk, having in view only a lowering of her sales, demurred most acrimoniously in words and her deportment was even harsher.

"In the end, as there was no other cloak that filled the bill at \$25, the little woman's money was refunded by the proprietor; but it was not until her heart was filled with bitterness towards the clerk, and so her department, and so the entire establishment.

"Now she deals with C. & D., and the store that knew her knows her no more. It has never seen the color of her coin from that day of the cloak episode to this one. The trade of herself and husband amounted there perhaps to \$150 a year. When the wife told him of the circumstance of the cloak he, too, went to C. & D.'s. With them went the profit on an annual expenditure of \$150 for clothing. When this worthy couple get out from under the load of the Building and Loan—when they have a free roof over their heads—they can be more generous to themselves in the way of dress; but it is not in the natural order of events that the disagreeable occurrence of that cloak will then have been forgotten.

"So this is my opinion:

"So long as a store elects to ex-

change goods or to refund money for same where it is desired, of what earthly use is it to do so with cross words and a grouchy old manner? Let the transaction be fraught with only pleasant remembrances for customers and they will be cemented to a store instead of, as too often befalls, being driven from it to another place where they get more decent treatment." Jennie Alcott.

Antiquity of Glass.

From the excavations made in the Far East it would seem that King Solomon's statement of "nothing new under the sun" is in a fair way to be proven. Each year adds to the list of known accomplishments of men of the early ages.

The Scrap Book tells us that glass is of very ancient origin, having probably been discovered by the ancient Egyptians about the year 6000 B. C.

But it is to the Chinese that we owe the discovery of the beautiful stained glass of early times.

The first glass-staining was done by this race about 2000 B. C., according to some authorities, and not until after the Christian era according to others. At any rate, however, the art was original with the Chinese.

The Egyptians made sham jewels of glass at least 5000 or 6000 years B. C. In some of the most ancient tombs, scarabs of glass have been found imitating rubies, emeralds, sapphires, and other precious stones, and the glass beads found broadcast in three parts of the globe were quite possibly passed off by Phœnician traders upon the confiding barbarian as jewels of great price.

Of the use of glass in windows there is not very ancient mention. The climate of Greece or Egypt, and the way of life there, gave little occasion for it. But at Herculaneum and Pompeii there have been found fair-sized slabs of window-glass, not of very perfect manufacture and probably at no time very translucent.

Remains also of what was presumably window-glass have been found among the ruins of Roman villas in England. In the basilicas of Christian Rome the arched window-openings were sometimes filled with slabs of marble, in which were piercings to receive glass (which may or may not have been colored), foreshadowing, so to speak, the plate tracery of early Gothic windows.

Stained and painted glass, existing as we find it in medieval windows, probably dates back to Charlemagne, 800 A. D., but it may be safely said not to occur earlier than the Holy Roman Empire.

At the date of the Norman Conquest stained-glass windows can no longer have been uncommon, but archeologists appear to be agreed that no complete window of the ninth or tenth century has been preserved, and that even of the eleventh there is nothing that can be quite certainly identified.

The great mass of early Gothic glass belongs to the thirteenth century, and when one speaks of early glass it is usually thirteenth century glass which is meant.

Traps For Suffering English Tradesmen.

Perhaps jewelers are more frequently deceived than any other tradesmen, the reason, no doubt, being that their goods are more valuable compared with their bulk than those found in other establishments. Some of these tricks are smart to an amazing degree.

One fine May morning a couple of years ago a lady, well but quietly dressed, drove up to a fashionable jeweler's in a neatly appointed brougham, and, entering, made careful selection of a necklace and rings worth in all about \$3,000. "I should like my husband to see these before I definitely decide upon them," she said. "May one of your assistants accompany me home for that purpose?"

The jeweler was agreeable; the assistant carrying the jewelry in a hand-bag went with the lady, and presently the carriage drew up at a handsome house on a fashionable street. It was the residence of a famous mental specialist, but of this the assistant was ignorant. The lady left the assistant in the waiting-room and went into the consulting room.

"Oh, doctor," she exclaimed, "a dreadful thing has happened. My son has gone suddenly mad and believes himself to be a jeweler. What shall I do?"

The doctor went into the consulting room to interview the supposed lunatic, and naturally some time elapsed before he realized that the jeweler was sane, and that they both had been the dupes of a clever thief. In the meantime the fashionably-dressed lady had departed with her booty, and was never caught.

More recently two jewelry firms have been heavy losers at the hands of a couple of clever confederates. The trick was as simple as ingenious. One man entered the shop and asked for a cheap diamond ring and a couple of inexpensive brooches. He made his selection and paid for them, on the understanding that if he found any of the articles unsuitable he would be permitted to return them the following day, and have the price refunded. He also asked that the price tickets might not be removed.

Shortly after number one had left, number two appeared, and requested to be shown a diamond ring worth about \$500. When the assistant had placed the tray of expensive rings upon the counter, the thief, who had the \$50 ring previously purchased by his confederate palmed in his left hand, soon succeeded in substituting it for one of the expensive rings. The fact that the original ticket was on it, and that none of the rings was missing, prevented any suspicion.

The trick was worked again and again with such success that over \$20,000 worth of jewelry was secured.

These are only a few of the schemes that are practiced upon the unsuspecting tradesmen in all parts of London, known as the world's wickedest.

The poorest hypocrite in this world is the man who thinks to be a saint by spying on the sins of others.

Spring and Summer Millinery Styles--1908



Large leghorn flat; brim caught on left side with strap of satin ribbon, trimmed with satin ribbon in long loops over brim and short loops standing; large spray of flowers on left side.



Made on wire frame slightly rolling on left side, of fancy braid in black, with fold of white piped with green on upper brim, trimmed with fancy feather in black and white, held in place with large jet buckle.



Leghorn flat; brim rolling on left side, trimmed with ribbon and wreath of roses and foliage.



Small Mushroom shape made of pyroxaline braid put on in fancy shape; trimmed with two ends and one loop of stitched silk on left side front.

MEN OF MARK.

Frank Welton, Cashier National City Bank.

Whatever his motive—altruistic, philanthropic, commercial or indefinitely utilitarian—the man who can assemble subject to his direction, adapt to his purposes the foibles, desires, ambitions, tendencies and general inclinations of his fellows, has control of an absolute monarchy—a despotism, if he will—of his own. He can handle humanity. The successes that have been worth while—those, for instance, that have been exploited in this department of the Michigan Tradesman—have had their substructure in knowledge of the weakness and strength, the fears, ambitions and intents, of those with whom they have been concerned, the degree of the integrity of the foundation reflected in the character of the success attained. He who has shrewdly interpreted Pope's avowal that the proper study of mankind is man is inevitably master within his own sphere.

It is true that accomplishment has commonly been ascribed to forces of determination, industry, farsightedness, adaptability—or a combination of any of those influences usually considered dominant in attainment—but a prerequisite of them all, whether the subject of it be or be not conscious of it, is a study of their object. Else those influences would not be exercised. With a definite purpose in view, no voluntary action with relation to an individual is undertaken without a preliminary study of that individual; the elements of determination, industry, foresight, adaptation are employed as subservient to that study. In one's reflections the impress of the effort is inevitably of primary consideration; its means follows as secondary.

This preface appropriately introduces one who has, all his business life—doubtless antedating it—been a student of humanity. Primarily, it may be hazarded, the study was unconscious, the result perhaps of inherent tendencies, its purpose perhaps altruistic or even but in obedience to a motive of curiosity. Whatever the influence, his knowledge of human nature has, confessedly, been the controlling factor in the attainment of success in an uninterrupted industrious career.

Frank Welton was born at Plymouth, Indiana, November 13, 1864, his antecedents being English on both sides. His father was a soldier and was in Plymouth on the occasion of his birth, but was lost at sea on the Steamer Melville en route from New York to Hilton Head on his way back to his regiment. His mother died when he was quite young and when about 3 years old he went to live with his maternal grandmother on a farm six miles north of Dowagiac. At the age of 13 he went West, remaining one season with an uncle. He then sought employment with a farmer near Topeka, Kansas. A year later his grandfather died and he returned to the home of his grandmother, where he remained until he was 16 years of age, when he went to Benton Har-

bor to attend school. He completed the scientific course in the high school, when he went to work in the bank of Benton Harbor as collector. He received no pay the first three months, but satisfied his landlady by giving her notes for board, which he subsequently liquidated. At the end of the probationary period in the bank he was given a salary of \$30 a month and he remained with that institution six years, during which time he was promoted to the position of book-keeper. He then went to Chicago, where he formed an alliance with a real estate firm, with whom he remained two years. He then returned to Benton Harbor to take the position of Teller and Assistant Cashier of the Bank of Benton Harbor. He remained with that bank until it was closed in 1897 and assisted the receiver for some

for many years and was Superintendent of the Congregational Sunday school at Traverse City for two years. He has acted as Superintendent of the Park Congregational church, Grand Rapids, for three years. He is also a member of the Woodmen and the Maccabees and is a disciple of Isaac Walton.

Mr. Welton was destined to wage a hard fight from his tender years, to face adversities that would stagger any but the courageous and the morally and mentally fit and to earn, unaided except by the inheritance and development of a robust personality, the rich rewards that have become his. The loss of both parents in his early life threw him upon his own resources, and not only was he self-dependent for his own needs, but Fate had thrust upon him additional responsibilities which called for and



Frank Welton

months in winding up its affairs. He was then offered the position of Assistant Cashier of the First National Bank of Traverse City, which he accepted. A year later he was made Cashier. He remained in this position five years, when he received an offer to take the position of Cashier of the National City Bank of Grand Rapids, which he accepted. May 1 of this year will mark the beginning of his sixth year in this position.

Mr. Welton was married October 25, 1888, to Miss Carrie Weiner, of Benton Harbor. They have two children, Harold, aged 16, and Ruth, aged 10. They reside at 104 Paris avenue.

Mr. Welton has been a member of the Congregational church for twenty-three years. He had a large class of young people in the Congregational Sunday school at Benton Harbor

met the same plucky response with which habitually he has confronted graver problems in later life. His has been that too common and pathetic history—a life well advanced into maturity without a boyhood.

Able-bodied men, red-blooded men of healthy minds, hold as perhaps the ultimate possibility in the "undesirable citizen" the hypocrite who parades commendable personal qualifications as an element in his business transactions. But they applaud the man whose worthy traits are sincerely and unostentatiously an element in his relations commercial with his fellows. In the finer moral qualities of some business men, qualities distinct from common honesty and commercial integrity, altruism and sympathy are prominent. For despite the usually cold-blooded significance of the assertion that

"business is business" altruism and real sympathy figure more or less in every-day commercial activities. The ultimate outcome of many a business proposition is dependent upon—is determined by—the moral and mental personality of the "other fellow" and the consequent consideration in which he is held by the second party interested.

In the warfare called finance sympathy as between borrower and lender is regarded as unusual. Yet often it is a determining factor as largely as is the "moral hazard" involved. He who can invest himself with the mental processes of another has a marked advantage in the intelligent disposition of the question at issue. This is a story of one who through force of extraordinarily sympathetic mentality—partly inherent, partly cultivated—assumes habitually as the petitioner the mental status of the petitioner; one with whom this pose is as much a habit as is his courteous recognition of his fellows; one who has made a notable success in finance and an enviable one in even more commendable ways, as evinced in the repeated emphasized expression of the unrestricted confidence and esteem of his fellows. His status among them is indicated by the high position which he has attained and the high standing of the institution with which he is identified.

Making an Effort.

It is infinitely better to make a mistake than to never act on one's own judgment.

People who are always referring to others, always asking advice, never amount to much. What makes a man a success is standing for something in himself, something definite.

A man may be very good, and yet not stand for anything—not enough to carry any weight in his community. It is just as important to the building of the strong character to be self-reliant as it is to be honest, because honesty without independence or stamina is a sort of negative quality.

No matter whether a man may be at the head of a large business or a small one, whether he is working for himself or some one else, he should be himself, do his own thinking, and follow his own judgment.

Self-reliance not only helps us to respect ourselves, but it also makes others respect us.

We instinctively admire a man who stands for something, even although we may not agree with his doctrines; we like the fellow who has backbone and is not afraid to call a spade a spade at the proper time.

Effect of Wine on Ship.

"I think it's a shame that wine should be used at launchings. We temperance women are going to try to stop it."

"After all, instead of kicking about it, why not use the custom to point a moral?"

"How do you mean?"

"Why, simply by drawing attention to the fact that after her first taste of wine the ship immediately takes to water and sticks to it ever after."



Special Combination Offer
on
Egg-O-See and E-C Corn Flakes Toasted

To Retail Grocers

From March 16th to March 31st, 1908
Only Fourteen (14) Days

Positively No Extension on This Deal

From March 16th to March 31st, inclusive, we will allow
THE RETAIL GROCER with

10 cases of EGG-O-SEE or E-C CORN FLAKES TOASTED—1 case FREE
5½ cases of EGG-O-SEE or E-C CORN FLAKES TOASTED—½ case FREE

On all such purchases we will allow FREIGHT, when shipped from Jobbers' stock, or prepay FREIGHT on drop shipments from factory.

Purchases made under this OFFER will net the RETAIL GROCER 10% extra profit. This is your opportunity to buy right.

**EGG-O-SEE COMPANY'S PRODUCTS ARE GUARANTEED
UNDER THE NATIONAL PURE FOOD LAW, SERIAL No. 5968**

REMEMBER—This enables you to make Combination Orders of EGG-O-SEE and E-C CORN FLAKES TOASTED, to suit your requirements, and get the benefit of the SPECIAL PRICE on each.

OUR GREAT ADVERTISING CAMPAIGN FOR 1908 has just started and comprises the use of the most prominent magazines of the country; the leading newspapers of practically the entire United States; street car cards in all the street cars of the country, together with the liberal use of bill boards, sampling and detail work.

We Will Move the Goods

This is the season during which Flaked Cereals have their largest sale—consequently we are making you this SPECIAL OFFER at a time most profitable to you.

SEND ORDER TO US OR TO YOUR JOBBER.

EGG-O-SEE CEREAL COMPANY
CHICAGO





Observations of a Gotham Egg Man.

A number of letters have been received by egg receivers in this market from shippers in the West and South complaining of the erratic course of prices here and charging that this has been the result of manipulation. Attention is called to the fact that prices have generally been put down early in the week when the largest lots have usually arrived, only to be put up again later in the week when the advance has been detrimental to shippers by affecting the paying prices in the country.

Now while I realize fully that the course of the egg market here during the past three weeks or more has been unfortunate, and that it has, to an observer at a distance, seemed to indicate a great lack of judgment on the part of those whose sale and purchase of goods has led to the widely fluctuating prices, a close watch of the conditions prevailing convinces me that they have come about naturally and that there are no just grounds for any charges of willful manipulation, which is a much more difficult matter in the egg market than some suppose.

During the period of transition from winter to spring conditions in the egg market it is an extremely difficult matter to forecast the course of events from day to day or from week to week. During the winter there is a stock of storage eggs which holders aim to unload before the advent of ample supplies of fresh, and it is very difficult to judge just when these fresh supplies will become ample; and even when all indications point to the near approach of abundance of fresh stock expectations may be knocked into a cocked hat by bad weather conditions. Then it is difficult to gauge the demand, for while local merchants can size up the local requirements with some assurance they can not know at what moment out-of-town calls may carry away so much stock as to throw calculations out of gear. And it should be remembered that during this period of very uncertain conditions the level of values is liable to a fall from a high winter level to a low spring level whenever the current receipts reach a point sufficient to give reasonable assurance of a permanent ample or excessive supply.

It is easy to look back over the changes in price and see just how they occurred, and to point out where the error in judgment led to changes that afterward had to be offset by counter changes—but it is altogether a different matter to look forward and predict the conditions to come.

I will venture to say that shippers, as a general rule, have been as much at sea as to the varying conditions of supply and demand as have the receivers here; and their actions at the producing end have had much to do in shaping the policy of egg receivers in this market, both when prices

have been forced higher and lower than could be maintained.

Last year we went from receipts of about 55,000 cases in the week ending March 2 to nearly 148,000 in the following week—jumping immediately from light winter receipts to excessive spring supplies; and in the heavy slump in prices that then occurred many shippers and many local buyers of stock in the country were caught with heavy losses. It seems quite probable that the memory of that experience caused shippers this season, as we approached the early spring period, to force country prices down to a low and safe point before they were, as a whole, getting eggs enough to justify the low rates. And fearing a repetition of last year's slump here they preferred to sell on track rather than ship on commission. During the past three weeks offers of stock for current shipment at relatively low prices—lower than any point touched by our market up to the end of last week—gave the impression here that heavy supplies must be imminent; and these offers were, I think, the most potent factor in influencing an erroneous judgment as to supplies on the part of receivers and dealers in this market.

When the market fell here to 21½¢ on Tuesday, February 25, we had received in two days about 17,000 cases of eggs and there were on hand of the previous accumulations about 10,000 cases. At that time shippers were offering goods for current shipment at 19½¢@20½¢ delivered and our total city needs were not over about 11,000 cases a day for the working days. Everyone was looking for a steady increase in receipts and the decline seemed perfectly natural. The only difference of opinion here was whether the market should have been 22 or 21½¢, but there were more sellers than buyers at 22¢ on 'Change, so the lower figure prevailed. The fact that receipts later fell far below expectations, that out-of-town markets ran dry and came here for stock, and that we ran into a shortage that forced the market back to 23¢ could not have been foretold. Even if there were some who anticipated it they did not back their opinions by the purchases that would have been necessary to give their views weight when the decline came.

And we had the same thing over again last week, only more of it. We started off with increasing receipts and very bearish reports from the country. Shippers at the opening of last week were offering eggs here at a range of 18½¢@20½¢ delivered and some were ordering sales of their goods to arrive later in the week at any price down to 20¢. There was a good demand, but it was considered that larger supplies might come any day and no one wanted any eggs on hand to carry over. When the market fell to 21½¢ there was the same difference of opinion as to 21½¢ or 22¢, but no thought of any higher figure and with every indication from the country pointing to lower prices the quotation was made 21½¢. But again the trade were deceived—by just about one day's supply. Stock

Morris Kent Co.

Kalamazoo, Mich.

Wholesale Grain and Produce

Potatoes and Beans a Specialty

We Can Supply You in Car Lots or Less

We Are Millers of

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

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

We do printing

for Produce Dealers

Tradesman Company



Ground
Feeds

None Better

WYKES & CO.
GRAND RAPIDS

We Are Buying

Apples, Peaches, Pears, Plums, Grapes, Onions, Potatoes, Cabbage. CAR LOTS OR LESS.

We Are Selling

Everything in the Fruit and Produce line. Straight car lots, mixed car lots or little lots by express or freight.

OUR MARKET LETTER FREE

We want to do business with you. You ought to do business with us. COME ON.

The Vinkemulder Company

Grand Rapids, Mich.

Strangers Only Need to Be Told That

L. O. SNEDECOR & SON (Egg Receivers), New York

is a nice house to ship to. They candle for the retail trade so are in a position to judge accurately the value of your small shipments of fresh collections.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry Beans and Potatoes. Correct and prompt returns.

REFERENCES

Marine National Bank, Commercial Agents, Express Companies Trade Papers and Hundreds of Shippers

Established 1873

If you want a real sweet, fancy Redland Navel Orange, order the **Rose Brand** It is the leading fancy brand packed. Next in line is the **Clover Brand** We are sole distributors for Western Michigan. Always have plenty to sell.

Yuille-Miller Co., Grand Rapids, Mich.

Citizens Phone 5166

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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.

came forward very sparingly, far more so than anyone would have anticipated considering the prices at which shippers had been offering their goods and ordering future sales; dealers skimmed along with as few eggs as they could, but later in the week we were up against an actual dearth of eggs for the most urgent needs, and the abnormal skyrocket spurt to 27c was the natural consequence. Everyone knew it could last only a few hours, yet it was unavoidable. With public buyers of hundreds of cases on 'Change no other quotation was possible without just ground for criticism. Probably 5,000 more cases of eggs in the market would have prevented not only the pinch, but would have made unnecessary any recovery from the earlier price of 21½c. When the margin between dearth and sufficiency is so narrow, who can wonder that conditions can not be correctly gauged in a market where they are so uncertain as in the egg market?

It is a mistake to permit these fluctuations to weigh against the reputation of the New York market as a field for commission selling. And it is very evident that for the past three weeks at least shippers who have consigned to New York have realized a good deal more money than those who have sold on track—fluctuations and all.—N. Y. Produce Review.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 14—Many enquiries made of jobbers as to the market conditions in the coffee trade—the jobbing trade—elicited pretty much the same report of quietude. Buyers are apathetic and show no interest further than purchasing supplies for current requirements. Prices are not showing any tendency to advance and at the close Rio No. 7 is worth 6½@6¼c. In store and afloat there are 3,802,352 bags, against 3,994,944 bags at the same time last year. In mild grades there has been a fair run of small orders and the market closes practically unchanged. Good Cucuta, 9¾@10¾c; East Indias are unchanged.

Some little business has been done in the tea market, but there is room for improvement and the volume of business is, seemingly, making no headway. An advertising campaign is under way and matters may show some improvement later on; but it seems a mighty hard matter to increase to any great extent the per capita consumption of tea in the United States.

No new business has been done in refined sugar and, in fact, very little in withdrawals under previous contract. Higher quotations for refined will occasion no surprise, but, of course, this depends largely upon the season later on.

Rice is steady and without change. Southern mills are asking full rates and it is thought that importations will be quite large to meet the requirements of this country later on. Prime to choice domestic, 5¾@6½c.

No invoice trading has been done in spices and transactions have been

in small lots. Supplies are not very large, but there is enough to meet all requirements. Pepper, 7¾@8c; Zanzibar cloves, 10¾@11c; nutmegs, 75-80s are worth 14½@15c.

Quite a good many orders for molasses have been received from out of town and, while not large in any individual case, the total is quite satisfactory. Prices are firm and without particular change. Good to prime centrifugal, 22@30c.

The demand for Maine corn under the new opening prices for futures—90c for fancy and 82½c for standard f. o. b. factory—has not as yet grown to the proportions of a boom, nor even a boomlet, but packers are not at all worried because Maine corn never goes begging purchasers. Other future stock is rather dull. Spot goods are moving slowly and other years make this one dull by comparison. Still brokers are hopeful and seem to think that with the advancing season there will be a better prospect. California goods seem destined to be in great demand and many millions will flow into the Golden State for its canned products this year.

Top grades of butter are selling well and, in fact, the whole range is quite well held. Special creamery, 29c; extras, 28c; firsts, 26½@27½c; Western imitation creamery extras, 26c; firsts, 23@24c; Western factory firsts, 21½@22c; seconds, 20½@21c; held stock, 20½@22c.

Cheese is firm, as supplies are becoming more and more reduced. Full cream specials, 16¼c; small sizes, 15¾c.

The tendency of prices in the egg market is toward a lower level and, with liberal supplies here and large stock in transit, it would seem that even the extra demand for Easter would not suffice to keep up the price. The highest price even for near-by stock is 23@24c and for best Western, 18c, and 17@17½c for seconds.

Old England's Roast Beef.

Although we have long known that Great Britain largely depends on the United States for its supply of beef, the formal protest of the London civic authorities against the price of Chicago dressed beef must have a curious effect on minds nourished on English literary traditions. The roast beef of Old England has become only a sort of sentimental memory. The high-priced butcher shops of Jermyn street are still splendidly decorated at Christmastide with huge, fat beeves, beribboned and rosetted, beeves of British origin and growth destined to set forth the ample boards of the well-to-do. But the ordinary Briton gets as little of that kind of beef as the ordinary American gets of canvas-back duck.

The beef of modern England is killed and dressed on this side of the Atlantic and sent across the ocean in cold storage. Modern England wants a good deal of it, and wants it cheap, to sustain the British muscle and brawn which have not yet passed wholly into tradition.

Any man can talk religion, but only those who have it can teach it.

Get my prices on

Fresh Eggs and All Grades of Dairy Butter

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

F. E. STROUP, Grand Rapids, Mich. Successor to Stroup & Carmer

References: Grand Rapids National Bank, Commercial Agencies, any Grand Rapids Wholesale House.

Be Conservative

and ship to a conservative house—you are always sure of a square deal and a prompt check.

L. O. SNEDECOR & SON, Egg Receivers, 36 Harrison St., New York

OFFICERS—DIRECTORS RESIDE ANYWHERE

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

THE INCORPORATING COMPANY OF ARIZONA Box 277-L Phoenix, Arizona
References—Valley Bank and Home Savings Bank.

All Kinds of Cheese at Prices to Please

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C. D. CRITTENDEN CO.

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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.

T. H. Condra & Co., Grand Rapids, Mich.

Manufacturers of Renovated Butter.

BEANS We are in the market for all kinds. When any to offer either for prompt or future shipment, write us.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.
OTTAWA AND LOUIS STREETS

We sell all kinds field seeds

Medium, Mammoth, Alsike, Clover Timothy, Red Top, Orchard Grass

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

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Potato Bags

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

Try Headquarters

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

References: Commercial Savings Bank, Michigan Tradesman.

Bradford-Burns Co. 7 N. Ionia Street
Grand Rapids, Michigan



Stockings Worn by Chicago Women.

Chicago, March 17—When the frisky zephyrs from old Lake Michigan lift the skirts of Mrs. Chicago and her numerous daughters to the level of their shoe tops, and sometimes a little bit higher (naughty zephyrs), they reveal an assortment of ankles that require an annual appropriation of \$5,000,000 for hosiery. In other words, the women of this city put that much each year into their stockings.

Chicago girls, knowing as they do that in all the world there are no ankles like theirs, or zephyrs like Michigan's, are particular about their hosiery.

Investigation along State street reveals that the average Chicago woman, while willing to purchase occasionally a shop worn petticoat or a hat that has been marked down once or twice or three times, is never satisfied with anything but first class hosiery. No woman, the salesgirls say, wants to run the risk of appearing on the street with her heels out and for that reason they demand the best in stockings.

Fancy Prices for Stockings.

The average price paid for stockings is approximately 50 cents, and this includes those worn by the great army of working girls who have but little money to spend for clothing. From that figure the prices run up to \$500 and even \$1,000 a pair. A prominent State street jeweler once sold a pair of stockings for \$1,000. What, stockings at a jeweler's! Edna May, the actress, according to a local manager who knows her well, a few years ago ordered a pair of stockings of the finest silk, embroidered with small diamonds, from a local jeweler, and when they were finished the pretty and prosperous actress had to dig into her old ones for no less than ten of the \$100 bills that were nestling there.

Lisle thread stockings, which are worn almost exclusively by Chicago women all the year round, can be had for various amounts from 50 cents up to \$5. The silk variety, with which no woman who could afford them would think of doing without, come at a slightly higher scale and run all the way up to \$50 and even \$100 a pair. Dealers say that the average price paid by Chicago women for their stockings, all kinds taken together for the whole year, is in the neighborhood of \$1. A pair of stockings will retain their color and heels about six weeks, making the annual expenditure for stockings, therefore, about \$5,000,000.

Openwork Stockings Expensive.

Openwork stockings, which are in great demand among women, are the most expensive, both as to first cost and because of their short lives. Their texture is so delicate that one or two trips to the laundry is about all they can stand without showing

the effects of such journeys. When one of the threads is torn it isn't long until a hole appears and this means another pilgrimage to the hosiery counter. Openwork stockings, necessarily of delicate weave, are susceptible to the constant rubbing of the oxford shoe heels.

The stocking market is sometimes affected by seemingly unimportant incidents. Once last summer the newspapers printed an account of a remarkably pretty girl who was walking across State street at Madison when her slipper caught in a street car track and was jerked off. To her horror the hundreds of pedestrians and bystanders, who always are ready to take advantage of an accident such as hers by laughing, had their mirth increased by the sight of an exceedingly pretty foot that was clad in a stocking which, below the ankle line, had seen better days. It was holy, holy, holy, and it is little wonder that the pretty girl, who bore every mark of refinement, was panic stricken and unconsoled. Following the publication of the story in the newspapers, with all the details enlarged, there was a rush to the stocking counters in all the stores.

Chicago Women Abhor Half Hose.

Some time ago there was a movement on the part of certain women with mannish proclivities to substitute the half hose of men for the traditional full lengths. This was strongly opposed by Chicago women. "That idea might be all right in the East, but it never will be adopted here," said Mrs. E. S. Denny, manager of the hosiery department in one of the largest State street stores. "Chicago women have to take the wind into consideration when buying their stockings and you can imagine what a fix a woman would find herself in if she started around the Masonic temple corner some day in a pair of half hose. Half hose are all right for men and they might suffice for women in communities where there is no lake breeze. They will never prove acceptable here, though, until the lake evaporates or Chicago loses its reputation as a windy city."

The Man Who Is On the Square.

I care not a shuck for a man's nationality, his politics, or his religion, they are all the same to me; but the man who is "on the square" is the man I want to take by the hand, and go through life with as my friend. Nor can we stop with the individual or the corporation. Empires and nations are to-day as never before on the basis of the square deal.

Our nation is influenced by the laws and actions of another nation, which have their effect on every citizen. A square dealing nation makes a square dealing citizen; a square dealing jobber tends to make a square dealing retailer, and in turn the influence of the square dealing retailer produces an effect upon the life of every patron with whom he comes in contact. We can not too keenly realize the effect and importance of a square deal.

Joseph W. Bragdon.

How To Collect a Debt.

Thousands of dollars are lost every day through negligence or carelessness of creditors.

If there is a fixed day for payment, be on hand promptly to receive it.

If not paid, follow it up closely.

If party can not pay, get another date of payment. Pleasant words and a genial bearing invariably are more effective than threats of legal measures.

If the debtor lives near call and express your urgent needs of money, etc.

If you can not get it all, take part. If possible "know your man."

With some it is absolutely necessary to be sharp and positive, while the man who honestly intends to

pay can be handled better by pleasant words, although frank and businesslike.

If a debtor is at a distance write a courteous letter, enclosing bill or statement, requesting prompt settlement.

If necessary a second or third letter should be written.

Loan no money, even to your best friend, without taking his note.

Things divine are not defended by dodging.

Grand Rapids Notions & Crockery Co.

Importers and Jobbers of

DRY GOODS NOTIONS

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

Our Spring Lines

are now

Ready

for

Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

WHITE GOODS

We show a very large and complete line of India Linons—Persian Lawns—Organdies—French Muslin—Long Cloths—Chiffonettes—Dimities—Nainsooks—Dotted Swisses—Mercerized Fancies in checks and stripes, in fact everything belonging to an up-to-date White Goods Department.

Inspect our line before buying.

P. Steketee & Sons, Grand Rapids, Mich.

PATRIOTISM OF PEACE.

Why We Should Try To Patronize Home Industry.

There are two kinds of citizenship—two kinds of patriotisms. We present some word pictures showing the difference, and ask which of the two is the more worth while, and which means the more?

* * *

The bands are playing. Soldiers are coming up the street. Every one rushes to get the best point of observation. We stand on the street corners and cheer and wave our hats and some of us feel the thrill of emotion when we think of our boys in khaki going off to fight savages in the Philippines, and the quick tears come to our eyes.

* * *

The flag goes by and men uncover their heads and the multitude on the grand stand arise, and the cheers become louder and more prolonged. The flag stands for everything to us, for country, for independence, for freedom to worship God, and we revere it and bow down before it in almost a spirit of worship.

* * *

The President plans a great naval cruise. The preparations are made. We watch the fleet steam out of the Chesapeake, and we can not help being thrilled by the awfulness, and the grandeur, and the might of the great battleships and cruisers which sail away for the Pacific. Each day we hear of where the fleet is, its stop at Rio, its trip through the dangerous Straits of Magellen, its rounding of the Horn, its entrance on to the Pacific, and its enthusiastic reception at Chili. All is watched with eagerness by the waiting multitudes.

* * *

When the Maine was blown up the whole country was aroused, and our young men rushed to enlist in the war which was inevitably coming. We thrilled as we watched the various companies departing from our home-towns, and the girls going on to act as nurses in the detention camps. And we had a feeling of fullness of heart at the thought of a chance to give up our life's blood for "our country." We were glad when the war was over, but we wanted a chance to show ourselves, and our friends, and the world that we were willing to give our all to avenge the insult of the blowing up of the Maine.

* * *

We call all this patriotism. The deeper our feelings, the more we were thrilled, the more we wanted to give our lives for our country, the more we considered ourselves and others considered us good citizens and worthy patriots. And we were good citizens—we were patriots. It was all grand and fine and we meant it. We would have given our life's blood gladly and willingly for our country, and we would do it now if a like menace threatened. We are not depreciating the patriotism of war. It is grand. It is noble. It springs from the best in us. And without it we would be sorry creatures. "The man without a country"—what a pitiful object he is: "Who never to him-

self hath said, this is my own, my native land;" "Whose heart within has never burned," etc.

* * *

May our hearts burn the more; may our patriotism in case of war be stronger, deeper, better.

* * *

Yet it is the patriotism of peace which is, after all, the most worth while, the most useful to ourselves and others. There is not, perhaps, so much red fire; there are not so much music, and gold lace, nor so much to appeal to the emotions or sentiment or imagination. There are no soldiers to cheer in this patriotism of peace, nor grand fleets of battleships to follow. But there are other things to do whose results are more far reaching.

* * *

But the mission of the patriotism of peace should be the mission of us all, and it is none the less grand and noble because less dramatic.

* * *

Go with us to a dry goods store, and stand beside the dress goods counter for an hour, and listen to what the clerk says: "Yes, this is a beautiful woolen material, absolutely all wool, one of our newest importations, made in Germany; you know they make the best broadcloths in Germany, the American manufacturers do not know the secret of such a finish; you can always tell American made broadcloths, they are not so good or fine." The lady buys. Where's the patriotism in that? Yet, were you to accuse the salesman and the lady of being traitors to their country they would be horrified. In a little city in New Jersey are made the finest possible woolen materials, broadcloths, and other handsome and perfect dress materials, really better than those made abroad.

* * *

Step along to the silk counter, and hear what is said there: "Silks; yes, we have everything in silks imaginable. We buy direct from Paris—our own importations. The French have the secret of making and finishing silks to perfection; our American people can not approximate the French. Really, when buying silks, one must buy French silks to get the best."

* * *

And perhaps the very silks that are being lauded were made in another city in New Jersey, where the most beautiful silks are made, some being actually sent to France.

* * *

And we can repeat that experience at the linen counters, at the cotton goods counters, at the gingham counters, in the millinery department, in the grocery department—everywhere it is the same cry: we are offered French, or German, or English, or Scotch, or Irish goods, and told that they are so much better or finer than our own American makes.

* * *

The patriotism of peace should suggest that we try to patronize home industry, to use the goods made in our own city, in our own county, our own state, our own section, our own country. We are not dependent up-

on Europe for fine goods, and in buying the manufactured products of American mills the money is kept within our own country, and we are all the better for it.

A Practical Rotation.

"I suppose you follow a system of rotation in your agricultural operations," casually observed the high-browed graduate of the modern agricultural college.

"Follow what kind of a system?" enquired honest, hard-handed Uncle Ezra.

"A scheme of rotation. That is, take that large field there; you put that to one purpose one year, another purpose the next, and still different the third year, and so on."

"Oh, yes, I see your meanin'. Well, sir, last year we used the proceeds of that field to give Elizabeth her musical education; this year the proceeds went to pay boot in a horse trade that I had the honor of engineering, and next year I intend that field shall give me a trip down to the city and build a new concrete smoke-house. After that I'm countin' on lettin' the youngest boy, Henry Absalom, farm the field on shares to kinder get his hands into the work."

The pursuit of truth is the secret of eternal youth.

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

ORDERS EXECUTED FOR LISTED
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411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

**THE NATIONAL
CITY BANK
GRAND RAPIDS**

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

Send us Your Surplus or Trust Funds
And Hold Our Interest Bearing Certificates
Until You Need to Use Them

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

**Successful Progressive
Strong**



No. 1 Canal St.

**Capital and Surplus
\$1,200,000.00**

**Assets
\$7,000,000.00**

**Commercial and Savings
Departments**



Some New Features in Spring Hats.

Spring is here is quite proper to say, viewed from the standpoint of the hat trade, because all the spring styles of hats are on sale, and many have been for several weeks. All conversation in the hat world is directed to them, the salesmen are looking forward to the expected re-orders, and if the calendar and weather conditions did not tell a different story everyone would be forced to believe in the general talk, newspaper advertisements and window and show-case displays that the time of flowers and showers is really at hand. However, the time is now short to wait until the winter styles are entirely laid aside and the rush for spring styles begins. The retailers are the only ones who now have to do the waiting.

No striking effects in stiff hats have been offered up to the present writing. The styles of the spring derby are certainly conservative. The crown's all appear to be medium full, with no marked tendency toward a taper effect. The hats are all of medium size, meaning that the crowns are of fair height, and the semi-flat set given to the brims seems to increase the height of the crowns. The dimensions are five, five and a quarter, five and a half and five and three-quarters, by one and five-eighths, one and three-quarters, one and seven-eighths and two inches. The best selling dimensions are five and a half by one and three-quarters.

The question of stiff colored hats is receiving considerable attention. Much has been written on this subject, all of which has in a measure paved the way for the retailer. It is now up to the retailer to continue to increase the sale of colored derbies. The manufacturers say that this style of headwear will sell well this season; that they have already made and shipped many dozen to all parts of the country, and that they expect to receive many re-orders before the season is finished. Some of the retailers are already showing brown derbies, which are to be had in many shades of brown, although the favor will doubtless be for the medium shades. The green stiff hat and the pearl shade will be worn by some men who wish to be very individual in their attire. A few of these will easily be disposed of by retailers in the larger towns, and these few can be used early for window display purposes.

As the days grow longer and warmer and more time is spent out of doors in recreative pursuits, there is always an increasing demand for soft hats. For the coming season soft hats give promise of being very popular. No striking shapes have been evolved from the immense number that have gone before. The styles that have been prepared for the young men continue to be of medium crown variety. Some are raw edged and many are bound edged of the

shade of the band. The hats have a very mellow finish, which adds much to their appearance, and permits of being shaped in various ways without injury. Most young men wear their soft hats dented or telescoped, and the brim will be pulled down in front or a little to the side to acquire the careless air so much affected by the younger generation.

The soft hat for the older and conservative trade has a medium height crown and a flanged brim of medium width. The best selling dimensions are four and five-eighths by two and three-eighths, and four and three-quarters by two and three-eighths. Also in the raw-edge soft hat, a good seller will have dimensions of five and an eighth by two and five-eighths. Both the bound-edge soft hat and the raw-edge soft hat will be popular, with preference for the former. In the matter of colors there will be a wide range. Some predict great popularity for the gray and the shades of pearl. The spring styles also show a number of shades of brown and nutria. These colors will be as popular for the young men's soft hats as for their elders.

The straw hat situation remains unchanged, although business continues to be good. The bulk of the selling has been accomplished and shipments of goods are now being made daily by the manufacturers, who claim that 1908 will be a good year in the history of the straw hat trade. Splits and sennit braid yacht-shape hats have sold well, the sennit braids having done better than was expected by some manufacturers. The dimensions vary from two and five-eighths to a three-inch crown, and the brims from one and seven-eighths to two and three-eighths. In the soft brims the milan and jap mackinaws will be very popular, with a preference for the latter from present indications.

There is a most decided feeling in the trade that a novelty in a straw hat will be issued later in the season. Most straw hat manufacturers agree that such a thing is likely to occur, although none will venture an open assertion as to what the novelty will be. Retailers may therefore expect to learn before many weeks that a braid hat has been placed on the market which will be expected to supersede, in a measure, the popularity of the braid hats that have found favor for several seasons past. Speculation is rife as to the nature of the novelty, and many opinions have been ventured in the trade among those who know little about the matter. Some have said one thing and some another. One has ventured to predict that a medium rough braid will be the article to catch the public fancy, and another thinks it will be a colored straw hat. The rough braid is a deal more plausible than the colored straw hat.

For negligee wear there is no straw hat that equals the Panama. A number of firms have made a specialty during the past few years of dealing in the imported article to the exclusion of all other kinds of straw hats. In shapes the tendency of the Panama hat is similar to the popular shapes in the soft felt hat. There

will continue to be a good sale of these hats in all sections, particularly in the South, where they are very popular. Retailers in the other sections of the country should always have a good assortment of Panamas if they wish their straw hat department to be up-to-date.

The coming summer will truly be a fancy-band season. They will be worn on soft felt and straw hats and are now being shown in great variety. Bands can be purchased ready-made and adjusted by the wearer without any difficulty. Many people who favor these hat decorations purchase a supply of a half dozen or more and change them daily. The retailer can not afford to overlook the opportunity of being able to supply his trade with these popular articles. The variety being shown gives the purchaser a wide range of choice; a band of solid color with a center stripe of contrasting color; a polka-dot in raised effect on a solid color ground, are among the most popular sellers of the new designs. Combinations of two contrasting colors seem to be among the most favored, and solid colors to match the colors in suitings and neckwear will be a feature of hat bands for the coming season.—Clothier and Furnisher.

Doubtful Compliment.

It is the aim of Mrs. Hall to compliment her friends on every possible occasion, yet strange to say, she does not always please them.

"Did you like my gown at the reception the other evening?" asked an acquaintance, and Mrs. Hall was ready with her beaming smile.

"My dear," she said, with a cordial pressure of the hand, "it was a dream! You looked lovely! I said to my husband, 'Is that—no, it can't be'—and then I saw it was. But, do you know, I scarcely recognized you!"

Sound doctrine does not cure a diseased heart.

Wise is he who knows not to be impatient.

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WAVE OF REFORM.

Liquor Interests Submerged by Public Sentiment.

Written for the Tradesman.

People are taking notice of a "wave of prohibition" in our country. The comments on the subject might lead one to infer that this is some new strange or unexpected movement which has developed suddenly and is causing the people to apply themselves to ways and means to overcome the evils of intemperance.

This wave of prohibition is not like an epidemic of disease which suddenly sweeps over the country without apparent cause. While some may so regard it, there are others who are not surprised at a popular movement along this line. They have been looking for a general awakening to the evils of the liquor traffic and a joining together of various forces in an intelligent, systematic effort against this enemy of everything good and noble in human life.

It is a surprise, however, to people in general that prohibition is being adopted in certain states and sections where it was supposed that drinking habits were more strongly fixed upon the people than in other states where the average intelligence was greater with the standards of life much higher. If such be the case, then it is not strange that prohibition laws should be enacted in those states. Where drinking of intoxicants has fullest sway the authorities soonest recognize the enormities of the evil and are compelled to adopt stringent measures to hold it in check.

Again, it may be true that the liquor forces have had all they could do to hold their ground in sections where temperance agitation has been strongest, and where it might be expected prohibition would soonest be adopted, and therefore failed to guard their interests as securely in such States as Kentucky and Georgia.

Wherever the leading political parties are of nearly equal strength, the liquor men hold the balance of power and are able to defeat the party that declares for prohibition. Hence, those states where there is practically but one political party have no fear that the liquor men, combined with the minority, can jeopardize the election of the dominant party's candidates. It is not difficult, therefore, to unite the temperance people against this evil.

The liquor force are united and organized. They are backed by enormous capital and a business which pays exorbitant profits. It has no party affiliations; it will support only those candidates who will foster and defend the liquor business, or at least do it the least harm. It aims to secure the election in each of the leading political parties of as many men as possible who are favorable to the liquor traffic. It accomplishes its ends by bribery, intimidation and every means conceivable. Temperance people are divided as to methods of coping with the drink evil; they are separated by political bias; they fear to endanger other interests by making the temperance issue predominant; they must depend entirely upon

gratuitous contributions to carry on the work of education, of enforcing the laws and of securing needed legislation. The principal reason why the saloon is not outlawed in such states as Michigan is because the temperance people are not united. And the saloon power is using every effort to keep them divided.

There have been waves of temperance agitation in the past as well as steady, persistent effort. The work of the Good Templars, the Red Ribbon movement, the Woman's Crusade, the organization of the Woman's Christian Temperance Union and of the Prohibition party may be noted. Now and again a book has exerted a great influence and proved a great help to the temperance cause. These waves may have subsided, may have apparently passed away, but each one left an effect which abides to a greater or less extent.

The Woman's Christian Temperance Union has been one of the greatest forces for temperance in existence, carrying on an unceasing warfare against intemperance. Its work extends in every possible direction. It undertakes not only to educate the people, to warn and instruct the youth, but also to secure the enforcement of existing laws and the enactment of other much needed legislation in respect to the drink evil. There are other societies and organizations which are constantly working against intemperance.

Of late years there has been a marked increase in the number of firms, corporations and employers who have adopted stringent rules and regulations in regard to drinking of employees. In consequence there seems to have become current the opinion that the only really practical work of any importance for temperance is being done by business men and solely for the benefit of business interests.

It seems a little hard to say to all the earnest men and women who have so long taught and urged and warned against the evils of the drink habit and the saloon, and have prayed and entreated for better laws for the protection of the weak and innocent, that they have accomplished nothing. The hardheaded business men with their superior knowledge have gone at the matter in a businesslike way and are doing something.

Workers for reform will regard the present uprising as the fruit of seed sown with prayers and tears during many long and weary years of strife and toil.

Those who seek only the good of the people will not argue or dispute about this matter. These faithful workers ask not for recognition from the public. It is enough for them to know that at last in some way, by some means, the people have been aroused and are falling into line to battle against the liquor evil. Perhaps not until these leaders have passed away and the succeeding generation writes the history of this warfare will they receive due credit for their endeavors.

It looks as though prohibition is to become popular. What a pity that all temperance and Christian people

could not have become united in this grand work before this stage! No doubt many who have heretofore been opposed to prohibition for some reason or another will swing into line and become prominent in the work, while others whose conscience and intelligence have for years dictated the position they ought to take will sheepishly clamber down from the fence on to the popular side.

It would be interesting to discover where these business men who now control much of the important transactions of to-day received their training. Who can tell if the teaching of temperance in our schools, the work done in the Bands of Hope, the Sunday schools and the various religious, social and fraternal organizations has not had much to do in raising up men who are not only temperance men themselves but have decided convictions that business can not thrive in connection with drinking habits?

Let due credit be given to the mothers, who, being denied the privilege to vote for the protection of home and loved ones from this monster evil, have reared up sons who dare to vote and will dare to enforce laws against crime.

Yes, it is a wave of reform. Let us hope that other waves will follow in such succession that the enemy will not be able to withstand the onset, but will be completely submerged by a righteous and abiding popular sentiment.

Whatever may be said of the business men of to-day in reference to

this matter, would it not have been more to the credit of business men in the past had they listened to the appeals to help save their fallen brethren, to protect the weak and innocent, to safeguard the pathway of youth, by wise and practical laws against the liquor traffic, instead of waiting until their financial interests were in dire peril before they would lift the hand or raise the voice against intemperance? E. E. Whitney.

Help Needed.

Brother Jones was noted for his long and laborious prayers, and although the good people of the church respected him, they were not at all pleased to hear him pray in meeting. The new minister was not aware of Brother Jones' unpopularity as a "prey-er," so he had no idea why a ripple of amusement passed over the congregation when, after a hymn had been sung, he said, "Brother Jones will lead us in prayer," and in a fervent tone added—"and may God help us!"

An Interruption To the Cow.

"What's the matter?" asked a passenger on a little North Carolina railroad, more remarkable for discretion than for speed, as the train came to a standstill in the midst of green fields.

"Cow on the track," replied a trainman laconically.

"What's the matter now?" asked the passenger, an hour later, as the train stopped once more.

"Caught up with the cow again," growled the brakeman.

"It's All in the Shreds"



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Plain Talk About Wives and Wages.

Two college professors, who are eminent authorities upon the subject of social economy, have just made the startling announcement that, in their opinion, when a woman marries a poor man, she has a perfect right to continue to follow any gainful occupation in which she was previously employed, if she so desires and her husband does not object.

This is a bold and courageous statement for a mere man to make, for there is no other subject upon which men are so willfully blind, and about which they show such bitter prejudice and unreason as the discussion of woman's right to labor. Heretofore almost every claim that has been made, that woman had a right to work if she needed the money, and if God had given her strength of brain or hand to do something that the world was willing to pay for, has come from women themselves, and it is cheering and heartening to find that the advanced thinkers among men are beginning to see that it is ability and necessity and desire that should be the qualifications for holding down a job, and not sex or whether one is married or single.

So far as woman is concerned, the door of opportunity has always been held grudgingly open to her, and if to-day she is to be found in almost every field of labor, it is because she has crowded in where she was neither invited nor wanted. Men have made room for her, and given her a place under necessity, as long as she was single; but there has been an unspoken demand that she should get out of the way as soon as she was married, no matter how much she needed to hold on to her salary.

The most forcible expression of this sentiment is to be found in the ruling of the school boards which forces a woman, no matter how inspired she is as a teacher, no matter how many years she has spent preparing herself for the profession, no matter how much she needs the money, to resign her position as a teacher the minute she marries. This unjust discrimination is made solely against women, as matrimony does not disqualify a man for the instruction of youth. It is explained on the ground that a married woman should not engage in a gainful occupation, but should leave the place to some unmarried woman who has no husband to assist in her support. This would be a valid argument if our public schools were run as eleemosynary establishments, instead of educational institutions. If teachers were selected for their needs instead of their ability, a doctor's certificate of total disability ought to be a higher recommendation for a place than a diploma from Vassar. But even taking it on this ground of philanthropy, there is no reason to bar

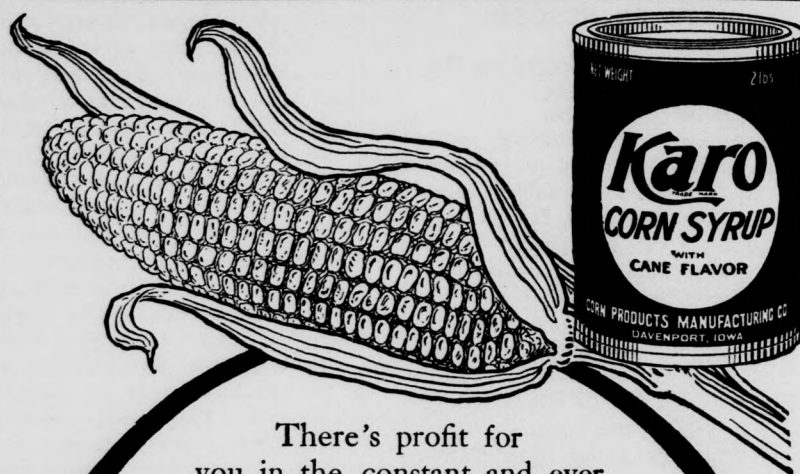
out the married woman, because the woman with a husband has frequently twice as much need for a salary as the girl who has nobody but herself to support.

There is, of course, nothing more beautiful and poetic than the theory that when a man marries a woman he takes her to a home where she is sheltered from all the storms and stress of life, and where there is not even a crumpled rose leaf under her forty mattresses of ease. We like to think of the stalwart husband interposing his strength between her and the world. We like to picture his strong shoulders bearing all the burdens and his good right arm hewing out the path to fortune. We like to imagine the wife sitting safe and protected by her own hearthstone, and when we hear of a woman going out in the world to fight the battle of life on her own account we throw up our hands in horror, and say, "Why in Heaven's name couldn't she be satisfied to stay at home!"

I believe that there are very few men who would not gladly, if they could, surround their wives with every luxury and comfort. The average man desires to be the god of the machine in his family—the beneficent providence that bestows food, and shelter, and raiment, and makes soft the path for his wife, and if he could he would conjure up for her a palace of delight equal to the one that Claude Melnotte pictured to the Lady of Lyons.

Unfortunately, however, in these days of fierce competition in every line, the theory that every man who marries is going to be able to support his wife in comfort, not to say luxury, doesn't work. There are thousands and tens of thousands of worthy and industrious men who with their utmost endeavor are never able to drive the wolf more than a few feet from their doors, and so the rosy dream that every man is able, single-handed, to fight the battle of existence for his family, and that every married woman will be sheltered and cared for and have no need to earn money, passes into the realm of things that ought to be, but are not.

Statistics show that there is a lamentable decrease of marriages among the middle classes. The very rich who can afford to indulge themselves in luxuries, and the very poor who can afford to disregard consequences, still marry with their wonted freedom, but there has been a large falling off in the per cent. of marriages between the men and women who form the ranks of the workers in every community. This is to be explained by the difficulty of two people living on one person's rations. A man hesitates to ask a girl who is drawing a salary that affords her cakes and ale to give it up to come and live on bread and water with him. The girl, on her part, thinks a long time before she throws up a seventy-five dollar job for a fifty dollar man, and so they both stifle any tenderness they may feel for each other, and go their lonely ways, when, if they had only united their hands and hearts and earning capacities, they might have



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Start from PUTNAM FACTORY, Grand Rapids, Mich.

been happy and prosperous all their days.

In the very highest sense in which it is possible to conceive of it, marriage is a partnership, and if the poor man marries a woman who brings to it an ability to make money, so much the better for him and for her, for in the end the firm of Benedict & Co. prospers or fails for both. The first two or three years of almost every marriage settles the financial status of a family. If in that time they have gotten a little start up the ladder, the chances are that they will climb to the top, but if, on the other hand, they have gotten into debt or even if they have not saved a penny, it is safe guessing that they will always be among the poor, hard run people with the bill collector forever hammering on their door. Now, it does not take any financial prophet to see that the poor man, the clerk, the book-keeper, or what not, on a small salary, who marries a working girl who adds her earnings to the family exchequer for a few years has an opportunity to save the money to go into some business for himself, and thus assure his future, that he could never have otherwise. One of the biggest fortunes that this country has ever known—that of Vanderbilt—was founded on the money that a woman had saved running a little country tavern, and thousands of other frugal and industrious wives have furnished the nest egg out of which thousands of other fortunes have been hatched.

It is claimed that the reason that men object to their wives earning money is a chivalrous desire to protect them, but this is nonsense. As long as a man will take the work of a woman's hand in the house, as long as he will let her cook, and sew, and wash, and mend for him, it is not the desire to save her but the desire to save his own pride that prevents him from being willing for her to work at some professional calling that will mean less exertion and give more pay. Moreover, a man has his nerve with him when he prevents a woman from turning her talents to account unless he is able to give her an allowance equal to the amount she could earn.

The objection is made that, did married women generally, or even frequently, engage in gainful occupations, lazy husbands would quit work entirely, and stingy ones refuse to contribute anything to the family support. Looking at the subject from a strictly feminine standpoint, even this argument does not hold, because any woman who is so unlucky as to be married to a man who is so trifling he is not willing to do his share of the work, or so niggardly he begrudges her every cent, has a double need of some way of supporting herself. In spite of the prevailing masculine belief to the contrary, women are not superhumanly industrious, and nobody need be alarmed about any woman working who doesn't need to.

The conclusive proof, however, that, if women continued to follow whatever occupation they were engaged in before marriage, they would not

upset social and economic conditions is found in France. There, among the bourgeois, husband and wife are invariably business partners; working side by side in the store, or the restaurant, or madame carries on her little independent industry, and nowhere will you find happier families, healthier children, cleaner homes, better cooking, or such general prosperity.

We need in this country to take a broader view of the wage-earning wife, and if I could give a piece of advice to any young woman who is a stenographer or a book-keeper or a clerk and who is about to marry a poor man, I would say: "Freeze on to your job, my dear girl; save your money to help your husband get a start. To help the man you love rise in the world is the greatest privilege that any woman can ever know. There will come a time when he wants to get an interest in the store, or start a shop of his own, when a few dollars will do more for him than barrels of love and devotion, and if you can supply this at the crisis of his fortune you will enter into the great American romance which deals with the adventures of the poor couples who have gotten rich together, and it is the most beautiful and lasting love story on earth." Dorothy Dix.

Women Are Good Grocery Clerks.

Godfrey Wolf, Vice-President of the St. Louis Grocers' Association, whose store is at Cardinal and Franklin avenues, has learned a few things about clerks that may be of value to other grocers. Mr. Wolf is a firm believer in women clerks:

"I am surprised that more grocers do not employ young women in their stores. I have tried it with excellent results. I find that a girl clerk can handle the cash and look after the books better than a man will and she is also extremely useful in waiting on trade, if she is interested in the business.

"When waiting on trade a woman clerk is at her best. She is invariably polite and attentive, and I find that women customers like to have a woman wait on them. The woman clerk naturally has a knowledge of cooking and she talks over ways of cooking foods in such a manner as to interest the customer and in that way she frequently makes sales that a man clerk would miss.

"A woman clerk has no bad habits. She is apt to be honest. She does not smoke cigarettes nor drink when the boss is out. She also saves a good deal for the merchant from the fact that she does not smoke, because, not liking cigars or cigarettes, she does not help herself to the stock.

"A woman about a grocery store raises the tone. She prevents by her presence roughness, ill manners and dirt. The average woman has a horror of dirty floors or counters or scales or bins, and her complaint about such things will lead to their being cleaned. A woman about a store is in fact a bit of sunshine that brightens up the whole place. And she gets as good a knowledge of qualities, of the goods, of prices and

of selling as any man can, for she is more apt to want to hold her place than a man clerk.

"Of course, it can not be expected that a woman in a grocery store will do heavy work, although she can help greatly in putting up orders. She can not stand as long hours as a man, but it is my opinion that the grocers have too long hours as it is. From 7 to 7 o'clock is as long as a woman can be expected to stand watch, and I try to do all my business during those hours. In my store I have intrusted the buying of candy and notions to my girl clerk and she handles this department as well as I could myself.

"Grocers will find women clerks a success. I recommend them from personal experience with their capabilities."

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Parkins—Price of what?

Jenkins—A marriage certificate.

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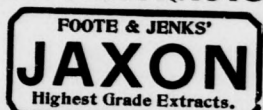
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THE OLD SCHOOLMASTER.

He Changed the Character of the Saco School.

Written for the Tradesman.

"What do you think of this talk about reinstating the rod in the public schools, Tom?" asked the grocer as the old schoolmaster blew in to his usual seat by the stove. "I've been reading about it and I am half inclined to think it may be all right."

"Do you really think that, Larry?" and Mr. Tanner lifted quizzical eyes toward the grocer, who had finished the footing of a mass of figures and leaned now idly across his desk.

"Well, for one thing, I know they had better schools in the old days than we have now," declared the grocer. "I pay a good bit of school tax and don't get the worth of my money. These cheap-John teachers we hire nowadays are not worth powder to blow 'em to Guinea."

"That may be in a measure true," admitted Mr. Tanner. "I'm not saying it isn't; but there's a reason, Larry."

"Why, yes, I suppose so. Teachers are sent out to teach in our schools when they don't know the first principles of housekeeping—simply a tittering, shallow-pated lot of mincing misses, who imagine they are real cute and are a blamed sight more anxious to make an impression on some gosling of the male persuasion than to do good work in the school room."

"Oh, say now, Larry, you are driving that a little strong. What has housekeeping to do with school teaching, anyhow?"

"It should be at least a part of every girl's education," retorted Mr. Woods. "I know hardly any girl nowadays who grows up in the country with a knowledge of how to bake bread or cook a dinner; in fact, can not boil water without scorching it. You know that well enough, Tom."

"Maybe I do, but that's not the true reason for our faulty schools, Larry, not by any means."

Thomas Tanner heaved a sigh as he crossed his legs and peered pensively into the wood fire.

"What do you say, Tom?"

"I say that the school officials are not competent."

"Well?"

"They are ever on the lookout for something cheap. Now, if you expect anything first-class, Larry, you have got to pay for it. That's an axiom that nobody can truthfully deny. When the school officials in both town and country offer up, then there'll be something doing, and our schools will take a long step in advance. What inducement is there in school teaching anyhow? Male teachers are becoming as scarce as hen's teeth; the whole trade, if I may call it that, is monopolized by women."

"Rattleheaded girls, you mean, Thomas."

"Have it your own way, old chap." The schoolmaster smiled. "What I wish to say is that there'll be no improvement in our schools, primary or others, until the standard of wages is raised."

"How about efficiency of teachers?"

"Nothing will raise that quicker

than ample reward for hard study and conscientious work. Men and women, or boys and girls if you please, will not put their best licks into the study of a profession which does not guarantee a competence in the end. The teacher's profession is the most exacting while it is the most poorly paid of any in the world. Put the salary up to where it should be, then demand thorough fitness from the applicants, and you'll see a mighty change in the whole school system."

"You may be right, but it seems to me we waste enough money on schools now. I'm afraid no amount of hard cash would help matters. As for the rod in school?"

"No, I would not return to that, Larry. No boy was ever made good by a thrashing."

"I can't subscribe to that, Tom. Let me tell you a story:"

"All right, old man," said the schoolmaster settled himself deeply in his chair, prepared to listen attentively. Mister Tanner had come to that age when one lives mostly in the past. Being of a reminiscent turn himself, he was sometimes willing to accord another the same privilege.

"My people came from Way Down East—from the goodly State of Maine. Although I am a Wolverine,

born and bred, yet I have a kindly feeling for those New England Yankees who planted the West with some of the sturdiest stock the country has ever produced.

"Down in the village of Saco, a good many years ago, there existed one of the toughest schools in all the State—I have a relative's warrant for my knowledge of this fact. Teachers in those days were not supposed to use moral suasion entirely for the culture of unruly boys. It is only fair to say that both methods were tried in the Saco school and both proved a failure.

"Burly man with a rod and scowl had no more effect in making the lads mind than had a sickly school girl, with her delicate ways and soothing voice. Each and every one was made to walk the plank before the completion of a single term. The school committee was in a quandary. In fact, one whole year was thrown away, that is, the village went school-less for that length of time in the hope that something would happen to make things go better in the future. There was much grumbling at this and school was again taken up only to have the old tactics repeated. Gentle Miss Swan was driven out by the big boys, who insisted on mak-

ing love to the teacher against her wishes.

"The dainty maid quit the school in tears and despair. Next came clownish, under-educated Jack Spooner. He had a reputation of being severe to the verge of cruelty. He was just the man to conquer the bad element. But even he did not last. The big boys threw him out neck and heels and the school was again without a teacher.

"At this opportune moment came Master Brown. Gaunt, grizzled and stern, Seneca Brown dropped into the presence of the school committee. He was not a prepossessing man to look at. Gray he was and straight as a white pine, despite his five and sixty years. He had been a sea captain, but in later years had followed the vocation of school teaching. He had heard of the Saco school and came to apply for the place.

"I reckon I can run your school," was all the old man said when he had listened to the wail of woe from the distracted committeemen. The firm compression of the thin lips seemed to tell much that was left unsaid.

"The upshot of it was Seneca Brown was hired and entered Saco school, to meet with early defeat, the townspeople believed. 'Beauty is but

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Bay State Milling Co.
Winona, Minnesota.



skin deep,' 'tis said. Then there's the saw about 'many a slip betwixt cup and lip.' None of these may apply, but old Master Brown disappointed his employers—he stuck. When spring came he was still at his post, and a milder, more meek and subdued class of boys never supped knowledge from books and experience than those late tough nuts of old Saco.

"You ask how it was done. By the rod? Well, not exactly, and yet that was used as a part of the discipline. The moment the old master stepped behind the teacher's desk there was a subdued feeling of awe in that school. Appearances are, however, often deceitful, and the bad ones weren't to be subdued by a glance or a growl.

"From the first moment he stepped into that school room Brown was not only master of the school but of himself. He never lost his temper. In fact, he was too fiercely sour to become any more so. He never smiled. Not the tiniest kid in the bunch ever extracted a kindly look from the old man. He was there to break the backs of the rebels and he meant to do that very thing.

"Big Cass Tripp growled dissent to an order. Master Brown was upon him like a hawk upon a chicken. He snatched the big fellow as though he had been a babe and, after raising him above his head and shaking him good and hard, tossed him with a slam into the corner. 'Lie there till ye can mind what I tell ye without back talk!' said the master. Although Big Cass suffered a broken rib he did not lie down and howl. He behaved after that, however. Little Stevie Perkins coughed very loud. Instantly he found the hand of Master Brown at his neck. The boy saw stars as he was whirled through space like the buzzing spokes in a wheel. Down into one corner the hand jammed him while a voice growled: 'Not another word from you.'

"Harsh and unreasonable, you say. Well, I grant you it does seem that way to our modern eyes. One day Miss Lucy Jones, one of the large girls, came into the fifth reader class when that was called. She had been in the fourth reader, but her mother thought it high time for Lucy to go higher, and purchased her a brand new Sanders' Fifth Reader. The keen little grey eyes of Master Brown noted the acquisition to the class. He pierced the girl with a look, then said: 'Lucy, who told you to come into this class?'

"Mother told me I might, sir,' faltered Lucy. 'So! Does your mother tell Mr. Pike how many spikes to put into his ship? Take your seat.' You may be sure the girl obeyed. She dared not whimper, either, she was that afraid of the old master. Little Eddy Barnes was carefully drawing on his mittens under cover of the desk. The last spelling class was reciting, and the small boy wanted to be ready when school closed to dodge out to liberty.

"The boy busied himself tugging at a refractory mitten, his chubby face reddening with the exertion. Of a sudden he became aware that a

pair of piercing eyes were upon him. Raising his head Eddy beheld the face of the master peering under the desk. The boy sank back, red and confused. 'You will stop after school,' was the dry comment of Master Brown. Although he did not whip the boy, yet the sharp rebuke the lad got cured him of being too previous with getting out of the school house. He never forgot that interview with Master Brown.

"Mr. Pike was a ship builder, and hence his allusion to that worthy when the master rebuked Lucy Jones.

"Once, during a class recitation, a great clatter of pebbles was heard in the hall. The master sprang out in time to capture the offender, a half-witted lad, who had let drive with a handful of gravel stones. Striding back to the school room, Master Brown swung his captive through the air by the scurf of the neck. The lad's bare feet hit the benches at every revolution, bringing howls of pain from the culprit.

"Master Brown taught one year—the summer and winter terms. During the winter months he frequently toted a disobedient scholar home with him for the night, where the boy was made to do the old man's chores and return to school with him in the morning.

"He was considered a luckless wight who got caught in this sort of dragnet. The master sometimes marched homeward with a boy clutched in each hand, swinging along unmindful of the groans and sobs of his victims.

"That year sufficed to change the Saco school from a belligerent crowd of rebellious toughs into a decent, law-abiding, self-respecting body of industrious pupils."

"All of which signifies," began the old schoolmaster.

"That it is sometimes necessary to use the rod in school," said Woods.

"Well, I'm not so sure of that. This Seneca Brown was a mean old curmudgeon all right enough."

"Granted, and yet he did a good job for Saco. There was never any trouble after his reign and none of Saco's citizens regretted his coming."

"Probably not. There's a lot to this school question, Larry, a lot that the wisest of us can not quite make out. Too much study can not be given it in my estimation."

"I agree with you there, Tom," confided the grocer. Old Timer.

His Medicine.

The following colloquy transpired a few days ago, when a district visitor, passing a drinking saloon, happened to recognize a lad who was emerging from the premises with a can in his hand.

"What have you there, Johnny?"

"Only a pint of beer, ma'am."

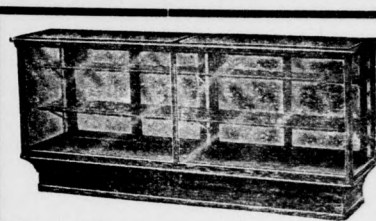
"Whom is that for, Johnny?"

"For father, ma'am."

"But he told me he never drank ale or beer?"

"He doesn't, ma'am. He only sops his bread in it."

Keep the wolf of worry from your door and the rest will take care of themselves.



The Case With a Conscience

although better made than most, and the equal of any, is not the highest priced.

We claim our prices are right. You can easily judge for yourself by comparison.

We are willing to wait for your business until you realize we can do the best by you.

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

Lightning Rods



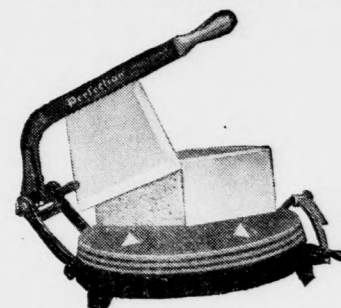
We manufacture for the trade—Section Rods and all sizes of Copper Wire Cables. Send for catalogue and price list.

E. A. Foy & Co.,

410 E. Eighth St. Cincinnati, O.

The Perfection Cheese Cutter

Cuts out your exact profit from every cheese. Adds to appearance of store and increases cheese trade.



Manufactured only by

The American Computing Co.

701-705 Indiana Ave. Indianapolis, Ind.



DON'T FAIL

To send for catalog showing our line of

PEANUT ROASTERS, CORN POPPERS, &c.

LIBERAL TERMS.

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

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.

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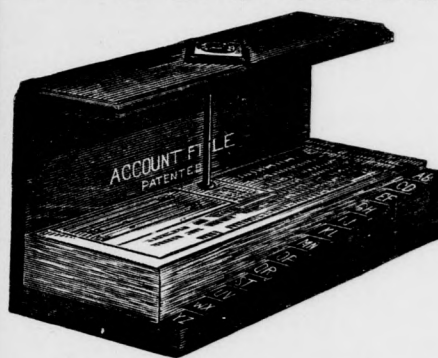
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Expert Auctioneer

Closing out and reducing stocks of merchandise a specialty. Address

152 Butterworth Ave. Grand Rapids, Mich.

Simple Account File



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

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

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



TRADESMAN COMPANY, Grand Rapids



Reciprocal Relations of Clerks and Show Windows.

The hardware man of to-day was the clerk or the stove polisher of yesterday. The reason he went into the hardware business was because he was made of sterner stuff. The dainty, fragile man went into the drug or dry goods line. No business is so well calculated to develop all sides of a man as the hardware business. There is no question but that the "toting" of kegs of nails develops a man physically. No business has more intricacies in it to develop the mental. If you will talk with the head people of the mercantile agencies they will tell you that the line of moral risk on the hardware trade of like capital is much safer than that of any other merchandising. The large hardware merchant must depend considerably on his assistants in the matter of carrying on the details of the store. It is a wise merchant who recognizes his lack, if he is deficient in his make-up in any quality necessary to make a success of his business, and he is a most wise man who if he is deficient will select an assistant having those especial qualities which he may lack. From my observations with the hardware trade, I must say that the average hardware man is a most well balanced individual. That being the case the selection of assistants should be made so as to relieve the merchant of the greatest amount of detail work.

The first detail that can be most easily shifted is that of caring for the books. The last responsibilities to be shifted should be those of selling, buying and advertising, for it is the proprietor who must outline the policy and give his individuality to his business. Like attracts like and you get only the kind of customers you work for.

There should always be held in reserve a large store of energy to meet the business problems that have constantly to be faced and to be the emergency man. With the proper system in vogue your absence from the store, whether on a vacation or by reason of sickness, will never be a catastrophe. Endeavor to look at your assistants through the eyes of your customers. No clerk should be retained whose unfortunate disposition or unhappy manner is calculated to drive trade away. Probably the first gauge that should be placed on the personality of the clerk is that of reliability, and by the gradual process of eliminating those who work and do not think and also those who think but do not work, you will gradually get a corps of assistants who think and work. Have confidence in your helpers. If you have not, how can you trade? In your attitude to your assistant remember he is human. He probably is occupying the "shoes" you did twenty years ago. The Golden Rule is applicable to him. Do not hesitate to tell him

when he does something right. With his heartfelt co-operation the solution of many of the business problems with which you are confronted can be easily solved.

Do not blame the people who spend big money in advertising their goods for wanting you to sell their goods at a small margin of profit. Some one has to "pay the fiddler." It is up to you to have goods of merit that will pay you a profit and have your assistants know how to present the good quality of what you have to sell. It is autocratic, if not audacious, for the advertiser to claim to own your customer because that customer chances to read his advertisement. That customer belongs to you and the other men who are your neighbors, and keep up the expenses of your locality by their taxes.

Your expense account can not be covered by selling only small percent. goods of competition or fictitious value. Quality must merit the price and reputation, no matter how it is bolstered up by advertising. Without it a name can not live. We have seen the passing of the Dunlap and Knox hats and the E. & W. collar. Many goods in the hardware line depending only on their name have gone or are fast going into the down and out club. Sheldon defines salesmanship as being able to dispose of goods at a profit. Put only such goods as bear profit into your stock. Your salesmen will do the rest.

With all of us the same hard work disguised under the name of play is much more attractive. You and your assistants should look at your business as a very interesting game, which is to be played with due adherence to the rules of square dealing and honesty, but is to be played with enthusiasm from start to finish. Even if you lose one of your men when he becomes most valuable to you it is well worth the while to get him in the habit of thinking. From his collar down a man is never worth over \$1.50 per day to you. What more he is worth depends upon what is above the collar. Supplement his own originality with the good things he can learn from trade journals. If your hours in the store are too long the ambitious clerk will be glad to study at home for his own improvement and your benefit. If you have only one or two helpers, opinions can be exchanged while they work. If you have more, arrange for a short conference one evening in each week. In this day and age team work only is successful.

A bulletin board on which is posted short descriptive matter of all new goods that come into the store and any other special news, as well as a clipping of your advertisement from the newspaper, is a quick and inexpensive means for getting information before your assistants. Instructing your clerks by these methods, also by having the salesmen of whom you buy goods inform them as to their special merits, will be effective in multiplying your own abilities in the person of each of your helpers. The clerk must know your goods in order to be able to do justice to you. Mail order catalogues are attractive because they speak

with authority and are thought to give correct information. The man behind the counter must be in a position to do the same. The factory system of not one idle moment should be instituted in every hardware store. There is not a hardware store in Illinois where hours of work can not be found and possibly many hours are idled during the dull season. I am a firm believer in the proposition that a man can do more work in sixty hours per week than in eighty and be in better physical and mental condition for the work. Lounging breaks discipline and kills any enthusiasm in sales. Keep in

The easiest selling Mower on the market. Send for circular.



The Clipper
The modern Mower demanded by the trade.

Clipper Lawn Mower Co.
DIXON, ILL.

Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

Established in 1873

Best Equipped
Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

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

Foster,
Stevens & Co.

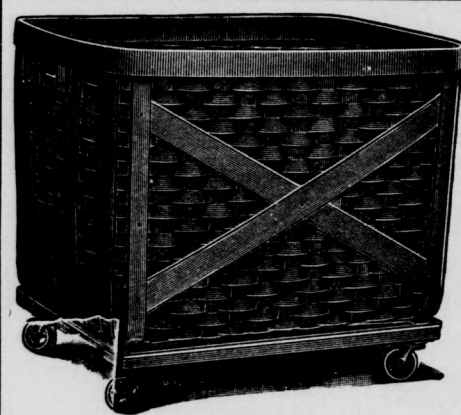
Wholesale
Hardware

Fire Arms
and Ammunition

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

Grand Rapids, Michigan

BALLOU BASKETS ARE BEST



X-strapped Truck Basket

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.

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.

mind that it is not a question of how large your sales are but what profit you make. You must have a goodly showing of profit bearing goods in your store and keep the sales end of your business from degenerating.

None but wooden men never make mistakes. Encourage the boys to attempt new things in the store and the window. Before looking inside of the window let us look at the outside. The front of the store is seen more than the inside. It is the character by which the dealer and the stock are judged. Many store fronts to-day are little less than "crazy patch-work" bill boards or the signs of people who want their goods advertised, yet do not want the expense of paying for the bill board. Many dealers have loaned the most valuable part of their store to advertise the goods that were on sale in a competitor's place, even while the sign advertising the goods remains on their store front. Frequently the very numerousness of the signs defeats this purpose. There is a limit to what the mind can take in. What if the eye does see, if the mind does not grasp? You pay the cost of the building and you should seek for yourself to get the benefit. It is you yourself, your own goods, your own name, your own personality that should be brought to the attention of the public. For your store two permanent signs are allowable, the one giving your name and the other your business. Do not bury them by signs advertising some one else, unless he pays you for the space. Moths and mankind are attracted by light. Make the front of your store a bright spot at night. You say there are less people in the streets at night. If so there are less things to take their attention. Are the stores of your neighbors dark? If so the more reason for your brilliancy. If you have a novelty as an attraction, so much the better. Remember you can not get people inside if they are not first outside. Figure your show window as worth one-half the value of your store and make it earn it. It is not a museum for displaying monstrosities. It should never be an aquarium unless you are advertising fishing tackle. It should never be a squirrel cage unless advertising sporting goods, a mineral display unless advertising picks and shovels. The success of a window is not in how much attention it attracts, but in how many goods it will sell. Make the window talk, but make it talk for you. In place of being dead and inactive it should be the liveliest place about the store. Have plenty of signs inviting people in to examine and to see your goods.

The window demonstration is the up-to-date, effective way to utilize the window and will pay in any town of over 300 population. Generalities in the window must be avoided, the same as they must be avoided in talking. No man ever entered your store to buy simply hardware; that is, any old kind of hardware. When a man comes in to buy, he wants something of a specific sort, a saw or a lock. So in talking your goods be specific; do not talk merely of your large line of cutlery, but talk of a

knife and show its special merits. This is true in window dressing, what is everybody's business is nobody's business.

There is one man about your store that is ambitious to do things who would take pride in his window work. It may be that he is only the stock boy; give him a trial on the window. The trade journals are to-day overflowing with suggestions and illustrations of good window trims. If he has the will he can make a success of your window. If he does not, find some one who can. When you find the right man, let it be considered his work to see that proper changes are made at proper times in the window. Follow the needs, not the whims, of your people.

Active, courteous clerks and convincing windows will be your main aids in winning in the game.

H. W. Beegle.

The Presidential Bee.

The Apis Potomacus Whitehouseicus, or common variety of presidential bee, is the most widely distributed of all hymenoptera. It is, however, so busy with its buzzing and stinging that it finds time to gather no honey. Its activity varies with great regularity through successive four-year cycles. Its sting is often virulent, and it attacks native human beings of the male sex, although occasionally it attacks the female, as in the famous case of Belva Lockwood. In most cases the patient is affected as by a mild stimulant, or as one who has been smoking opium. Such cases need cause no concern, for, while persistent, they may readily be treated by increasing the hours of labor and reducing the income. The toxic of this bee, however, acts most virulently upon orators, lawyers, Kentucky colonels, country newspaper editors and Senators. Its most marked effect upon these is to render abnormal the predominating proclivities of the patient and otherwise exaggerate his ego.

In extreme cases the patient is seized with an uncontrollable desire to shake hands, and, while attacked with excessive garrulity, is unable to express an opinion twice alike in the same place, or, for that matter, in different places. The only known remedy for this is solitary confinement, notwithstanding the fact that some authorities claim the climate of the Salt River district to be beneficial. Cases are on record where several trips to Salt River showed not the slightest diminution of the malady. Instances are also on record where men of great power, learning and ability have never uttered a coherent, explicable sentence after being stung by the presidential bee.—Lippincott.

The Eagle.

Two Irishmen stood peering at a new flag pole, in the public square, remarking the bright bronzed ball surmounted by a large bird at the top.

Suddenly, before their very eyes, this bird, which had been only resting there, took wing and flew over their heads.

The Irishmen stared. "Begobbs, Moike," then ejaculated one, "they f'rgot t' nail th' eagle down!"

Hardware Price Current

AMMUNITION.					
Caps.					
G. D., full count, per m.	40				
Hicks' Waterproof, per m.	50				
Musket, per m.	75				
Ely's Waterproof, per m.	60				
Cartridges.					
No. 22 short, per m.	2 50				
No. 22 long, per m.	3 00				
No. 32 short, per m.	5 00				
No. 32 long, per m.	5 50				
Primers.					
No. 2 U. M. C., boxes 250, per m.	1 60				
No. 2 Winchester, boxes 250, per m.	1 60				
Gun Wads.					
Black Edge, Nos. 11 & 12 U. M. C.	60				
Black Edge, Nos. 9 & 10, per m.	70				
Black Edge, No. 7, per m.	80				
Loaded Shells.					
New Rival—For Shotguns.					
No.	Powder	Shot	Size	Gauge	Per 100
120	4	1 1/2	10	10	\$2 90
129	4	1 1/2	9	10	2 90
128	4	1 1/2	8	10	2 90
126	4	1 1/2	6	10	2 90
135	4 1/2	1 1/2	5	10	2 95
154	4 1/2	1 1/2	4	10	3 00
200	3	1	10	12	2 50
208	3	1	8	12	2 50
236	3 1/2	1 1/2	6	12	2 65
265	3 1/2	1 1/2	5	12	2 70
264	3 1/2	1 1/2	4	12	2 70
Discount, one-third and five per cent.					
Paper Shells—Not Loaded.					
No. 10, pasteboard boxes 100, per 100	72				
No. 12, pasteboard boxes 100, per 100	64				
Gunpowder.					
Kegs, 25 lbs., per keg	4 75				
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 75				
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 50				
Shot.					
In sacks containing 25 lbs.					
Drop, all sizes smaller than B.	2 00				
AUGERS AND BITS					
Snell's	60				
Jennings' genuine	25				
Jennings' imitation	50				
AXES					
First Quality, S. B. Bronze	6 00				
First Quality, D. B. Bronze	9 00				
First Quality, S. B. S. Steel	7 00				
First Quality, D. B. S. 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.	7 1/2 c. 6 1/2 c. 5 1/2 c. 5 3-10 c.				
BB.	8 1/2 c. 7 1/2 c. 7 c. 6 1/2 c.				
BBB.	9 c. 8 c. 7 1/2 c. 7 c.				
CROWBARS					
Cast Steel, per pound	5				
CHISELS					
Socket Firmer	70				
Socket Framing	70				
Socket Corner	70				
Socket Slicks	70				
ELBOWS					
Com. 4 piece, 6 in., per doz.	net 65				
Corrugated, per doz.	1 00				
Adjustable	dis. 40 & 10				
EXPANSIVE BITS					
Clark's small, \$18; large, \$26.	40				
Ives' 1, \$18; 2, \$24; 3, \$30	25				
FILES—NEW LIST					
New American	70 & 10				
Nicholson's	70				
Heller's Horse Rasps	70				
GALVANIZED IRON					
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28	12 13 14 15 15 17				
List	12 13 14 15 15 17				
Discount, 70.					
GAUGES					
Stanley Rule and Level Co.'s	60 & 10				
GLASS					
Single Strength, by box	dis. 90				
Double Strength, by box	dis. 90				
By the light	dis. 90				
HAMMERS					
Maydole & Co.'s new list	dis. 33 1/2				
Yerkes & Plumb's	dis. 40 & 10				
Mason's Solid Cast Steel	30 c list 70				
HINGES					
Gate, Clark's 1, 2, 3	dis. 60 & 10				
Pots	50				
Kettles	50				
Spiders	50				
HOLLOW WARE					
Common	dis. 50				
HORSE NAILS					
Au Sable	dis. 40 & 10				
HOUSE FURNISHING GOODS					
Stamped Tinware, new list	70				
Japanese Tinware	50 & 10				

IRON		2 25 rate
Bar Iron	3 00 rate	
Light Band	3 00 rate	
KNOBS—NEW LIST		
Door, mineral, Jap. trimmings	75	
Door, Porcelain, Jap. trimmings	85	
LEVELS		
Stanley Rule and Level Co.'s	dis. 50	
METALS—ZINC		
600 pound casks	8 1/2	
Per pound	9	
MISCELLANEOUS		
Bird Cages	40	
Pumps, Cistern	75	
Screws, New list	87 1/2	
Castors, Bed and Plate	50 & 10 & 10	
Dampers, American	50	
MOLASSES GATES		
Stebbins' Pattern	60 & 10	
Enterprise, self-measuring	30	
PANS		
Fry, Acme	50	
Common, polished	70 & 10	
PATENT PLANISHED IRON		
"A" Wood's pat. plan'd, No. 24-27	10 80	
"B" Wood's pat. plan'd, No. 25-27	9 80	
Broken packages 1/2 c per lb. extra.		
PLANES		
Ohio Tool Co.'s fancy	40	
Sciota Bench	50	
Sandusky Tool Co.'s fancy	40	
Bench, first quality	45	
NAILS		
Advance over base, on both Steel & Wire		
Steel nails, base	3 00	
Wire nails, base	2 40	
20 to 60 advance	Base	
10 to 16 advance	5	
8 advance	10	
6 advance	20	
4 advance	30	
3 advance	45	
2 advance	70	
Fine 3 advance	50	
Casing 10 advance	15	
Casing 8 advance	25	
Casing 6 advance	35	
Finish 10 advance	25	
Finish 8 advance	35	
Finish 6 advance	45	
Barrell 1/2 advance	35	
RIVETS		
Iron and tinned	50	
Copper Rivets and Burs	50	
ROOFING PLATES		
14x20 IC, Charcoal, Dean	7 50	
14x20 IX, Charcoal, Dean	9 00	
20x28 IC, Charcoal, Dean	15 00	
14x20, IC, Charcoal, Allaway Grade	7 50	
14x20, IX, Charcoal, Allaway Grade	9 00	
20x28, IC, Charcoal, Allaway Grade	15 00	
20x28, IX, Charcoal, Allaway Grade	18 00	
ROPES		
Sisal, 1/2 inch and larger	09	
SAND PAPER		
List acct. 19, '86	dis. 50	
SASH WEIGHTS		
Solid Eyes, per ton	32 00	
SHEET IRON		
Nos. 10 to 14	3 60	
Nos. 15 to 17	3 70	
Nos. 18 to 21	3 90	
Nos. 22 to 24	3 00	
Nos. 25 to 26	4 00	
No. 27	4 10	
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.		
SHOVELS AND SPADES		
First Grade, per doz.	6 50	
Second Grade, per doz.	5 75	
SOLDER		
1/4 @ 1/2	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	
Onelda Community, Newhouse's	40 & 10	
Onelda 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 35	
Barbed Fence, Painted	2 55	
WIRE GOODS		
Bright	80-10	
Screw Eyes	80-10	
Hooks	80-10	
Gate Hooks and Eyes	80-10	
WRENCHES		
Baxter's Adjustable, Nickeled	80	
Coe's Genuine	40	
Coe's Patent Agricultural, Wrought	70-10	

What Constitutes a Good Buyer.

Many people believe that being a good buyer means being a sharp, tricky, unscrupulous bluffer and a patient dickerer. This kind of a buyer sometimes succeeds in getting an unusual bargain, but he is also the kind that "gets bit" most frequently. He is a very tedious person to every one who has dealings with him and he plays a short-winded game.

He will soon have gone the rounds with his tricks and when every one knows him he will stand no chance at all beside the buyer whose policy has won for him the reputation of being a plain, straightforward man to do business with.

The tricky buyer fools himself by thinking he is fooling others, and the setting of his little traps and trying to keep them covered up takes just so much of his attention and ability away from the main point of the subject. If these buyers only realized that those they are dealing with are often reading them like an open book they would drop all their faking and get down to business.

The salesman often knows and understands a buyer's methods of reasoning and habits in buying better than the buyer does himself. The salesman has all the buyers he meets sorted out and set down on his mental note book under different headings. He knows the man who always has to do just so much dickering anyway, no matter whether he thinks the offer is a bargain or whether he would not buy at any price; and the man who makes a feint of turning and walking away to see if he can't draw out a lower offer and then slowly edges back a step at a time when he sees his game has failed. He knows, too, the man who can be fooled into paying more than a thing is worth to him, providing he is made to think he is getting a special price that would not be offered to a buyer less shrewd than himself, and the man who asks for prices on goods in extra large amounts and then sends in a microscopic order to be filled at the same price; and the man who likes to think he is getting the best of you when he takes twice as large a percentage of discount as he knows you allow when he pays his bill, and threatens loss of his trade when you object. He has also made the acquaintance of the buyer whose trade is pretty good size and whose actions are proportionately three times as large; who thinks he is exempt from all the ordinary rules of business and the special ones of his dealer by which everyone else is bound; who takes all kinds of unprecedented privileges and thinks for the sake of holding his trade the dealer will stand any kind of treatment he feels like giving him; who expects the earth, but gives nothing in return, and finally throws over the dealer for some trifling thing after trying his patience and forbearance to the limit.

All these different types of buyers and many more are very familiar to the salesman and he learns to tell with fair accuracy after a few minutes' talk to which type a buyer belongs, and he sets his trap with the

bait that catches that type. If the buyer likes to feel that he has beaten you down in your price the salesman adds a few cents to his price so that the buyer may be humored in his vanity in thinking he knows how to get the best of the other fellow and bring prices down. But there is one kind of a buyer for whom the salesman has no bait, and that is the man who does not dicker, who never wastes his time and that of the other party by keeping up a sparring match, and who has no little tricks or games of any kind. For this kind of a buyer the salesman can set no trap, for the only thing he can calculate on is that if he makes a lower price than anyone else he will get his trade, which is valuable because he is a steady, satisfactory and profitable customer to the man who treats him the best and gives him the best prices.

His only weapon for defense is the removal of the trade which is feared more than the retaliating tricks of the crook.

The man who makes the best buyer, outside of having a knowledge of shoes and shoemaking, requires first the qualities of straightforwardness and directness in his methods of doing everything.

He should be open to conviction but not influenced by clever talk unless it is logical. He should make it easy for salesmen to see him during as large a portion of his time as possible, and thus get as many people bidding for his trade as he can.

He should make it a point to have it plainly understood by all who try to sell to him that he trades with whoever saves the firm a dollar by giving better goods at the same price or the same goods at a lower price.

He should go the rounds and get bids from every one, and should go straight at the point without any beating around the bush, saying, "I'm paying such a price. Can you beat it?" If he has not made it his policy to be straight and honest it will be a hindrance to him for no one will believe him when he quotes a price and he can not get lower bids so often nor so easily. The buyer who either will not tell his price or when he pretends to be telling it is generally lying, merely places himself in a harder position to get what he wants from the salesman, which is bottom prices. If he talks and transacts all his business in a square, "above-board" fashion, he will have a great advantage in getting the lowest quotations of prices, and will be saved a great deal of time by not having to go "all round Robin Hood's barn" to do so. He should never discourage competition by putting off the salesman who offered a lower price without an order until a chance is had to put the price to their regular dealer to see if he will meet it. This is not only unfair to the salesman but it is very bad policy for the firm that practices it, for the firm would still be paying the high price if it were not for the man who offered the first reduction, but as he receives no recompense he is not likely to do it a second time.

As may be seen, by this policy a

firm is just making the best possible move to make the prices it is paying remain fixed instead of being able to cut them down. Even if the firm's regular dealer were to go still lower in price when quoted the reduction already offered, the first man to cut the price should get the trade to repay him for bringing the other one down. Then later the regular dealer's still lower bid can be taken up without discouraging the competition of the second one.

A firm should always show its appreciation to every one who directly is the means of getting for it better prices and should take up with each bid in the order received.

The good buyer never shows an attitude of sufferance. He can gain information from the salesman's knowledge and experience, and should have a good memory for what he finds out. He soon learns the salesmen who visit him and knows which one generally has the most to give him, and while every man should have an opportunity each time, for he may have something new in materials or information this time even if he did not last, the buyer can learn to regulate the amount of time he spends with each according to what he finds is his value as a source of information.

The good buyer never exhibits any impoliteness towards salesmen, or treats them with a superior air merely because he has the advantageous position, for he realizes that they also have something he needs and which they have the power to give or withhold as they see fit, and it

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and draw trade after dark. This is the most powerful, simple and safest system of lighting ever placed on the market. These lamps pay for themselves in a short time. Nothing else like it anywhere. We are the sole manufacturers. Write for Catalog M. T.

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The Easiest Selling and Stays Sold.
**Awarded the Only Gold Medal at the
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The New Iowa is entirely different from any other makes of cream separators. It has all the good features of other makes and a great many entirely new and practical improvements not possessed by any of its competitors.

It has a low supply can, gear entirely enclosed, smallest bowl on earth with a large skimming capacity. It will skim thick or thin cream, hot or cold milk. Upon investigation you will be convinced of the phenomenal merits of the New Iowa which is built accurate and strong in the best equipped cream separator factory in the world.

Write for our new and large illustrated and descriptive catalog or ask to have our traveling representative call on you with a separator and demonstrate its unequalled merits.

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

frequently happens that the information a salesman has is of a great deal more value than the order which the buyer has to place with the salesman.

The foundation qualities of the good buyer are honesty and directness of purpose and of methods. With these he will have the complete confidence of the firm he represents and of all those he buys from, which will enable him to get to the point quicker and go farther, and he will have their friendship as well, which will prompt much friendly help in the way of important information, honest advice and square dealing, and he will wear well with everyone.

The Moral Effect of Good Window Display.

Once there was a boy whose distinguishing characteristic was the fact that he would never keep his hands clean. In despair his mother showed him a pretty ring which she promised him as a reward for carefully washing his hands three times a day for a month. At the end of one week of religious observance of his promise to do so the allurements of the old life claimed him for a victim and he fell from grace with a great crash to the extent that soap and water seemed put out of his life forever.

Whether or not this brilliant scheme of the mother was the demonstration of the faculty which philosophers (and women) are pleased to call woman's "sixth sense," it failed, as demonstrations of the sixth sense usually do. The father then came to the rescue with a little common sense and gave the boy the ring. Thereupon he became so proud of his hands that they have never been known to be dirty in company from that day until this.

It is a well-known fact that in manufacturing concerns clean surroundings tend to a higher standard of workmanship among the employees. If this is true of a factory which is usually hidden away from the public gaze, what must be the moral effect of clean surroundings in a retail business which has to depend upon the public for its welfare? If neatness in the store and display window is attractive, elegance must be decidedly alluring. That this latter is a fact is proven by the elegant stores of many twentieth century dealers who have taken advantage of the popular demand for cheerful surroundings to incorporate into their places of business a tone of elegance which would have been the wonder of tradesmen of thirty years ago, the majority of whom believed that a store should consist of a few counters and shelves and a stock of goods (there are many of them still in business).

The growing tendency of the times, especially in the cities, is one that demands modern methods. And in adopting these methods it is but natural that the window should receive the first share of attention, as it is a magnet, having power to convert the indifferent public into interested customers.

Starting with the display window, many a merchant has discovered that

the interior of the store has gradually taken on a more modern aspect, until in course of time the entire store has undergone a radical change from the result of a small beginning. For a good window display has a greater effect than the direct sales which it will be seen to accomplish from day to day. It influences clerks in the store, encouraging them in habits of neatness and in keeping the stock clean and in systematic order to correspond with the window. The public looks upon the store having tasty window displays as one in which a complete and well-arranged stock, polite and well-dressed clerks and other attractive features, will be found. But they do not look for these things behind unclean and disorderly windows.

The effect of these things on trade is so enormous as to defy reasonable estimate. The merchant who wishes to prove this will not have far to seek, as examples of such stores abound on every hand.—Bent Twigley in Hardware.

A Hardware Brain Storm.

"How many feet of gas will that stove burn an hour?" asked the man.

The clerk gave a sidewise scowl at the audacious enquirer, as if his dignity had been sadly ruffled.

"I don't know," he snapped.

Heavy silence. Further inspection by the man.

"How are those jewels fastened in?"

"Don't know. Nailed, perhaps. It's a good stove. Do you want it?"

More silence. Another inspection.

"Trimmings are plated brass," said the man. "Don't like that about it."

"That's all you know about brass. The trimmings are solid."

Whereupon the man got very red in the face and relieved himself of the following:

"Well, there's one kind of brass I do know and can tell a mile off, and that's the kind that's in your mug of a face and that falls out of your mouth every time you open it. You know so much about brass, you lunkhead with an aggravated, exaggerated and precocious case of abnormally developed ego, why couldn't you tell me how many feet of gas the stove would burn and how the jewels were fastened in? You didn't know it. You are so busy admiring yourself in the glass you haven't time to read up on your employer's goods. Any man like you who waits on customers as though he was doing them a great favor could clerk for me about two minutes. I'd kick you out of the back door and chuck your hat and back pay after you, if I owned this store. You couldn't sell me a toothpick, you frozen faced idiot with a capital I. Suppose you spell your name all in capitals, don't you, you're so great? But I'll bet it won't bring three figures on a check book. You're the kind of a fellow that buys a hat three sizes too large, and pads the rim so people will think you've got a great head. You make a mistake in the diagnosis, however. It isn't a great head, but a plain case of bighead. People are spelling that word differently nowadays, commencing

ing it with a p instead of b. Pighead—pig from the Latin 'pigsus,' meaning a dam, and head from the Russian 'headovitchsky,' meaning fool. You who are so all-fired self-important and too good to soil your hands and wait on customers miss a great deal in the world, and chiefly you have missed your calling. You ought to be foreman of dummies in a dry goods window and wear a mask over your face. In that you'd be a huge and overwhelming success. I humbly apologize for exposing you to the danger of contracting brain-fag by waiting on me in the first place, and in the second place for taking up so much of your worthless time in trying to tell you some things the truth of which I am very sure your ultra-sublimated consciousness has failed to grasp."

The clerk and the man turned and walked in opposite directions. Each wore a smile. When near the door the man asked the cashier:

"Who is that chuckle-headed pup I was talking at?"

The cashier, not daring to take her handkerchief from her mouth, wrote on a slip of paper and passed it to the man. It read:

"The proprietor."

The man vanished.

Moral—There are times when we would all like to say it, if we dared.—Bent Twigley in Hardware.

It is folly to talk of being guided by the light of your conscience when you take pains to keep it in the dark.

The fearful are always faithless.

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Stop wasting it on these expensively operated lights. An Improved Hanson Lighting System gives 100 per cent. better light at 50 per cent. less cost to operate. Let us send you descriptive catalog telling you all.



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

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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

DARING FRAUD.

How Scientific Con Man Secured \$50,000 Check.

David Campbell came into the dingy little laboratory of Ignatius Black, the world famed analytical chemist, and looked at the little old figure bent over a crucible.

"Well, Ignatius," said he, putting a hand on his mentor's shoulder, "I am in hopes you have given the thing up for good and all."

"Good morning, David," beamed the old man. "And you said, what?"

"That I hoped you had given up this game of playing the scientific con man; that you'd cut it for good."

"Given it up, David, given it up? You mean halted in my career of constructive crime?"

"Yes."

"H'm! H'm! David, I hardly see why you should hope anything of that nature. Surely you don't begrudge your old teacher an occasional period of recreation, do you? You don't blame me for stealing away from the laboratory for a few days at a time and enjoying myself in the most simple and original and pleasant manner that a man of my temperament and qualities could find? I do not believe you are selfish, David; no, I really don't."

"Oh, you know that it is nothing of that sort, Ignatius. You know that nothing would please me better than to see you take a good, long vacation right now. I've told you time and again that you've overworked and I've begged you to come with me for a week end in the country once in awhile. No, it isn't that, and you know it."

"Yes, I did know it, David, I did know it. I felt sure of your lack of selfishness, David, quite sure. But that seemed the only reasonable supposition, David, and when in loss of a more eligible hypothesis one must use the apparently impossible one that is presented. But what is it then, David?"

"Hang it, you know well enough. It's—the danger."

Ignatius Black swung his old swivel chair around so that now he quite faced his young friend and disciple. Then his customary smile spread by slow degrees until it reached the proportions of a grin. Then a slow, cackling sound was heard. Ignatius Black was laughing.

"Danger? Danger, I believe you said, David?"

"Of course."

Black cackled again.

"And will you rest assured, David, if I inform you that such an element as danger does not exist in my novel form of pastime?"

"You can't do it. It's dangerous, and you must know it."

"No, I must not, for it happens that I know quite the otherwise. David, I am sure that you will pardon my egotism when I say that my work is not the work of a—crook, shall we say? Yes, it is quite different. The crook, by which is to be understood all those who seek to get money through his confidence game, as it is vulgarly called, has but one aim in view: to get the money,

as he would express it himself. This indicates both his sordid, mercenary aim, and the utter inadequacy of his mind for the accomplishment of really fine work in this line. Admitting that he would not exist without his aim being the primary one of securing things of value for himself, it is not necessary that he should not see further than the mere securing of this money.

"I have two aims in this, my pastime. First, I aim to win, that is, to get the money. Second, I aim to perform the perfect crime, to leave absolutely no possible means by which my guilt—rather, my identity—may be discovered. I approach the problem of separating a bloated capitalist from a check representing so many thousands of dollars in the same way as we here approach the problem of separating the parts of a composition from one another. Then, having solved this half of the problem, I go to work on the second and more difficult part. I work out a formula for performing the crime without leaving a possibility of detection. You understand if I can not solve both halves of the problem I do not attempt to put it into practice. It becomes the unsolvable problem, and I pass it up and seek one in which both parts may be worked out to a satisfactory whole. Then, when the means for securing my constructive victim's constructive wealth and myself from the possibility of detection are obtained I go to work. Not until. So you see there is no danger, David; there absolutely can be none under my system."

Campbell regarded him carefully.

"Ignatius," he blurted, "are you sure that you're quite sane?"

"Ah!" Black nodded. "I expected that. I would have been disappointed had you failed to ask it. You see I have considered everything, even your attitude. Yes, David, I am thoroughly sane, emphatically sane. Only I—am original in my way of seeking recreation."

Campbell sighed. "Well, father," he said quite dolorously, "if I can't say anything to make you stop this business I'll quit talking."

"David, David, I assure you that you would not wish to stop me if you understood how much simple amusement I gain from this diversion."

"Maybe not."

"Positively not. You would, instead, aid and abet me."

"Never!"

"Oh, yes, you would, David; yes, you would. For instance, you are going to do it in this venture, which I begin to undertake to-day, in a few hours, in fact."

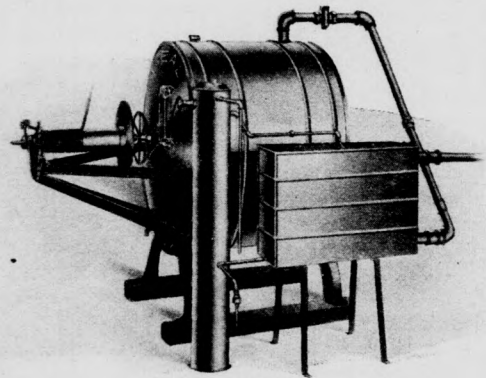
"Not for a minute."

"Yes, you are. For you have pledged yourself to me as a lifelong friend. This pledge will force you to accept the responsibility in this affair, which I am about to allot to you. David, if anything goes wrong in this thing you are to follow implicitly every instruction contained in the message which will be sent to you."

"But—"

"Promise, David, promise."

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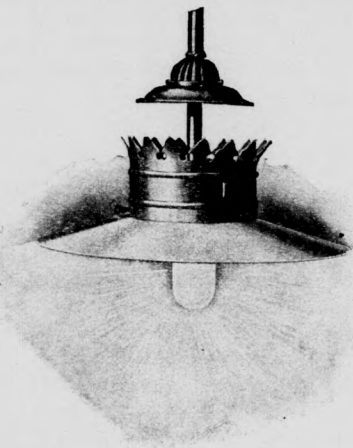
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For this reason, among others, the stock of

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.

"Of course I promise that."

"Thank you, David, thank you."

"But what is it?"

"Wait and see, David; wait and see."

The establishment of the Natural Elixir of Life Company was in a state of tumultuous apprehension. From the meanest bottle filler in the great busy works, where the elixir of life was made, bottled and shipped to the clamoring thousands of patient medicine consumers, to the great and powerful President of the concern, the much advertised and much profiting Mr. Daltman, the sense of impending catastrophe was felt. Being merely one of the hundreds who made the marvelous elixir, the bottle filler naturally was in no position to know anything about the interior arrangements of the firm or of its product. The firm might have been on the verge of a disastrous bankruptcy experience and the bottle filler know naught but that its position, financially and industrially, was impregnable. It might have been preparing to sell out, to increase its plant, to decrease it, to do anything that had its inception and fulfillment in the great office of the great concern, and he would be none the wiser.

But this was different, quite different. Even a bottle filler might be aware of the sense of apprehension that troubled the big place at this time. For the papers were full of it. The new pure food act had just gone into effect, and with its activity as a law apparently had sounded the doom of the Natural Elixir of Life Company, and the papers had printed the full story.

There was cocaine in the Natural Elixir of Life. This was a hidden secret to the thousands who had marveled at the instant effects obtained from even a slight use of the elixir. Had there been no cocaine in the preparation its effect would have been so slight as scarcely to be noticeable. It was the cocaine that did the work, the cocaine that made patients praise it for the remarkably soothing effects which followed the first dose, cocaine that had made the Natural Elixir of Life a by-word in the country, had built the great plant and office buildings of the country, had built the millions of Mr. Daltman, and had made Mrs. Daltman a leader of the exclusive social set of her city, and the name Daltman a thing to conjure with in the high places of the land. Without the cocaine there would have been no elixir, no great plant, no great wealth, no great Daltman. It was the basis of them all. And now the pure food act took the basis away without leaving a ray of hope.

This was why the bottle filler as well as the President of the company was cognizant of the impending catastrophe and why the plant and office of the company were stirred from the basement up. For there was no substitute for the forbidden drug to be found, and minus the "marvelous effects" the elixir was worthless.

Up in the great laboratory of the company the staff chemists labored day and night to find a way to hide the cocaine in preparing, or to find

a substitute. Down in the legal department the staff attorneys tore through authority after authority in an endeavor to find precedent upon which to establish grounds for hope of ultimately circumventing the new law. In the private office Mr. Daltman consulted with his confidential political man on the possibility of saving the Natural Elixir of Life from collapse through the powerful connections of the company in the great political places of the country.

But it was all in vain. The chemists found nothing, the attorneys found nothing, and Mr. Daltman discovered that the task of saving the elixir through influence was hopeless and impossible.

It came hardest upon Daltman, these discoveries, for as matters stood with him at that moment the forbidding of cocaine in his medicine would make him a ruined man. He was frantic accordingly. He called to the office of the company the greatest array of consulting and analytical chemists that the country could offer. He got into cable communication with the biggest men in that line in Europe.

"Only find something that we can guarantee to have the same effect as the old stuff and thousands will be pennies when it comes to making the reward," was his declaration to one and all.

He could well afford to make such offer. A formula for producing a new drug which, in its effects in the elixir at least, would correspond with the old one was worth more to his company at that moment than all the physical assets on hand. The company was built upon an idea. Now that this idea was taken away it was ready to collapse unless another was found to take its place. It was like a king of old summoning the wise men of his country in a quest for an

elixir and promising half his kingdom as the reward for its discovery.

But there was no fortunate wise man among those assembled, and they all knew how it would be from the beginning.

"We can't do it," they said one after another.

"Is there anybody who can?"

They shook their heads.

"Who's the biggest man in this in the country?"

"Ignatius Black. But he wouldn't touch it. He's been tried a hundred times. We would have called him in if there had been the slightest possibility of his coming. But there is not."

"Could he do it?"

"Perhaps. He's the biggest man in the country. If he can't nobody can."

"Well," said Mr. Daltman, throwing up his hands, "I suppose that means bankruptcy proceedings within a year."

And gloom settled down over the complete establishment of the Natural Elixir of Life Company in thickness that might have been cut with a dull knife. The chemical experts pocketed their fees and went home. Daltman sat back, with not a single ray of hope left in his constitution. It was all over but the big crash.

Therefore in this moment of apparent inevitable calamity Mr. Daltman, President of the Natural Elixir of Life Company, received from Mr. Ignatius Black, analytical chemist, F. A. S., M. B., a short, concise note stating that if Mr. Daltman would call upon Mr. Black in room L 16 of the Oceanic Hotel he, Mr. Daltman, might see something in which he would be interested. Mr. Black wished no answer to his note. He would not call at Mr. Daltman's office. If Mr. Daltman would call upon him at 10 in the morning they

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asks for

HAND SAPOLIO

and you can not supply it, will he
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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.

would meet. Otherwise Mr. Black began his South American tour two hours later.

The succinct yet suggestive nature of the letter lifted Mr. Daltman out of the mood of utter despondency and elevated him into one of hopefulness. Powerful things, letters; have the pulling or smiting power of a direct physical force. Mr. Daltman read Mr. Black's letter over three times. Each time his bestirred imagination rounded out its curt sentences and built upon the reserved phrases mountains of hidden meaning. Mr. Black was a great chemist; if any one could save the Natural Elixir of Life it would be he. And here he had written, requesting Daltman to call.

"Couldn't be touched!" guffawed the astute Mr. Daltman. "Nothing could touch him! Oh, I guess these scientific hermits are after the boodle as well as the rest of us."

After which he made arrangements to call on Mr. Black at the Oceanic Hotel at the hour appointed.

Mr. Black was courteous in his reception of the great medicine maker, nothing more. He was not cordial. Far from it. He was not so glad to see Mr. Daltman but that he could control his pleasure. He held the attitude of a man who was drawn into an unpleasant meeting by a power greater than his own personal wishes. Mr. Daltman, never having seen Mr. Black, took it to be his usual manner.

"You need a drug to substitute for cocaine in your product," said Ignatius Black at once. "You have been able to find nothing of the sort. I discovered such a drug years ago. I will sell you the formula for \$50,000."

Mr. Daltman, accustomed to deal with direct business men, was slightly taken off his feet at the brusqueness of the great chemist's proposition. He remained silent, as was his shrewd custom when he did not have the right answer ready to his tongue.

"Well, do you want to buy it?" demanded Black. "You must make up your mind at once if you do. It is not my custom to sell my discoveries. I am—not in business. This time, however, I happen to be in dire need of \$50,000 with which to prosecute a great work which I have in hand. The temptation to raise it in this fashion presents itself. Do not haggle or falter. If you want it buy it, and I will have the feeling of a man who has sold himself. If you don't want it say so, and I will leave this hotel short \$50,000 which I might have, but with a free conscience. You see how little anxious I am to sell?"

"Why, of course, Mr. Black, if you really have what you say I will be willing to pay you your extraordinary price. But I will not buy until I am sure of what I buy, of course."

"Quite right. Here is a two ounce bottle of my drug, all there is in existence. Take one-half of it and put it in your medicine in exactly the same proportion as you used cocaine, but try the complete product on somebody who is ill. Take the other half into your laboratory and analyze it. Day after to-morrow come here

with your chief chemist, your check book and a fountain pen. Your chemist will ascertain the accuracy of my formula, for in spite of his analysis this will remain a mystery to him. Then you give me your check for \$50,000 and I give you the formula. Day after to-morrow at 2 in the afternoon, Mr. Daltman. Goodday."

Mr. Daltman found himself outside with the bottle in his hand and a mingled feeling of triumph and anger in his breast. He was triumphant over the new hope that had arisen in his breast and a little angry with Black for the curt, almost contemptuous, way in which he had conducted himself. Daltman was accustomed to being treated with great respect.

"Still," he ruminated, "when a man's got you right where he wants you, and knows that you know it, he always rubs it in just a little bit. Anyhow, this is worth all his insults—if it is the real thing."

Daltman cast the possibility of a doubt upon the drug only in his musings. In his heart he knew that it was what he had sought. Black's cocksureness was unmistakable. Besides, there was the sample to be tested and analyzed. Daltman scarcely could keep from shouting as he hurried back to his office.

Twenty-four hours later two men stood in Daltman's private office.

"Well?"

"Well, it is the real thing," said the chemist. "I can't analyze it, as Black said, but he's turned the trick. It is cocaine to all intents and purposes, and yet it's nothing of the sort. There is no objectionable ingredient in it."

"And you, doctor?"

"I have tried the sample doses on a dozen different patients," said the company's physician. "The effect is absolutely identical with that obtained from the old drug. It is the perfect substitute."

"Then we shall purchase this formula?" continued Daltman.

"Yes, by all means."

At 2 the next afternoon Mr. Daltman and the chief chemist of the company were in Mr. Black's room at the hotel. Mr. Black was not glad to see the chemist. They happened to have met at a meeting of their society a few years before, and the younger man was quick to recognize the master.

"Here is the formula," said Black. "By reading it you will see at once that it will produce the combination which I gave Mr. Daltman in the two ounce bottle. If you are satisfied that this is so, then take the formula and write me a check."

For ten minutes the chemist read, studied, figured and worked. Then he nodded and said, "It is all right."

And Daltman wrote the check. Afterwards, out in the hall, he laughed at the easiness of Black. "He could have got five times as much without any more trouble," he confided to the chemist.

"He never would have sold at all for any price if he hadn't needed the money in his work," said the chem-

ist. He had a little of the pride of his craft left in him.

David Campbell was working alone in the old laboratory. It was past time to close up shop, but in Black's absence the work all devolved on Campbell and he still was busy. He was so busy that the messenger boy knocked twice before he heard him.

"Here's a note from a guy what's croaked," said the boy. "He committed suicide down in del Oceanic, an' dis note was left to be delivered to you."

With a sickening heart David opened the note and read:

"Dear David: I am calling on you to fulfill the final pledge of friendship. This pledge merely is to see that my remains are cremated at once. I have made arrangements with the crematory, as you will see upon your arrival at room L 16, Oceanic Hotel."

There was no signature to the letter.

Campbell went downtown with one of the heaviest hearts that ever rode in a young man's bosom. But on the car his complete dejection became mingled with one of incomprehension. For a newsboy sold him a paper bearing the headlines:

Suicide of Daring Impostor.
Man Impersonating Ignatius Black,
Chemist, Commits Suicide in Oceanic Hotel.

Leaves Letters Admitting Fraud.
Kills Self in Coffin.

The story that followed was a bare skeleton of the account which the headlines proclaimed. David did not try to understand. He was too grief-stricken to think.

And at the hotel another shock was waiting for him. In a coffin lay the remains which he recognized as all that was left of his old friend and teacher. The suicide had been carefully arranged. A coffin had been brought into the room in a box purporting to contain a bookcase. Black apparently had entered the coffin, composed himself, and taken an almost instantly fatal dose of cyanide of potassium. Behind him he had left three letters, one the inexplicable one stating that he was a mere impostor of Black, one to Campbell, and one to the crematory company. The last sad formalities were gone



Fully Protected by Our Many Patents

Is It Better to Have Been First or to Have Become First?

It is a question whether the cobbler who dropped shoe pegs of various sizes into a jar in order that he might be able to tell how much his customers owed him or the blacksmith who kept his accounts by making notches on his hammer handle was the originator of the Account Register. But with all due credit to either the cobbler or the blacksmith, what difference does it make to you, Mr. Merchant? These originators may have had a good thing in their day, but they and their methods have long since served their purpose and passed away, and are interesting only as studies in evolution. The question is—Do you want a "Has-been" or an "Is-er?" Do you want your store equipped with devices that properly belong only to a museum of antiquity? If you don't you should purchase the American Account Register and System, because it is the latest expression of the best skill and service in store systemization and account keeping.

IT IS THE ONE SYSTEM
ONLY THAT BOTH
SAVES MONEY ON
THE INSIDE AND
MAKES MONEY ON
THE OUTSIDE.

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 Sys-
tem.

Name

Town

State

Two Heads

on one body would be a
freak of nature.

"Two telephone systems
in one city" is a freak of
finance.

The duplicate has no func-
tion not possessed by the
original.

"Use the Bell"

IT
PAYS

CALL
MAIN
330



through with in haste. The corner's physician looked at the body, saw that it was dead, and went away. The crematory wagon came, the coffin and its occupant were borne away, and within ten hours after the receipt of the letter in the laboratory coffin and all were ashes.

Campbell went home with a sick heart. He lived in the same house with Black. He dreaded the sight of the dark windows which should tell him that no more would the great chemist burn the midnight oil behind them. But he might have spared himself this apprehension. The windows were not dark. On the contrary, they were ablaze with light.

Campbell went in. In his study sat Ignatius Black, surrounded by a ring of reporters, calmly explaining how he long had known that he possessed a double, although ignorant of the man's identity, and that apparently this double had been trying to take advantage of his, Black's, name in some fashion, and, being caught in the act, had done away with himself. He sent the reporters away filled with anecdotes of the blunders which people had been led into by the remarkable resemblance of this strange man to himself.

"Ignatius!" cried Campbell, when they were alone. "Is it you, or your ghost? If it is you, whom did I see go into the crematory awhile ago?"

"The proper form of that question is not 'whom,' but 'what?'" said Black indulgently. "It was nothing more or less than the marvelous Ignatius Black's duplication of a human corpse, David. Not myself, but a most natural dummy, a secret which I have guarded for years."

"It wasn't a body?"

"Not at all, David. As I say, I once happened on to a secret whereby certain properties, prominent among them paraffin, could be wrought into a perfect resemblance of a corpse, I made one of these near corpses for this occasion, and it was that, not me, that you so kindly had cremated in accordance with my request."

"Then it was you who occupied that room down there?"

"Yes, David. I did it in order to swindle the Natural Elixir of Life Co. out of \$50,000 through a process which I have discovered for hiding any drug in any preparation whatever. In this case it was cocaine that I hid from this company. Two little secrets, David, and here is the result."

He produced a little pink slip of paper, the Dalton check for \$50,000. A minute later he put a match to it and tossed it into the fireplace.

"A most pleasant little affair, David," he said, rubbing his hands gleefully. "A most pleasant affair. I will be ready for work in the morning, David, ready for much work."

Campbell merely sat and looked at him.

Lee MacQuoddy.

Soapy Finger-Nails.

If you are about to engage in dirty work, say gardening, rub the fingertips along a cake of soap, getting it well under each nail. This will prevent unpleasant material from lodging there.

How One Man Would Conduct a Grocery Store.

Every merchant has his own peculiar individuality and idea of running a grocery store. All have good ideas, a good many have some bad ideas.

There are many systems, many good systems and probably many bad systems. The system should vary according to the size and nature of the business and locality, whether city or country. Strange to say, some grocers succeed and make money who have no system at all. These are few, however. A well-regulated system is essential. It has been said if the doors of all insane asylums were thrown open and the inmates given \$50 for themselves, they would all open grocery stores. Personally, my belief is that this is not a true statement. I believe a few of them would open insurance offices. It is hard to tell which is worse, but I am getting away from the fine threads of my story.

Seriously, running a grocery store is a man's job and requires brain, skill and experience. Training is a better word. You must needs be a financier, buyer, credit man and clerk, and sometimes you feel as though you should have had training as a porter.

Financing is important if you are trying to do a full business on capital and keep your money turning all the time. To do this and not strain your credit requires lots of tact and judgment. If you have a surplus you are relieved of this worry.

Buying is probably the most important of all, for "goods well bought are half sold." A good buyer must know the capacity and individuality of every clerk in the store and know what his capacity as a salesman is. He must buy not only according to the requirements of his customers, but according to the capacity of his salesmen. For example, certain clerks specialize and always have something special to push. Some make a point of pushing their specialty first, some last. Some clerks do neither; some depend upon their genial manner and lead the buyer or purchaser on from one thing to another. The buyer who can not sell the product he buys is a poor buyer, and he can not expect his salesman to sell; therefore, it is essential that the buyer should be a salesman.

The money making grocer of today, as a rule, is up to date and enterprising. He has every appurtenance and appliance to facilitate business and relieve clerks of labor and hardship. For instance, self-computing scales, cash register, self-measuring oil tanks, molasses pumps, refrigerators, etc. Clean stores, neat appearing salesmen in white aprons, these attract and add wonderfully to the success of grocery trade, and advertise the store in a general way.

Many grocers have an idea that they should cater exclusively to their customers, and have just what they want and nothing else.

Listen to what I am about to say: If you do not know more about groceries and supplies for average family use than the average head of a

family, you had best keep out of the grocery business. Therefore, it is for you to establish a standard in your line and educate your trade in a measure to your standard. If you try to cater to the whims of your 300 or 3,000 customers with varying and different ideas, you will find yourself hopelessly at sea.

Build your business on sound, honest principles, study the class of people you are serving and educate them accordingly. The success of every business depends upon the establishment of your own individuality and not upon catering to the whims of many individuals or customers. Buy groceries that you know to be good and pure and sell them to your three hundred or three thousand customers. If you don't deal square you will not be very long in business anyway. Many women of many minds and perhaps no two alike. I do not mean literally that you are not to sell your customers what they want, such a policy would be suicidal. But I do mean that you can put in brands that you know to be best and sell them to most of your trade whether they prefer some other brand or not. It takes tact to do this, however, also you must show your confidence in the brand you are selling and never be overzealous. New food products are daily being put on the market and a live merchant will look closely into the merit or possible future of anything new and if he has reason to believe that it should be a seller, he will try to get it on sale first. The fact that it can be supplied promptly, when called for by con-

sumers who have tried elsewhere and failed, is a big advertisement.

Few buyers or consumers appreciate the conditions under which grocers labor and the annoyance and delay occasioned each day by the customers who do not know their needs, and are yet unwilling that the grocers recommend. There is a vast amount of prejudice among consumers against certain articles of food and often without any reason whatsoever. Such prejudice, however, is more common among the illiterate and uneducated class, and if prejudice exists with the better class it is more easily overcome, as the intelligent person is not skeptical nowadays and is willing to listen to most any reasonable argument. No one knows of these conditions any better than the grocery merchant, and no other merchant has to deal with and overcome as much of such foolish sentiment and prejudice. As I have previously said, running a "grocery store" is a man's job, which I think fits nicely, but he must have the brain as well as the muscle and a disposition that would qualify him for any acting from an end man in a minstrel show up to the heavy villain in tragic drama. "His is not all roses," and I sympathize with him, as I turn him over to the 80,000,000 people who look daily to him for the requirements of the inner man.

E. L. Baynes.

It is folly to hope to have a clean heart when you pay no attention to what enters its doorways.

BARLOW'S BEST FLOUR

Made from choicest Michigan
winter wheat

Made in a modern mill by
skilled labor

Backed by fifty years' practical
experience

JUDSON GROCER CO.
Grand Rapids, Michigan



The Spring Opening an Important Event.

The department stores no longer monopolize spring and fall openings. Merchants in many lines, including shoes and hosiery, have come to recognize the value of benefits derived from such advertising. Not only do stores that cater exclusively to women hold these periodical openings, but many stores catering exclusively to men have tried the scheme and found it helpful.

A spring opening should be planned along special lines. First, there should be exhibits. Second, there should be something to assist in attracting the people. Third, the occasion should be made one not to be forgotten, and of great advertising value.

Exhibiting the New Shoes.

It goes without saying that the exhibits should be made as attractive as possible. The range should be made as large as convenient. All the artistic talent to be found in the staff of the store, from the parcel boy to the head of the house, should be utilized and in some cases outside help should be enlisted to make the event an attractive one. For instance, a florist might offer suggestions and furnish materials for decorations. The fact that winter has so long held sway will make it an easy matter to decorate, so that the change in the atmosphere or tone of the store will be noticeable. Almost any plant, whether in flower or not, will aid in the decorations. A few birds might be used to enliven the scene. The different lines should be displayed in a manner to obtain the maximum attention from visitors. Perhaps one arrangement that would be likely to be successful might be mentioned.

New Idea for Interior Decorations.

Let the store be divided into a number of booths. We will presume that the arrangement of the stock is that of the average shoe store: men's and boys' lines on one side, and women's and misses' and children's on the other, and the entrance in the center. Allow for an ample passageway from the door and form the booths on each side. Suppose you have a booth for your best ladies' shoes selling at \$5 upwards, then have one both for \$4 and \$3.50 lines, and another for the cheaper lines, if desired. The same number of booths might be used for men's lines, and then others devoted to boys', girls' and children's.

If this arrangement seems to be unwieldy, the booths might be devoted to the following: Men's high shoes in all leathers; men's low shoes in all leathers; men's working shoes; men's specialties, such as cushion soles, comfort lasts, bunion protector shoes, arch support shoes, etc.; women's high cuts, women's low cuts, women's specialties. Then one for boys, one for girls and one for infants.

How to Build Display Booths.

These booths may be built as fol-

lows: The uprights should be 2x4 scantling, and about eight feet high, or where the shelving is not too high it might be the height of the shelving. These uprights should be secured to the floor and form the outside corners of each booth. Across the top of these pieces 1x1 timber may be used, to add stability and give support to the decorations. These 1x1 pieces should also run back from the posts, or uprights, to the shelving. Then about the height of the ordinary counter, build a shelf about 12 inches wide, and tipped slightly forward. Upon these shelves the shoes are to be displayed. These booths may be covered and trimmed with crepe paper, bunting or flowers, or a combination of all three. The booths should be of different colors, unless one color scheme is used throughout, which would, perhaps, be better.

Display Cards.

Cards with crisp phrases thereon should be used wherever a place presents itself. Prices should not be made the keynote in showing up the stock, but it should be stated how good the lines are for the money asked. One feature of a spring opening should be the endeavor to instill into the minds of the public the policy of purchasing higher priced goods. This should not be done in a manner to lead people to believe that your goods are higher priced than you have been handling.

Manufacturers of advertised lines will gladly co-operate with retailers in making up a fine display of their goods, and they will gladly offer many good suggestions as to the best manner of doing it.

While on this subject of display, let us remind the shoe retailers that tans should be given as much publicity as possible. They should be featured and brought to the front in a manner that will leave no doubt in the minds of the public that tans will be worn during the spring and summer season of 1908.

Feature the Findings.

A findings booth should also be built, and in a place where it may become a permanent trade maker. This booth should be near the front door, and not in the extreme rear of the store. If you make it easy for the man or woman who is in a hurry to purchase a pair of shoe laces or a box of blacking you may be rewarded with more than nickels in the end.

The special attraction to be used to individualize the opening may be varied to suit the circumstances and size of the store. An orchestra may present a programme of popular and classical airs. Local vocalists may be engaged to entertain the visitors. Professional talent may also be enlisted. If thought advisable, those who wish to partake of a small cup of tea, chocolate or coffee and a cake might do so in another booth arranged so that comfort prevails.

Souvenirs for the Opening.

Souvenirs are being used more largely than ever for special openings, but one of the best and most acceptable offerings is a single American Beauty rose, a large carnation,



More Good Shoes Sold Than Ever Before

Going over your shoe purchases for the past year you are at once struck with the fact that the lines you made the most profit on and the stock you turned the oftenest were not by any means the cheapest and lowest priced footwear.

On the contrary they were the better grade of good fitting and extra durable goods—just the kind we manufacture.

Each item in our line, from a child's to a logger's shoe, has quality written all over it. From top to sole they satisfy particular wearers in every detail.

They are the shoes that will get and hold for you the best trade in your locality.

RINDGE, KALMBACH, LOGIE & CO., LTD.

Grand Rapids, Mich.



It Never Rains Money

Opportunity is always ready to go more than half way to meet you, but a record of the shoe business for the last fifty years will show that the substantial success has come to the fellow with the strong lines like H. B. Hard Pans on his shelves and who is not afraid to hustle.

Better values and better treatment attract new trade. "Where there's a boy there's a family." If you're looking for a selling plan that will stimulate the family trade, the "Natural Chap" will cover your particular case.

The facts for a postal. Send it today.



Herold=Bertsch
Shoe Co.

Makers
of the original

H. B. Hard Pans

Grand Rapids, Mich.

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

or some spring flower like a jonquil or an Easter lily.

The third feature of the opening—the advertising effect—is far reaching. It affects those who come to the opening directly, and indirectly those who do not, but who hear accounts of it from their friends. The opening should extend over about three days, say, Wednesday, Thursday and Friday. Where a country trade is enjoyed, the first day might be made Thursday and the last day, Saturday, be made "Farmers' Day."

Newspaper and Catalogue Advertising.

There are about as many ways of advertising an opening as there are of decorating the store for that occasion. It is considered good policy, however, to advertise it largely in the newspapers and by special invitation. These invitations might read something like this:

The honor of your presence
is requested by

The Mark Shoe Company
at their
Spring Opening,

April second, third and fourth,
One thousand nine hundred and
eight.

Shoes, Hosiery, Findings.
Programme inside.

The above should appear on page one. Pages two and three might be given up to the programme, arranged for the different dates. The souvenirs might be described, and, in fact, every point that would be likely to induce a person to be present should be mentioned. If any inducements are offered to purchasers the opening days those inducements should be featured.

A Scheme for Holding Trade.

How would a scheme like this work? Offer a coupon good for 25 cents with every purchase amounting to \$2, but good only on the same date of the month of June, or two months later. It can be stated that by that time the customer will be ready for real hot weather footwear, and the coupons are given for the purpose of opening up their sale in June instead of at a later date.

There should be a booklet prepared to be given away upon this occasion. It may be distributed to those who attend the opening, and by mail to those who do not. It should be more than a booklet in meaning, although not necessarily very large in size. It should partake of the best features of the catalogue and be used as a means of securing mail orders, as well as local trade.

Make the Opening Worthy.

The opening should be made worthy of the store giving it, and no expense should be spared to make it so. It is false economy to try to save a few dollars on an opening, because it is one of the best means of opening up a season's trade. Easter comes on April 19th, and the opening should take on the spirit of Easter as well as that of spring. In fact, it is a joint spring and Easter event that we have had in mind in writing the above.

Begin now to make arrangements before it is too late. Procrastina-

tion is the thief of time, and time waits for no man. Get busy.—Shoe Retailer.

For a Bigger Spring Trade.

We take it for granted that every shoe dealer, and every manager of a shoe department who has a force of salesmen under his direction, is planning for a big spring business, and we certainly hope their measure of anticipation will be filled to the brim. But, aside from planning the routine work for the new spring season, what have you done to stimulate business in the event that it should be slow in developing? This is an important matter for all employers to consider.

We believe that upon the shoulders of the clerks will fall the responsibility of creating new business and making extra sales. Did you, Mr. Employer, ever stop to think that salesmen are human beings? That they need the same incentives that you do? It is hope that keeps us all plugging; abnormal ambition has been the foundation of framework of the most signal successes of business; given a backbone and a brain, the proper stimulant at the proper time will accomplish anything. Give your men something to work for, something tangible to look forward to aside from their salaries.

Your salesman knows he has to do about so much work or lose his job; the occasional jacking up you give him won't spur him on to do his best; your present method of inspiring the clerk is all negative; why not try the other? You know that "To Win!" is one of the greatest incentives for human endeavor. "Playing the game" for the game is characteristic of Americans. To beat a record, to make the largest sale, to get the highest price have been the aspirations of salesmen for a lifetime.

Get down to brass tacks; systematize these motives and make them pay. First, take the ginger yourself, and set the quarterly sales mark high; get up an honor role; one class for the largest total of monthly business, one for the highest average for two, three or more months. Keep the record with utmost accuracy, revised each month, and always before your men. The slight expense of keeping such a record is offset by the valuable information it furnishes you, showing you where the leaks are, which men to encourage, which are of no benefit to the store, and which to call down. Make it a race, treat it as a race, and provide a substantial prize for the winner in each class; it is not bribery; it is business.

But all the artificial stimulants in the world are as nothing compared with your own enthusiastic personality. If you haven't it, acquire it immediately. You are the teacher; you are expected to know it all, to be overflowing with information, arguments and enthusiasm.

Knowledge of the goods is the first essential. You must have the most accurate information down to the minutest detail. You must know in order to teach it; you must teach it in the sincerity of absolute knowledge in order to inspire your men; to inspire them not only with respect for you, but with the unwavering con-

fidence in the goods which they sell; the knowledge which will keep your salesmen from being "knockers" of your competitors' goods, and train them in the more manly method of selling on a basis of fairness to competitors.

Your salesman can not make a customer believe in the superiority of his goods unless he believes it himself; the number of successful fakirs is small, and their success is short-lived. Sincerity is the foundation of convincing argument, and to be sincere your men must know the goods. Teach them.

You are the captain, in personal contact with your men, and you must lead, not stand behind and prod them in the back. To inspire, you must have achieved. It isn't a mob you are leading with jingo talk, but cool brained fellows who can spot a bluff every time, and if you are weak in a single point on knowing the goods, your personality will have lost much in its effectiveness.—Shoe Retailer.

World's Oldest Shoemaker.

Dr. Abreu, a member of the Portuguese Academy of Science, has there introduced Portugal's oldest inhabitant, probably the oldest man in the world. This is Francesco Jose. Born in 1788, he is 119 years of age. He served in the army against Napoleon in 1810, was in the siege of Oporto (1832) and in the revolution of 1846. Despite his age, he still works at his trade of shoemaking, and, still more extraordinary, is an excellent workman yet. He has never used coffee nor alcohol. At the Congress on Consumption recently held at Oporto it was declared that this wonderful centenarian has not a single organ that is not in perfect condition.

MAYER Martha Washington
Comfort Shoes Hold the Trade

"Mishoco" New Specialty Shoe for Men and Boys

Made in all leathers Snappy up-to-date Lasts
Men's Goodyear Welts, Retail \$3.00 and \$3.50
Boys' English Welts, Retail \$2.50
All Solid Leather

Michigan Shoe Co.

Detroit, Mich.

Sporting Boots

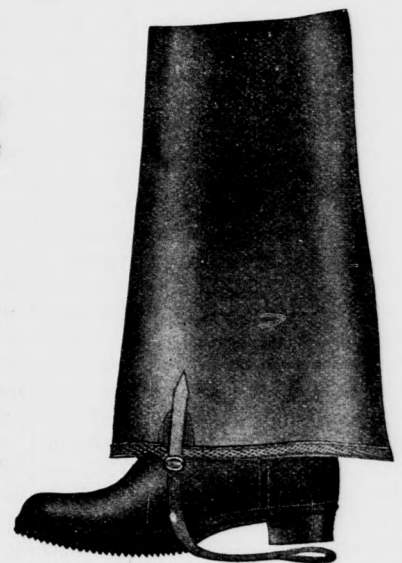
The
Best



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.

BILL'S BLAND SMILE.

Serious Men Capture the Most Desirable Positions.

Written for the Tradesman.

Mr. William Kennett Emmons was never known as Mister Emmons to those who were well acquainted with him. He was just plain "Bill." This was because he wore a bland smile on all possible and impossible occasions, and because he turned almost everything off with a joke. It was frequently said of him that he took nothing seriously, that he would even have a quip ready for a funeral.

Because of this notion of his intellectual equipment, Bill never got on in the world. Employers thought he was trivial minded, and advanced serious-faced and sober-talking young men while keeping him in inferior positions. As a matter of fact, Bill was not trivial minded at all. He was possessed of a keen intellect, but was inclined to see the humorous side of everything.

He also possessed good executive ability, and would have made a hit in positions in which some of the sober-minded young men just sloshed around. This shows that it does not pay to acquire the reputation of a humorist in business. It has been said scores of times that a reputation for humor will kill a statesman. The statement is undoubtedly true, and it is also true that the same reputation will delay the arriving of a young business man who works for others. When you get into business for yourself, you may be just as funny as you please, and can be, but when you are working for another, you must make that other believe that you regard business as a very serious matter indeed.

Billy, or Bill, as he was usually called, did not do this, and so he was kept at the bottom of the ladder, while men with not half his ability climbed above him and looked down upon him as a man who would never arrive anywhere because he did not give his entire attention to the business in hand.

One day the owner of the big clothing store where Bill worked came on from New York, where he had been buying goods, in a grouch. The store had not been doing well during his absence. The manager was a young man who had Solomon back in an asylum for the incurables, according to his own estimate of himself, and who looked as bright as a new cent, but who was dense intellectually and entirely without executive ability.

That night the boss dropped in at a restaurant for dinner, and, finding Bill there, sat down with him. Bill told a couple of whimsical stories and made running comments of a frivolous character on the news of the day. The boss studied him for a moment, and then asked:

"Do you never take things seriously, Bill?"

"Never," replied Bill. "What's the use?"

"Business," said the boss, "demands the very best there is in a man. It never leaves room for the strictly humorous."

"I'm not in business," said Bill.

"I'm just earning my little old nine cents a week in a subordinate position."

The boss studied the young man meditatively.

"You are well up in the clothing business," he said.

"Tolerably, sir," replied Bill.

"And you are right where you were three years ago?"

"Yes, sir."

"Why is that?"

"You ought to know," said Bill. "I've been working for you all that time."

"You've always struck me as a trivial-minded man," said the boss.

"I am," said Bill. "I wouldn't be anything else if I could."

"And so you've hung back while others have gone ahead."

"Most of the men who have been promoted over me," said Bill, "are not now with the store. They did not make good. Weren't they serious-minded enough for you?"

"Most of them didn't have any mind at all," said the boss. "I've had more false alarm clerks in my store than any other merchant on the street."

"When the right time comes," said Bill, "suppose you give me a show?"

"I'll do it," said the boss, "and I'll do it now. The store has been going to the dogs lately. I keep buying more than I sell."

"I know it," said Bill.

"And you think you can straighten it out?"

"I'm sure of it," said Bill, "only I must have full control, subject only to your orders, if I go at it."

"All right," said the boss. "Things can't be much worse than they are now. You take the manager's desk in the morning."

Mr. William Kennett Emmons did not sleep well that night. He dreamed that he was going up in a balloon and falling out, falling thousands of feet through a rosy atmosphere which was filled with mocking faces. In the morning when he walked through the store to the manager's desk he felt as if he was in the middle of the lime light on a stage transfixed by ten million eyes.

He sat for a long time looking over the store, the same bland smile on his face. Then he called to a young clerk who didn't appear to be doing anything.

"Take the porter," he said, "and go to the store room and the basement and list all the old goods that have been laid away as unsalable. Dig out everything, all the remnants of old stocks, and bring in the list."

The young clerk smiled superiorly and went away to find the porter.

"It is one of Bill's jokes," he said to the porter, when he found him, half asleep on a pile of overcoats in the store room.

"He'll make a fine manager!" said the porter, annoyed at being forced out of his quiet repose.

Before long the young clerk came back.

"There's quite a lot of stuff," he said, "but it isn't much good."

"Where's your list?" asked Bill.

"Why, I didn't make a list."

"Make one," said Bill. "Give articles, sizes, and original prices."

The clerk went back and got busy. "You can't do anything with this stuff," he said, in the middle of the afternoon, as he laid a long list before Bill's eyes.

"What's the matter of it?" asked Bill.

"Mussed. All out of shape. Out of style, too."

"Send the tailor here," said Bill, "and go back to your department."

The tailor came up with a grin on his face. Bill handed him the list.

"Take this old stock," he said, "and get it in shape. Press it and make it look fit for the shelves. If you need assistance, take one of the clerks."

The tailor went away with his tongue in his cheek.

"Another joke," said he.

By this time the boss was watching Bill, but he said nothing. In two days the old stock was in fair shape. Then Bill called up the clerks:

"Get all your old stock out," he said, "and have the tailor fix it up. Yank out all the old has-beens. I want to clean up the store."

In three days more a dozen long tables at the back of the store, in a space prepared for them by moving other goods, were piled high with this abandoned stock. Then Bill sent out for the advertising men. He bought half a page in each paper and filled the space with stories of a clean-up sale, quoting prices that were far below the original ones, yet fair enough to leave a small profit to the store.

"These goods are a little out of style, some of them," he said, "but they have the wear in them. You must come quick if you want to secure a bargain."

And they came! They came quick! The boss looked on in wonder. In about a week he had \$5,000 clean money out of a lot of goods that had for years been kicked about in the store room and the basement. This is only one of the things that Bill did. He kept the clerks busy with the stock all the time. If there was anything wrong with a suit he had the tailor fix it. He kept a man at the front door to show customers where the goods they sought were kept. He fired half a dozen men for shoving old goods off on customers for new.

"This store is on the level," he said. "We're going to keep our word to the public. I'm going to have things so that a child can come in here and buy as profitably as a man who knows the goods he wants."

"I thought you never took things seriously," said the boss one day, the same day, by the way, that he raised Bill's salary to the highest point ever reached by a manager at his store. "You seem to have taken this store seriously. How long have you had all these notions in your mind? When did you learn to handle men?"

"I found out about things when I was making my jokes," said Bill.

But, all the same, it is not well for a young man to seem to have a light and trifling mind. All jokers do not get the show that Bill got. It

is best to look wise, even if your alleged mind is a blank. Be cheerful, but look wise! Alfred B. Tozer.

Why He Lied About the Check.

Try as we will, we can not reconcile business and poetry. Take my own case, for example. My business for several years has been versemaking, but the only really poetic thing I ever did was in the matter of the first check I received for such work.

I had read somewhere of a great author who framed his first check, as an inspiration, I believe; and the idea caught my fancy. Luckily, my first was small enough—I don't believe I could have done it with a large one—and for five years the walls of my bedroom, den, and library—as prosperity came—have been adorned with this modest recompense for my first literary labor.

I would introduce friends to the scenes of my daily grind, and in an offhand manner say, "My first check," and they would answer variously, "Oh, Mr. Scribble, what a lovely idea!" or "Rather a clever bit, that."

Last week, however, I received a letter from the office of the magazine which had honored me with this first bit of encouragement, asking if I possessed check No. 3543, dated Aug. 15, 1902, for \$5.25. If it was in my possession, would I kindly bank it, so that the books of the company might be kept straight? If lost or mislaid, would I notify the office and receive a duplicate? I glanced at the number of my trophy. Yes; it was my check.

I was consumed with a desire to pour words of wrath among the soulless corporation which thus would destroy my poetic fancy. Why should the business office of this penny-a-liner be allowed to interfere in a matter of sentiment? It was dastardly. No—it was merely business. Probably the paper had a System.

Now I have great respect for System, because it is a thing which I do not understand, and I commenced to feel guilty. Who was I that I should disarrange a great business enterprise? Why should I, a dabbler in verses, destroy for this paper the value of its System? I wrote at once, but not in wrath.

I was apologetic. And because I felt I could not give up my precious check, I lied. I said that I had misplaced the original, and would thankfully receive a duplicate.

It came in the next mail, and I immediately deposited it in the bank. My conscience is relieved. The business of a great paper will not suffer at my hands. And I find the poetical value of my check on the wall is not destroyed. Again all is well.

John Francis.

No Escape.

Wife—Do come over to Mrs. Barker's with me, John. She'll make you feel just as if you were at home.

Her Husband—Then what's the use of going?

Demonstrated.

"Young man, don't you know that it's better to be alone than in bad company?"

"Yes, sir. Good-by, sir!"

KEEP SMILING.

New Inflection in the Evolution of Business.

Somewhere in the evolution of business on modern lines has come a new inflection upon the social body. Once the business world was content with the grim reiteration of "business is business." To-day the business man hangs up in his own offices, and before the eyes of his employees, the illumined text:

KEEP SMILING.

In all the range of studied iniquities since man first began to wear clothes he has evolved nothing so persistently criminal in purpose as is the smile with which the devil in him may be masked to the unthinking. Snugly content in his fiendishness of purpose, but recognizing that his soul's bent may be reflected in his face in repose, he steps to his mirror, and, contorting his facial muscles, perfects that particular smile with which his criminal ego is supremely satisfied. Turning away, pleased as is the ostrich with its head in sand, he glances again at his coward text, "Keep smiling," and he is ready for the world.

Cause of Most Crimes.

Nothing in the world so points to the petrified blindness of men as does this attempted boosting of the smile as one of the virtues. Smiling is not even a natural vice. It is a social disease compared to which leprosy is only an irritation of the skin to be treated with cold creams. Without this facial grimace, which even the brute creation scorns, half the prisons of the globe might be turned into cold storage warehouses and the world's supply of hangman's hemp could be grown on a ten acre lot.

Ninety-nine of every hundred villainies which shock the world are perpetrated under cover of a smile. Nine hundred and ninety-nine of every thousand small crimes which stir communities would have been impossible save for the villain mask of a smirk.

Let it be recognized that man's first smile indubitably was designed as a mask for his true thoughts. Otherwise he would have found no more need for the smile as a greeting than he would have found need for a sneeze for the same purpose. This original man, looking into his water mirror, discovered that without some facial hypocrisy his hidden treachery against his fellow man would be read in his face. This water mirror showed him that when his murderous nature most was stirred within him his face showed blackest. To lighten his expression was a thought as criminally instinctive as was that which prompted him to secrete his whole body and so ambush his victim.

Mask of Evil Intent.

"Keep smiling!" was the thought of this first scoundrel as he turned from the mirroring water hole in the desert and prepared himself to strike his first unsuspecting victim from behind. From this beginning the smile, as a weapon of coward vindictiveness in man, has spread until of heredity the infant in his cradle smiles in his sleep.

Panegyrics have been written of this infant smile, which, by bachelor and spinster alike, has been attributed to angel dreams. But long ago the observing mother of two or three children learned to trace that smile to its degenerate source as a disease. Ages ago this observant mother, bending over the little one, read in this sleeping smile the warning of colic! But she failed to read in it at large an expression of atavistic degeneracy with which its progenitors had cursed it.

All literature appealing to the unreasoning sentimentalist has been busy spreading the alleged divinity of the smile. The popular novel owes half its popularity to those thrilling passages in which the already beautiful heroine smiles smiles which "transfigure her."

Of course they transfigured her. She hasn't a mirror on her dresser for nothing. The fact of this transfiguration is all that prompts two women of murderous intent toward each other to meet with beaming countenances and purring aspirates, each with the hope in her breast that the becomingness of her smile may be a dagger in the other's heart!

Makes Social Shams Possible.

Here at once the fell purpose of the smile is revealed. Not even the man in business uses this demon's mask oftener than does the woman in society. Social shams have been attacked by a million 'virtuous reformers, but never a word against the smile which has made social shamming possible. The reformer has found the smile too subservient to his own purposes to attack it. He is devoted to reform, provided he can keep his own mask!

Look at the unmasked smile itself if you will understand all that the smile may be. Occasionally even the man in business throws aside his masking leer and brings into his face the hideousness of his inner thoughts. In that face one may read at such times the epitome of all crimes in the calendar. Distorted, malignant, hideous in his hatreds, this man turns upon the person against whom the wells of his passions would empty.

And with what results? He smiles on his victim; not the smile of the "Keep Smiling" egoist who basks in the illumined letters of his wall text. It is the unmasked smile in all the hideousness of the smile's true meaning and against which omnipotence itself could find no recourse or redress. Withering, blighting, searing, obliterating in its vindictiveness this masked smile in its subtle mimicry is unanswerable!

Smile? "Keep smiling?" Shall this propaganda continue under guise of stimulating virtue? Has this social devastation of the smile wrought such irremediable havoc that in the name of Virtue personified something can not be done to check it?

Test your smile if you doubt that it be the mask of all that is shameless in man. When next you meet a beautiful woman whose escort looks proudly upon her as they walk abroad, catch the eye of the beauti-

ful being and smile your softest smile into her face!

A billion murders have been made crimes through a smile! A million suicides have resulted from the same subtle grimace. Nations have gone down into oblivion from the same iniquitous disfigurement of the human face. There is life in the honest frown; there is death in the masking smile!

Sometime in your life you have made a faux pas somewhere under the eye of your fellows. You have glanced around you in a spasm of embarrassment to see if you have been observed. What a world of sympathy you have read here and there in a frown; how black has murder risen in your heart at the smiles!

You have been enjoying in public the privacy of a lively bit of repartee in undertones with a party of your friends. You have been indulging in smiles among yourselves, not recognizing these stigmata of degeneracy until, glancing up, you discover that some outsider is smiling with you! You would respect him if he had frowned; you have unspeakable contempt for him because of his smile.

Man Who Hates You Smiles.

You may know two men, both of whom you hate. They are impossible as associates in any sense or degree. You know that they hold only hatred in their heart for you and you realize that only for the protection of law they might plan to kill you. But one of these men smiles when he meets you. Which of these men would you exterminate first if you were appointed executioner for the two of them?

Or you know two men with whom you have only the slightest passing acquaintance on a business basis. Mutually among yourselves it is decided that personally you haven't a single thought in common. But one of these men insists upon smiling blandly upon you when you meet. Don't you despise him?

You can treat with that person who obtrudes upon you with a stoic's face as unreadable as that of Caesar's upon an ancient coin. You have opportunity at least to kick that man from the room who comes in, scowling his irritation and ill humor. But that man who comes in smiling the cringing smile of self interest and flattery is the mangy alley cur which would crouch at your feet and lick your hands!

"Keep smiling?" By all means if you insist upon it.

You will have it coming and sooner or later it will be handed to you!

Hollis W. Field.

Income of Clerk in England and America.

A writer in the London Chemist and Druggist sets forth the financial story of his efforts to attain registration by passing the "minor" examination for registration, which is the qualifying examination for the practice of pharmacy in England. From the time of completing his apprenticeship he lived entirely on his own earnings. At the expiration of that term he secured a place at twenty-nine shillings weekly for eight

months, saving nothing. He next received his board and forty pounds, then forty-five, then fifty pounds a year, saving fifty pounds in the three years. For the next twenty months he received thirty-seven shillings and six pence per week, out of which he saved sixty pounds. He then went "up to London"—you always go "up" to London, irrespective of geography—secured board and lodging at fifteen shillings weekly for fifteen weeks while attending college, and passed his examinations, paying ten pounds examination fee, eight pounds eight shillings college fee and fifteen shillings six pence for apparatus.

The college fee of approximately \$50 paid by the Englishman was for what we would call coaching, as their "colleges" are for the most part purely for the purpose of coaching for examinations, and are not graded institutions of learning as we understand them; consequently this fee can not be compared with the collegiate fees paid in the United States.

We commend these figures to the consideration of our young Americans, who begin as boys at \$4 per week, demand \$8 by the end of two years, and at the end of three years, when the English apprentice is for the first time earning enough to support himself, are getting a salary of from \$10 to \$15 per week. It is true that our rate of living is higher—or rather faster—than in England, for the cost of the necessities is not very much greater here than in Great Britain; it is the luxuries which cost more, and here is where a young American as a rule fails in his efforts to economize.

On this side the water the extravagant expenditures of "predatory wealth" have set so high a standard of living that almost all strata of society have been affected. We find extravagance in every walk of life, for extravagance is a relative term; what would be extravagance in a clerk being justifiable liberality in a business man of means. This tendency to extravagance affects the clerk and the boy as well as the proprietor, and is the cause of many of the commercial ills from which we suffer.

We need more plain living and high thinking, less ostentation, greater simplicity. And the reform should begin with the beginner in pharmacy. We do not ask him to accept less wages, but he should learn to spend less of what he receives. Let him take a lesson from the young Englishman, and learn to save, for it is the money saved that counts in the ultimate analysis, not how much is earned.

Saw the Scales.

Hooker—Ketchum had a bass that weighed fifteen pounds out of water and then lost him.

Reeler—How did he know that the fish weighed fifteen pounds?

Hooker—Why, he saw the scales.

Many a man talks about his beneficence being limited by his means when he means that it is circumscribed by his meanness.

MODERN MERCHANDISING.

How the Science of Retailing Has Been Developed.*

Let us for a few minutes go back and see how merchandising was done years ago, and then compare it with the modern way of merchandising. Almost within the life of some of the men present here to-night, which was before commerce and manufacturing had developed to the extent they have at the present time, people's wants were more easily supplied than they are nowadays, in fact, they were able to get along with about one-third of what they now require, and with hardly any money. The fact is, they did not need money, for then they could exchange articles they had for others they did not have, but were in need of. The farmer who wanted a dress for his wife gave so many bushels of corn or wheat for so many yards of material, and the dress was made at home by the wife, and in that manner sales were made by exchanging articles, no money passing in the transactions. But as years went on, and the population grew, so did the wants of the people grow, consequently, this plan of exchange became inconvenient, as it took too much time. Finally, in order to facilitate the exchange of merchandise, one man in a village or town started what has been called the village store, carrying a general line of merchandise, and taking in exchange for his goods any of the articles the farmer had to give, such as corn, wheat, oats, potatoes, hay, etc. This was a great convenience for the farmer who was in need of many things for his family, for now when he went to the village or town he had no longer to hunt up a dozen or more people who were in need of some of the things he had to offer in exchange for something that they had. Instead, he went directly to the man who kept the store, and for the product of his farm he could get most of the articles he wanted for his own and for his family's use. It did not matter to the store-keeper whether he gave tea or sugar, dress goods or blankets, nor did it matter to him what he took in exchange, butter, wheat or corn, so long as he could send them to the city and get in exchange for them other articles that he wanted. In fact, the farmer paid the wages of his farm hands by giving them orders on the general village store. After awhile, this method of merchandising, like the previous one, became inconvenient as well as expensive, because the farm products given in exchange had to be hauled about in wagons (there being no railroads in those days), and they were likewise constantly changing in value. The store-keeper had all of the best of it in those days, for the reason that he was better posted on the markets. He knew their ups and downs long before the farmer did, so he managed to make a good profit out of each transaction.

To-day it is different, many customers knowing as much and in some instances more than the store-

keeper relative to the style and value of the merchandise he or she is buying, due to our modern methods of merchandising and advertising. The Yankee trader of those days was a pretty shrewd, keen fellow, always on the lookout for a good trade, and was always up and doing.

In certain sections of the country certain articles were more in demand than in others, and these were the ones that the store-keeper had the best customers for, and consequently, the ones that he preferred to exchange for. In the South it was tobacco, but in the greater part of the country it was wheat, it being one of the necessities of life. It could be more easily disposed of at a fair profit, hence the old saying, "As good as wheat." In fact, farms, houses and cattle were sold for so many bushels of wheat, instead of for so many dollars, as now.

Just see the difference between merchandising then and to-day. Instead of its being a trade, as it was then, it has now become an exact science, affording the broadest kind of a field for study and mental development, as well as the making of money, offering a splendid opportunity for advancement of the man or woman who develops the mental ability and who can make a success of it, and it is only those who have the mental ability and are willing to make a careful and intelligent study of it that can make a success of it. In fact, it requires a higher type of ability than ever before to carry on a large business successfully, for the problems confronting the business man are becoming more complex every year, and competition is becoming more keen.

The development of the department store is one of the wonders of the present age. Its perfection of organization, its business system, almost perfect, even to the most minute detail, is most interesting to the student of economics as well as to the business man.

The enormous amount of merchandise distributed through the department store seems almost incredible. The Bon Marche in Paris is reputed to sell yearly 240,000,000 francs or \$48,000,000 worth. This represented in American money, with duty levied on French goods, would be over \$75,000,000.

There is a department store in the West selling at retail, approximately, \$30,000,000 a year, and employing between 3,000 and 4,000 people. They have had as high as a quarter of a million people enter their store in a day. Thus you can see that the department store exerts a very wide influence. Its operations stretch out to all parts of the civilized world.

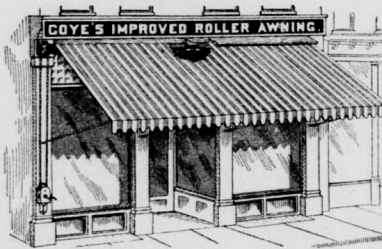
The Bon Marche is reputed to have sold over 100,000 pairs of kid gloves at the first of their great annual glove sales. This sale has been copied by many of the large department stores of this country. One department store in the West sold, in one day, 3,000 dozen live frogs for bait, and only a few weeks ago another large department store sold over 3,000 turkeys at 15 cents a pound.

Now, as I defined merchandising as

the buying of commercial commodities and selling them again for the purpose of making a profit, it automatically divides itself into two parts: First, buying; second, selling. We will consider them in their nat-

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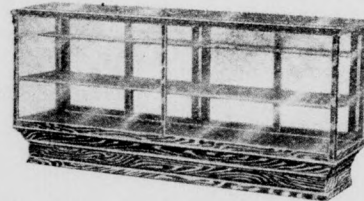
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ural order, taking the buying first. There is an old saying which says that "goods well bought are half sold." How shall we proceed in order that our merchandise may be well bought? The first and most important thing to do is to decide upon a merchandising policy; by that I mean that you should make up your mind firmly what class of trade you are going to cater to. There are three classes of trade, cheap, medium and fine. Now, it is pretty difficult to cater to all three of them, but you can cater to any one of them, or you can cater to two of them. You can cater to the cheap and medium, or to the medium and fine. There are stores, however, who do cater to the entire three of them, but they are stores that have a basement wherein they carry their cheaper grade of goods, such as Marshall Field's, of Chicago. The merchant who carries goods for which he has not the trade will either have to change his policy or get out of business.

Now, after you have made up your mind the class of trade you are going after, the next thing, and one of the utmost importance, is to engage capable department managers for your respective departments, explaining to them clearly and positively the policy of the store, the class of merchandise you want them to buy, whether it is to be cheap and medium, or medium and fine. In this way your store and business will become a harmonious unit, otherwise you are liable to have one department selling only the cheapest kind of goods, another the medium and still another the fine, and as I said before you will find it difficult to reconcile these three classes of trade with any measure of success. They won't mix. Get your policy definitely and positively fixed right. Many businesses have been failures for lack of a well defined and sound policy.

After having organized your departments, then lay out for yourself the amount of business you expect to do in each department, as the amount of business you expect to do should determine the amount of stock you ought to carry. The best way is to lay out your sales by months and by regulating your stock and purchases you will not have at the beginning of the months more than twice as much stock as you expect to sell. You will then turn your stock six times a year on the retail, or between eight and nine times on the cost, and keep your stock new and fresh at all times, and have it worth nearly 100 cents on the dollar. Not until you have determined your merchandise policy, organized your departments and fixed your sales, stock and per cent. of profit should a dollar's worth of merchandise be bought. Then, and then only, are you really ready to go into the market to buy. A lawyer would not think of going into court without first having most carefully prepared his case beforehand. If he did, he would be sure to be beaten. So it is with the buying of merchandise. If you buy without this advanced preparation you will get stuck.

Which one of you would think of building a house without first going to an architect and have him draw you a set of plans? You would not think of ordering a lot of stone, wood, iron, steel and nails before you had your plans drawn. If you did, what would you have? A conglomerate mass of wood and iron. The same thing would be true of your stock of merchandise: if you did not have some definite, preconceived, worked-out plan, you would not have a correct or complete stock.

In this way your buying becomes surer and more positive in character, instead of being uncertain and haphazard. No buying is good buying unless it is intelligently done, and it can not be intelligently done without the definite, preconceived, worked-out plan. Have some system about your work. Gladstone once said that a man working systematically will accomplish more in a week than the hard working sloven could in a month.

Now, you go into the market with confidence, fully equipped, to make your purchases. You should, of course, have a thorough knowledge of the merchandise you are going to buy. You should not invest your own or another's money unless you know all about the merchandise you are going to invest your money in. Therefore, I say to you, study the merchandise you are going to buy, know all about it, know it inside and out, upside and down, know how it is made, where it is made, know its component parts, whether it is wool, silk, cotton or linen, know the fashions of the day, as to style and color, know whether the fit and shape are all right. Study the literature of the particular line you are interested in. There is hardly an article manufactured to-day but what there is some book written treating on it. And be sure to know the class of trade you have coming to your store. Style sells more goods to-day than price. Therefore be the first to show the new things, as it is the store that shows the new styles first that gets the business. Goods that are not up-to-date are difficult to dispose of at 50 cents on the dollar. Consider the merchandise you are buying from the following points of view, and in the following order—style, quality and price. You will see that I put the price last. Too many merchants put the price first; their first thought is not how stylish and good, but how cheap. This is a fallacy, and will ruin any business, if persisted in. Style to-day makes more sales and bigger profits than almost anything else.

Last, but not least, study the man you are buying from; know whether he can and will deliver same merchandise as samples; whether he will deliver them at the time agreed upon, because the returning of goods that are not right and the having goods on order which your customers are calling for will not increase your business or your profits. Have the goods when your trade wants them, be out of them when they don't. Calendar for each department. Deal squarely with the man you are buy-

ing from; treat him as you would want to be treated; don't think, because you are buying goods from him, that he is under any complicity to you. You buy his wares because you can sell them and make money on them, consequently, you are the one who is under a complicity. He is essential to your success; without him you could not conduct your business. Treat him with every consideration, because everything being equal, he, being human like all of us, will give the best things to the man who treats him right. No trade can be a good trade that is not profitable for both buyer and seller.

Do not try to get the best of it; unless the manufacturer or jobber can make money on you he does not want your trade. He may deliver goods to you when business is dull and he is overstocked, but when merchandise is scarce, who gets deliveries, the man who pays a fair profit on his purchases, or the man who tries to squeeze all there is in it out of him, and cancels or returns on the slightest provocation?

Do not make promises you can not live up to. Having made a promise to look at a traveling man's line at a given hour, keep that appointment. Don't keep him waiting two or three hours. He has his living to earn, and by having him waste two or three hours you are reducing his earning capacity. Live up to the "Golden Rule." You will find the houses that practice it are the most successful ones.

We will now discuss for a few minutes the selling of merchandise for the purpose of making a profit:

There are two very essential factors that must be taken into account in the selling of merchandise.

1. Complete stock of reliable, dependable merchandise, reasonably priced.

2. Service to the customer.

Without complete stocks it is absolutely impossible to make a big success of your business in these times of keen competition and enterprise. Your competitor will be quick to take advantage of any weakness that may exist in your stock or in your service, and turn it to his advantage. Customers to-day go to the store that carries the stock and that gives them the best service; in fact, many customers will pay more for goods in the store that gives them the best service.

Emerson once said: "If a man preaches a better sermon, writes a better book or makes a better horse-shoe, the world will beat a path to his door, although he build his lodge on the top of a mountain or in the heart of a forest," and I say to you, the store that carries complete stocks of reliable, dependable merchandise, reasonably and fairly priced, will be the successful store.

Why do people prefer to trade at a certain store? It is because they can get what they want and are treated right. This brings me to the question of service. What does good service consist of? Even here again comes the question of complete stocks, of having what they want, and then of completing every transaction in such a way that the customer is

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	
Pontius, each stick in carton	Per doz. 40
LAMP BURNERS	
No. 0 Sun	40
No. 1 Sun	42
No. 2 Sun	55
No. 3 Sun	90
Tubular	60
Nutmeg	60
MASON FRUIT JARS	
With Porcelain Lined Caps	
Per gross	
Pints	4 40
Quarts	4 75
1/2 gallon	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	1 85
No. 2, Crimp top	2 85
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10
Best Lead Glass.	
Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
Pearl Top—1 doz. in Cor. Carton	
Per doz.	
No. 1, wrapped and labeled	75
No. 2, wrapped and labeled	85
Rochester in Cartons	
No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2, Lead Flint, 10 in. (95c doz.)	5 60
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 60
LaBastie, 1 doz. in Carton	
No. 1, Sun Plain Top, (\$1 doz.)	1 00
No. 2, Sun Plain Top, (\$1.25 doz.)	1 25
575 Opal globes	1 40
Case lots of 3 doz.	1 35
565 Air Hole Chimneys	1 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.	3 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, 5/8 in. wide, per gross or roll	38
No. 2, 1 in. wide, per gross or roll	60
No. 3, 1 1/4 in. wide, per gross or roll	90
Cold Blast wf Bull's Eye	1 40
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
COUPON PASS BOOKS	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
CREDIT CHECKS	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	40

satisfied. It consists in doing every transaction just right, and when it happens that it is not right it shall be made right with the least possible delay and annoyance to your customer.

Try and combine the strong points of the small store with those of the large store, and you have a combination that can not be beat, and the small store admittedly has strong points. It has that touch of personality that the big store lacks. It gets closer to its customers than the big store does. The proprietor of a small store is known to a very large number of his customers, looks after them when they come into his store; he sees that they get what they want, and if he hasn't it in his stock, he tries to take an order for it.

Quick change and prompt delivery are two very important points in a store service and which are too often overlooked.

Advertising has two very important functions to perform:

1. To create a favorable impression in the minds of the purchasing public toward the store.

2. To bring customers into the store to purchase the goods you have to sell. Now, the second can not be done without the first. You must create a good, a favorable impression before you can get the people coming to your store in response to your advertising. Now this impression can not be created if you disappoint or fake your customers. One of the great wastes to-day is that caused by injudicious advertising. Many merchants advertise from habit, or because their competitor does, no preparation or thought being put into it. Such advertising is worse than no advertising, because instead of creating that favorable impression, it has just the opposite effect, creating an unfavorable impression.

How many stores advertise merchandise of which they haven't enough to last one hour? You go into a store at 10 o'clock in the morning, and you are told: "We are all sold out." You do that two or three times, and you lost the trade not only of that customer, but of his friends. If you are going to advertise an article, have plenty of it to supply any reasonable demand that may be made upon you.

A satisfied customer is the store's best advertising. Newspapers can only bring them to your store. It is then up to you to supply the merchandise and the service. Failing to supply these you can not hope to get results.

The best kind of advertising is that which is prepared in advance. A good way to do it is to lay out five or six weeks' advertising in advance, deciding what you are going to advertise, the price at which it will sell in large quantities, then go into the market and hunt for it until you find it. If you do this you will get definite response from your advertising, and create that favorable impression toward your store.

Now, there are other forms of advertising equally as effective as newspaper advertising and less expensive.

You have your windows. No better form of advertising can you have. Give them your most serious and earnest consideration, change them often. They should not be used to try and sell goods that you are stuck on. They should be used for the distinct purpose of attracting people into your store; therefore the goods displayed therein should have good reason for being there. They should be extraordinary in value if they are marked out, and if not marked out they should be the newest and most stylish goods you have. If you will bear this in mind and use your windows accordingly you will find them good business getters.

There is still another form of advertising and that is the advertising done within your store. Make your store attractive in appearance, display your merchandise in the most attractive way possible. A \$2 article well and artistically displayed is more apt to attract a purchaser than a \$3 article carelessly shown at \$1.50.

In summing up advertising I have mentioned to you three kinds of advertising, newspaper, window and store advertising. There are many other ways of advertising, but these I consider the most effective.

There is an old saying in business that says "Money is made on turn-overs, and lost on left-overs," and that I consider a very true saying. Every department in which there is an element of style connected with it should close out practically its entire stock each season. You will probably say that it is impossible to clean up each season. The most successful dry goods people in this country do it every season, and in doing so they have made for themselves the reputation of being the first house in this country to show the newest and correct styles. They do a million dollar dress goods business, and at stock-taking will not have more than \$25,000 worth of goods on hand. Hoarding of merchandise is as disastrous as hoarding of money ever is. There is, however, a difference in them; money is worth 100 cents at any time, but the longer you keep merchandise the less it is worth to you or to anyone else.

'Are You a Superfluous Man?

Among the many singular novels written by Turgenev, certainly one of the most painfully curious and perplexing is, "The Diary of a Superfluous Man." It is a confession, supposed to be written in the last illness a few weeks only before death, of a young man to whom existence has been hardly a reality at all—not even a disappointment in that word's more ordinary meaning—but to whom life has been a spectacle merely, much as if a man's spirit after his death haunted the places where he had once lived, but no longer taking an active share in life.

This book, however, is only an incomplete hint, or fragment, of a study of a temperament of which, in Amiel's celebrated "Journal Intime," we have probably the most curiously microscopic and psychological confession which exists in literature.

The confessions of Rousseau, the essays of Montaigne, the autobiographies of Cellini and others which might be mentioned, besides Amiel's "Journal," become mere narrations, disclosures, boasts, and lack the true spirit of confession.

"Superfluous, superfluous," repeats Turgenev's creation to himself on despairingly summing up his own life. "There seems to be no other word for it—superfluous."

For although Amiel's "Journal Intime" is the production of a most remarkable philosophical mind, its value lies in its wistful acknowledgment and unerring analysis of failure. It is not the philosophical value of the book, its value as pure thought or speculation (although this is undoubtedly considerable), that has made it a great piece of literature, but its value as a diagnosis of a temperament.

"What interests me in myself," he declares, "is that I find in my own case a genuine example of human nature, and, therefore, a specimen of general value." Curiously enough, but perhaps not uncommonly in this respect, he describes himself best in describing another.

"Taken as a whole," he says of Joubert, "there is something impalpable and immaterial about him which I will not venture to call effeminate, but which is scarcely manly. He wants bone and body; timid, dreamy, and clairvoyant, he hovers far above reality. He is rather a soul, a breath, than a man. It is the mind of a woman in the character of a child, so that we feel for him less admiration than gratitude."

Again of himself he writes: "Without having died I am a ghost. Other men are dreams to me, and I am a dream to them." Sometimes he seems to grow weary of this shadowy introspective life, and, like the Lady of Shalott, longs to leave this magic chamber and look out upon realities.

"What is it," he says, "which always has come between real life and me? What glass screen has, as it were, interposed itself between the enjoyment, the possession, the contact of things, leaving me only the role of looker on? * * * Fatal result of timidity, aggravated by intellectual delusion! * * * Fear, too, has had a large share in it. * * *

* * * But, after all, I am a man, and

not a theorem. A system can not suffer, but I suffer."

Mrs. Humphry Ward, who, it will be remembered, translated the Journal into English about fifteen years ago, made a study of this temperament in the character of the scholar Langham in "Robert Elsmere," who lacks courage to live in the ordinary sense of the word, and who, afraid even of love itself, withdraws at the last moment from his engagement, feeling such a future as he pictures to himself impossible. Like Amiel, whom in type and intellectual physiognomy he resembles, practical life makes him afraid.

The unfortunate possessor of this temperament usually fears life as other men fear death. He is perpetually in trepidation as to what the next day will bring forth. Perhaps this painful infirmity is not uncommon among poets and other men of sensibility or imagination, and there is one passage in the Essays of Elia on the "Superannuated Man" that seems to suggest that he, too, knew something of this strange malady.

He says, although it should be mentioned that he is thinking chiefly of his later years in the South Sea house, "Independently of the rigors of attendance, I have ever been haunted with a sense (perhaps a mere caprice) of incapacity for business. * * * I had perpetually a dread of some crisis to which I should be found unequal. Besides my daylight servitude, I served over again in my sleep, and would awake with terrors of imaginary false entries, errors in my accounts, and the like."

One meets superfluous men in all professions and in all classes of society; there are superfluous doctors, clergymen, barristers, authors, and even military officers, although it is less tolerated in the army. One easily recognizes them by a certain softness and timidity of the eye—generally half feminine in expression. One can not help feeling sympathy with persons so afflicted, and it is especially painful when this defeat of masculine force is associated, as it often is, with unusual intelligence and quick intuitive perception by which the victim is aware of the lack of correspondence between his intellectual and willing powers.

John F. Stone.

Honesty is being better than you have to.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

GREAT FOREST RESERVE.

Congressman McLaughlin Will Favor Feasible Plan.

Washington, D. C., March 11—I am in receipt of a copy of the Michigan Tradesman of March 4 containing an editorial referring to me and my attitude toward the so-called Appalachian-White Mountain bill.

The article states that "one of the singular facts in connection with the present campaign," relating to the Appalachian-White Mountain bill, "is that Mr. McLaughlin is, as far as can be ascertained at present, against the enactment of the bill," etc.

I am surprised if there is anything singular in my attitude and am surprised, also, to learn that I am opposed to the measure. The fact is, the entire matter is "in the air." There are several bills pending in the House having for their purpose the purchase of forest lands in the Appalachian and White Mountains, and, so far as I know, I have never expressed myself definitely, publicly or privately, as to the merits of these bills. None of them have been considered or even spoken of in the Committee on Agriculture; none of them will be considered until the House receives a report from the Judiciary Committee on the question of the constitutionality of the measures. I do not know the opinion or the attitude of a single member of our Committee, unless the fact that one of the bills was introduced by Mr. Lever, of South Carolina, who is a member of the Committee, makes it necessary for him to support the bill. Other work before the Committee has taken our entire time and thought and I have not heard even Mr. Lever express himself on any of the bills, not even his own.

As the article says, conditions in the Ninth District and in other parts of Michigan ought to influence me strongly to favor the proposed purchase of forest lands in the Appalachian and White Mountain country. I am in favor of the idea or the principle involved in the proposition and hope sincerely that one of the bills now pending in Congress may be found to embody the correct plan to be followed in carrying out the idea. I shall favor a plan if I consider it right and feasible. Otherwise I shall oppose it.

I have received many letters containing advice and suggestions as to the course proper for me to pursue in this great question. Many of these letters are from men who are well informed as to the wisdom of the Government acquiring these forest lands; many are from persons having no real information on the subject. I think it is safe to say that very few who are urging these measures know anything about the amount of land that ought to be bought, nor have they even an intelligent idea of the amount of money necessary to make the purchase.

Members of Congress have very little information and have widely different views on the subject. Mr. Brownlow, of Tennessee, has introduced two bills for the purchase of these lands, each providing for an appropriation of ten million dollars.

Mr. Lever's bill provides for an appropriation of five million dollars. I have heard some members of the House say that not less than three hundred million dollars will be necessary to buy lands strenuously urged by some ardent advocates of the proposition as absolutely necessary.

On January 30 I attended the hearing before our Committee addressed by governors of states and by more or less eminent men from different parts of the country. Their speeches impressed me with the necessity of the Government acquiring these mountain lands, but not one of the gentlemen suggested a definite plan to be followed by the Government in acquiring them; in fact, the only plan suggested by any one is that a large appropriation of money be made, from five million dollars to three hundred million dollars, and placed at the disposal of the Secretary of Agriculture or some other officer of the Government, to be expended as he may think proper. I think you will say that a more definite plan than this must be devised. My information is limited, but I recall no large appropriation made for almost unrestricted use by an officer of our Government except the fifty million dollar appropriation for use by President McKinley for carrying on the Spanish-American War. I believe Congress will not make an immense blanket appropriation, as it may be called. It will demand particulars as to how this money is to be expended, how much land is to be acquired and what it will cost.

I have endeavored to show you some of the difficulties in the way of the proposition pending before Congress. I can only repeat what I have said, that I am heartily in favor of acquiring these forest lands, or so much of them as are necessary and proper for the Government to buy and hold. I shall favor a measure that seems reasonable, if one can be devised and is presented. I shall oppose a wild scheme that has no limitations as to the amount of money to be expended or the quantity of land to be acquired.

You speak of Speaker's Cannon's attitude toward this Appalachian-White Mountain proposition. I do not know Mr. Cannon's opinion of any of the measures that have been introduced or his attitude toward the general proposition. I do know, however, that Mr. Cannon alone does not control the House of Representatives. He is one of, is the leader of, a number of members who, together, outline, influence and perhaps control the work of the House of Representatives. I have not talked with Mr. Cannon on this Appalachian matter, but if the Committee on Judiciary makes a report in favor of its constitutionality, I shall see the Speaker and talk with him about the bill pending before the House and about the subject generally.

I am pleased to hear from you and trust you will let me hear from you whenever you wish to bring your views to my attention.

James C. McLaughlin.

There always is some character being determined by your conduct.

Tobacco Growing in Sandwich Islands.

Excellent progress has been made during the past year in the experimental culture of high grade cigar leaf tobacco in the Hawaiian Islands, according to the annual report of the special agent in charge of the agricultural experiment station of Hamakua, says Tobacco. It is stated in this report that it has now been demonstrated absolutely that tobacco of good burn, texture, flavor and color can be produced on a commercial scale and probably at a handsome profit in certain districts in Hawaii, and there appears to be a strong disposition on the part of growers to abandon the culture of coffee in favor of cigar leaf.

Concerning the tobacco experiments, the special agent who has direct supervision of the work says: "The tobacco investigations carried on by the station are in co-operation with the Territorial Board of Agriculture and Forestry, assisted by contributions from a number of individuals. The experiments with tobacco were begun in 1904 and in October, 1905, the first samples of Hawaiian-grown tobacco were submitted to expert judges for examination.

"Samples were sent to all parts of the mainland and about 150 pounds were made up into cigars for distribution in Hawaii. The experts who examined the tobacco leaf are of the opinion that it is of good burn and flavor and that the elasticity, firmness and general texture place all of the samples in the wrapper class.

"The quality of the leaf is due to the soil and climate. The tobacco belt of Hamakua is coincident with that portion of the mountain slopes where the clouds gather almost every day in the year. The mornings are usually clear, with full sunshine, but before the heat of midday clouds drift in from the ocean and rest over the slopes, disappearing again toward evening. In effect the Hamakua tobacco is shade grown, not by virtue of being planted under cloth tenting, but because of Maun Kea's fog bank."

Merchants of Bay City Form Association.

Bay City, March 17—Local merchants are organizing a Merchants' Trade Association for the purpose of developing a market for local dealers, both wholesale and retail, as well as for the manufacturers throughout Northern Michigan and the Thumb district.

A temporary organization has been effected with C. C. Rosenbury, one of the most prominent of the

younger business men, at its head, and a working scheme is now being planned. It is intended to cover every railroad division out of this city, and the local people will of necessity enter into a struggle with Saginaw for trade to the Northwest. Between eighty and 100 merchants and manufacturers are already enrolled in the Association. This organization will be allied with the Board of Trade, which is responsible for the new organization.

Makes Pokes for Horses.

Charlotte, March 17—Mayor Russell S. Spencer and Truman Gillette, hardware dealers, are interested with Charles Scott in the manufacture of a pulley of Mr. Scott's patent and a horse poke, the patent of Andrew Moore, another local man. The jobbers have taken hold of both articles and the outlook for sales is good. The manufacture of the horse poke is controlled by the Benton Manufacturing Company, but when its plant was shut down some time ago it gave the Scott Company permission to manufacture the poke, which has been on the market for several years. The business, thus far, is going along in a small way, but it is thought that the present capacity of the plant will soon have to be enlarged to accommodate the growth of the business.

Running Ten Hours Again.

Holland, March 17—Labor conditions are now much better here. The West Michigan Furniture Co. has started to put on a small force of men again and is operating ten hours a day. For several weeks they have been running eight hours a day for five days a week, and with but a small force.

The Bush & Lane Piano Co. has also largely increased its force, and is running until 6 o'clock again instead of 4 o'clock, as it did all winter. The piano company states it has more orders to fill at present than it had last year at this season.

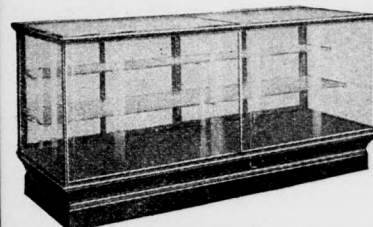
What He Was After.

Mabel—I thought Col. Soak said he hated chocolates. How did you ever get him to eat the whole box of them?

Maud—Why, I told him I thought there was a brandy-drop among the lot and he was trying to find it.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders



Our Crackerjack No. 25

Improve Your Store

Up-to-date fixtures are your best asset and greatest trade winner.

Send for our catalogue showing the latest ideas in modern store outfitting.

GRAND RAPIDS SHOW CASE CO.

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



COURTESY OF SALESMANSHIP

Let the Buyer Know What He Wants.

Now, boys, for a little straight talk on courtesy and breeding as applied to selling. It is not to make you good but to help you to make good.

"Courtesy," you say? "Why, nine-tenths of the men I call on don't know the meaning of the word. They don't treat me with common decency even, to say nothing of putting on any 'frills.'"

That may be so but it is because salesmen as a class have not in the past had the training in culture and refinement that makes courtesy natural, and the present purchasing agent is not yet fully educated in the habits and methods of the 1908 self-respecting man who gets the orders. The day of the drinking, vile-story, poker-playing drummer is passed; you have crowded him hard with your better morals, now displace him entirely with your better manners.

A drop of water on the commutator ruins the contact, and, no matter with what horse power your dynamo is running, the lights are dimmed; so a very small thing in your personal appearance or manner may raise an objection to you that will have to be overcome. You study the temperament, character and hobbies of your buyers, but that knowledge may be made ineffective by some unconscious discourteous act on your part, a hint at familiarity, or a vulgar expression.

Buyers are human. In most cases they are near to the management if not managers themselves, and, secretly if not openly, have an exaggerated opinion of their own importance. Because they are human, they are susceptible to flattery, not of the fulsome and direct kind but the little touches of manner which show respect. If Mr. Buyer is smoking a cigar, it doesn't entitle you to light a cigarette, for he may have a prejudice against cigarettes, and small opinion of the man who smokes them. If he punctuates his conversation with an oath, it may be a habit, something which he abhors in others and of which he is trying to break himself, and you will gain only his disrespect by following his lead. You get into his office, and, in your earnestness, move up close to his desk. He has before him the memoranda of his requirements, and all of the information which he expects to use in hammering your prices, and in his artful way he expects to hold these unknown facts over your head. He will resent any attempt on your part to get these secrets out of him, so don't get too near. Avoid any suspicion that your far-seeing eyes are reading his memoranda.

If it is necessary for you to do any figuring provide yourself with paper from your own pockets. Tools was a well versed salesman but careless. He never could find his pen-

cil, and was always picking up stray pieces of paper to figure on, much to the annoyance of some of his customers. He learned his lesson one day, however, when he picked up a piece of paper that was lying white side up and had it nearly covered with figures, when Mr. Customer began pawing around his desk for a certain invoice. Tools idly turned over the piece of paper he had, and behold, it was the missing invoice, which Mr. Customer had got out before Tools arrived, for the purpose of comparison of prices. He had turned it face down on his desk purposely to keep Tools from seeing it. Of course Mr. Customer thought Tools had looked at the invoice, and the irritation and annoyance which the mistake caused Mr. Customer lost Tools the order, and furthermore Tools was to blame.

It is the height of discourtesy to intimate by word or manner that the buyer does not know what he wants, or is too narrow minded to appreciate the advantages of your goods. When I was a boy a new book agent gained access to the house and would not leave without seeing my mother. She came into the room, and he began reeling off his prospectus which he had learned by heart. When he had finished my mother said, "I would not care for the book nor wish to buy it." He was astonished that his long string of talk had not availed, and replied, "Oh, I see you are not a literary woman."

No salesman worthy of the name would be so idiotic, and yet many a time his manner conveys the unspoken word, and his chance for future business is ruined by failing gracefully and courteously to acknowledge his defeat.

After Mr. Buyer has said "No" it is too late to flash your bunch of orders, and carry the intimation that his judgment is not as good as some one's else. It is dangerous at any time, but, if you have been fortunate enough to interest some unusually large buyer, not a competitor, mention it in your line of argument as to the merits of your goods.

The day of the signed testimonial is passed; it is effective only in the patent medicine advertisements; it will convince the wavering mind of the sick man who doesn't know what he wants and is willing to be humbugged, but the fact that others have bought is of little value in influencing the well posted buyer of to-day.

Don't make a criticism of anything that offends you, even if it is obviously deserving of censure. Small manufacturing towns do not offer the best of hotel accommodations, and passenger train service is generally poor; but it is in extremely bad taste to talk of these things, and is dangerous in many instances. An actual case that came to my notice proves this fact:

Flues was a high priced office man, and had had some experience on the road. He knew all about water tube boilers, and could make good by correspondence, so a hurry enquiry that looked promising was turned over to him.

This enquiry came from a small

town, and there were but two trains a day. Flues took the second one at 10:30 a .m., spent four hours going twenty miles, found he was booked to stay over night in a very poor looking hotel and wasn't happy. After his introduction to Mr. Customer his first remark was in reference to his trip. He took it for granted that Mr. Customer was down on the railroads. Said Flues: "I certainly have had a hard time getting here, Mr. Customer. Four hours to cover twenty miles, and that last five from the Junction was a caution. Why, I could have walked it in less time than that jerk-water road made. It is pretty tough on you to live here and have to stand for such service."

Mr. Customer happened to be a large stockholder and director of the road. Through great personal effort "the strip of jerkwater from the Junction" had been built to serve his plant and two others farther down the line. The passenger service was a sore spot with him and he said: "If you had gotten up earlier and taken the 6:45 you would have come through in good shape. This road caters to the freight business and makes it pay. The defects in its passenger service keep many salesmen from calling on me, but I have always been able to get what I wanted without subjecting many to the inconveniences of our railroad. Yet quite a number call on me and find the road no worse than some others. What can I do for you, Mr. Flues?"

Of course it was all off. Flues couldn't have sold him gold dollars at scrap iron prices, and both knew it.

Avoid the obvious. It is like a pun on a man's name which thousands have made before, and if your customer's plant has some strikingly peculiar situation or appearance don't mention it and avoid trouble. The countless number of unthinking ones that have preceded you have referred to it; it is an old story to Mr. Customer, one he is heartily tired of telling.

Dress for your part. You are a business man, not a sport; a man whose mind is wrapped up in business has no time for the frivols of fashion. Clothes do not make the man, notwithstanding adages to the contrary, but clothes sometimes unmake a man and show him up as a fool. The quiet, dignified style with a scrupulous neatness indicates self respect. The other night in Albany I was at a hotel which houses some 200 traveling men every night. I could pick out the liquor salesmen with their "too big" jewels and loud check suits; the farm tool canvassers with celluloid collars and baggy trousers; the house-to-house novelty salesmen with muddy shoes and sun faded hats. The least conspicuous as to dress were the men who were still busy at 9 p. m. writing, telephoning, or off in a corner by themselves studying blue-prints and sketches. I knew these men were machinery salesmen.

A word as to "butting in." A couple of months ago I was in a jobber's semi-private office. My grip was on the floor beside me, my hat was off and Mr. Jobber's was also. My

book of photographs was on the desk, and Mr. Jobber and I were in earnest conversation. The office boy brought in a card, and was told that Mr. Jobber was busy, but would see the man as soon as he was at liberty. Mr. Man had followed up his card, entered the room, and took a seat where he could overhear every word we were saying. Not only this, but, when he had heard enough to assure him that the matter we were discussing could not be settled in a short time, he arose, came to the desk and said, "Excuse me, Mr. J., but I want to get away on the 4:30 train and I won't detain you but a few minutes." He began to talk his goods without a word of permission or further apology.

At the end of about two minutes Mr. J. said, with a look that I could appreciate:

"You could not interest me in your goods under any circumstances, and you are wasting your time." Mr. Man knew enough to stop and get out.

Mr. J. turned to me with the remark, "This must be his first trip or he is a fool. We buyers do not expect courtesy, but I thought there was a semblance of it among salesmen in their treatment of each other, and the way that fellow 'butted in' on you made me mad."

Let me tell you that courtesy pays.
J. R. Babcock.

Telling Truth Like a Lie.

It is possible to present entirely correct statements so that they appear improbable and overdrawn.

From a selling standpoint, an advertisement so prepared is just as impotent as a downright lie.

It is not enough that an advertisement convinces the man who writes it, nor the man he is writing it for.

It must convince the indifferent stranger. It must be so compellingly convincing as to puncture the doubts of the avowed pessimist who is "dead set" against any kind of advertising.

It must be so logically convincing as to carry the reader through to a definite, clear and favorable conclusion that skepticism can not assail nor doubt destroy.—Mahin Messenger.

Like the Little Red School House
in the poem

Hotel Livingston

Grand Rapids

is "halfway up the hill." No more convenient location. Just high enough to catch the freshest, purest air.

STOP AT THE HERKIMER HOTEL

GRAND RAPIDS, MICH.

Finely furnished rooms, private and public tiled baths, steam heat, electric light, running hot and cold water in every room, telephones, etc. Rates 50c and up per day

Gripsack Brigade.

J. W. Schram has severed his connection with the Dittman Shoe Co. and has purchased an interest in the Hennessy Shoe Co., Cincinnati. He will cover Michigan, Ohio and a portion of Ontario.

A Kalamazoo correspondent writes: J. P. Bosker, who for several years has been connected with the Bell Cigar Co., has secured a position as city salesman for the Lemon & Wheeler Company.

A. D. Crain, who had nearly grown gray in the service of Heath & Milligan, who recently went into bankruptcy, has allied himself with the Bradley & Vrooman Co., of Chicago, covering the same territory as heretofore. Mr. Crain is a conscientious worker and an energetic salesman.

Petoskey Independent: J. C. Clark, formerly manager of the Clark Shoe Company, which has been sold out, informs us that he has accepted a position as traveling salesman for the Hirth-Krause Co. shoe house of Grand Rapids, taking Northern Indiana, Ohio and the oil district of Pennsylvania as his territory, intending to take up his new work about April 1. He will continue to make this city his home.

Petoskey Independent: A good, hearty laugh is going the rounds at the expense of a certain well-known young traveling salesman who makes his home in this city. Recently while on a trip through the East in the interests of his firm, he had occasion to take a night train east-bound from Buffalo. The two sleeping cars were respectively bound for Boston and New York City, our friend riding in the former. He had started to retire for the night, removing his coat, vest, collar and tie, when in came a friend from the New York car, asking him to come back and have a talk with him. The two went back to the New York car and had their chat, but it was much longer than had been intended, for when the genial drummer went to go back to his sleeping apartments in the Boston car, he found that that car had been transferred to another train, and was at that time many miles away. The incident occasioned considerable borrowing of clothes, but a telegraph message, followed by a trip to Boston, set matters straight again.

Grand Rapids Council. Largest in Michigan.

Grand Rapids, March 17—At the last meeting of Grand Rapids Council, No. 131, U. C. T., thirteen new members were taken into full membership as follows:

Frank Chase, Brown & Sehler Co.
Chas. H. Dunakin, Flint, Walling & Co., Kendallville, Ind.

Thomas J. Modie, Grand Rapids Oil Co.

Bernard P. Snitseler, Grand Rapids Dry Goods Co.

Henry W. Poole, Fox Type Writer Co.

Alex M. Miller, Lemon & Wheeler Company.

Frank H. Starkey, Parrotte, Beale & Co., Chicago.

Wallace E. Crowell, Peck-Johnson Co.

Howard J. Winans, International Harvester Co.

Wilson R. Andress, Ginn & Co., Chicago.

Fred L. Raymond, Hazeltine & Perkins Drug Co.

This increased our total membership to 272, making it the largest Council in Michigan.

There are now fourteen Councils in Michigan, located in the following cities:

Traverse City, Owosso, Petoskey, Muskegon, Saginaw, Grand Rapids, Detroit (2), Marquette, Jackson, Flint, Lansing, Kalamazoo, Battle Creek. O. F. Jackson, Sec'y.

Movements of Michigan Gideons.

Detroit, March 17—The Michigan Gideon State Convention will be held in Kalamazoo Saturday and Sunday, April 25 and 26. A large attendance is expected.

Field Secretary Bowers will be in this city this week, blowing the trumpet and breaking the pitchers.

National President Charles M. Smith attended the wedding of a corn doctor last week and acted as "Picket." The bridegroom, it is claimed, "had no hair on the top of his head, the place where the hair ought to grow."

Ed. Knight, sales manager for the Michigan Drug Co., gave the address at the Griswold House last Sunday evening and had for his subject, "Redeeming the time," Ephesians, 5:16. The picture drawn was Paul as a prisoner, not knowing the moment he would be executed, and yet he was improving every moment writing to the churches he had founded. Aaron B. Gates.

Congress is very much at sea on the question of prohibition. Citizens of the capital want local option in the District of Columbia, and the states that have adopted prohibition want the shipment of intoxicating liquors from outside their lines suppressed. These are new questions for congressional action, and many statesmen are in doubt which way to turn without danger to their standing at home. Senator Bacon has a bill which provides that the bill of lading for any package containing liquor shall declare the destination and shall not be diverted from the point of consignment. He claims that it is in no sense a prohibition bill, and would not interfere with the sale of liquor in any place. The passage of the bill will give to each state the right to determine whether there shall or shall not be within its borders any traffic in intoxicating liquors. The same power will extend to a county of a state, so that it may be determined whether the restriction shall be wholly or in part. Under this bill the state could entirely exclude liquors from its borders or, if it desired, could permit liquor traffic. Any state would have the power, if its people so elected, to permit liquors to be received by any citizen for his own use, and at the same time sale to others could be prohibited.

It is following the stars we have that will lead to the day to be.

REUBEN GLUE.

Nickname Originally Applied to Deacon Ellis.

Mayor George E. Ellis landed in Grand Rapids about twenty years ago. He was the greenest looking youth who ever crossed the portals of the city. His trousers were of the high water mark order. Underclothing was an unknown quantity with him at that time. He hung around Geo. Robens' saloon, at the southeast corner of Hall and South Division streets, and learned to play cards. The gamblers and sports with whom he associated gave him the nickname of Reuben Glue, which stayed by him a good many years. Even now the title is used by some of the oldest members of the gambling fraternity in speaking of the novice who developed into the most successful con artist the city has ever known.

Under the expert instruction of his associates the Deacon soon became a card sharp and inside of a month he found an outlet for his ambition in inveigling country boys into the saloon and relieving them of their spare change at the rate of 10 cents a game. As soon as he had gained sufficient confidence in his ability as a gambler he formed a copartnership with his half brother, Russ Ellis, and opened a faro bank over the saloon, which they conducted several years. The location was just across the city line at that time. When the limits were extended a mile farther south and the city became an "open town," he and his brother moved down to Monroe street, where they conducted a faro bank six or eight years over Jerome Trowbridge's (now Moore's) saloon. He then parted company with his brother and started a faro bank in the Moran block on North Ionia street. A year or two later he put gambling boards in the barroom of a local hotel and in Frank Bonnell's saloon. The officers of the law afterwards put an end to this species of gambling, whereupon he started a bucket shop in the rear of the Morton House, which was the ruin of several men and probably caused countless thousands to mourn.

As the result of his gambling career Deacon Ellis has accumulated a fortune variously estimated at from \$100,000 to \$300,000. His half brother insists that he is possessed of property in excess of \$250,000. Russ and he were bad friends for several years, growing out of the manner in which the Deacon absorbed the paternal homestead in York State when the father died, leaving the other children out in the cold. The breach was afterward healed by the Deacon's securing a position as Deputy Sheriff for Russ, which position he still holds.

Deacon Ellis is one of the most cold-blooded men in the world. It is claimed that he never had an ambition which was not inspired by selfishness and greed. It is also asserted that he cares for no one but himself. He has probably ruined more men, including Lant K. Salisbury, than any gambler who ever did business in Michigan. Practically every

dollar of his fortune is "tainted money," representing, as it does, the sufferings of little children and the agony of despairing women.

Deacon Ellis' nerve is proverbial. He was once arrested on a charge of keeping a gambling establishment and was fined \$100 and costs by the late Judge Haggerty. The next time he met the Judge in the Methodist church he greeted him as "Brother Haggerty."

Deacon Ellis is now a candidate for re-election as Mayor on the Republican ticket. He is spending money like water to accomplish this result. His record during the past two years has been anything but good. Most of his appointments have been wretched. His influence has been bad. His example has been worse than bad. The re-nomination of such a man by the Republican party is a disgrace to the party and a reflection on a city which should keep at its head a man of irreproachable character. This condition is due to apathy on the part of decent Republicans, who ought to be ashamed of themselves for their inaction.

And where is the Democratic party in this emergency? Wrong, as usual, unable to do the right thing at the right time. Torn by factional fights and personal quarrels, it is unable to get together on any strong, clean man who could lead the party to victory, with the help of hundreds of Republicans who will not vote for a man whose hands are soiled and whose soul is seared by a gambling career, not to mention his connection with the infamous water deal, of which the Tradesman will have something to say later. John Duffy or ex-Mayor Sweet could win out hands down, but the vicious elements in control of the remnants known as the Democratic party are said to have formed an alliance with the Ellis crowd for the purpose of precipitating an "open town" and bringing about a return to the reign of the saloon, the gambling house and the brothel.

Case of Woman's Rights.

"The superb order our Committee maintains," said Marshal Geer, Chairman of the Floor Committee of the New York Cotton Exchange, "is owing to working together. The opposite method is invariably disastrous, as I once found to my sorrow during the bicycle craze. I set out, one hot August afternoon, on a tandem with a pretty girl. There was before us a stiff thirty-mile spin.

"Well, I worked like a galley-slave that afternoon. The perspiration simply rained off me. I could hear my overworked heart beating thunderously. My face was a kind of bluish red. But the girl kept beautifully cool.

"And at our ride's end, as I leaned the machine against the hotel porch, she touched one of the pedals delicately and said:

"By the way, what are those little twirligigs for?"

It is simple ignorance of ourselves that makes us harsh in our judgment of others.



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.

Some Peculiarities of Ambergris.

Ambergris was used by the ancients as a perfume by itself. How it was adapted to this purpose we are not informed.

Later on it was, in combination with frankincense and myrrh, largely used in the Roman Catholic churches for producing by the use of swinging censurs and hot coals that permeating and fascinating odor which suffuses the atmosphere and appeals strongly to the senses. Its common use, owing to its increased costliness, has now been abandoned.

In the art of making perfumery there never was an ingredient considered so indispensable as ambergris, which is extensively used in its alcoholic solution.

It is commonly supposed to be a morbid secretion on the liver of the spermacti. The reasons for believing it to be produced by disease are that the animals in which it is found are generally in an emaciated state and the lower part of the intestinal canal in which ambergris is found is in a diseased condition.

Ambergris, when of good quality, is of a pronounced gray color, streaked with black and yellow and very soft and pliable before exposure to the air; in fact, it may be flattened between the hands.

When slightly heated it emits an agreeable odor resembling somewhat that of musk, only more delicate, and when blended in an extract it loses its identity, but serves well as a fixative.

The fusing point is comparatively low, being 140 deg. Fahrenheit, and if raised to a higher temperature gives off a white smoke, which, when cooled, condenses into a fatty, crystalline solid.

The part of ambergris which is commercially valuable is called ambreine and is about 80 per cent. of the total. This is obtained by boiling in alcohol and separating the crystals that are formed by cooling the solution.

Its fractured face presents a fine grain and when cut shows a waxy appearance.

A comparatively simple test for proving the genuineness of ambergris is to thrust a hot needle into it and it emits a very pungent, fragrant smell; also if melted it becomes uniform in its consistency. Counter-

feits do not present these peculiarities.

Ambergris is generally found floating upon the seas of warm climates mixed with the remains of the food of whales. In size the lumps vary from 3 inches to 3 feet in diameter and from one pound to twenty or thirty pounds on the average, but it has been found as high as 180 pounds for a single piece. These specimens have been very rare.

Of the many animal odors used in the manufacture of perfumes, ambergris is and has been the most expensive and its use is prohibited in any except the first-class goods because of the extreme cost. Modern science has, however, produced an artificial product that is nearly as efficient as the genuine and at a much smaller cost. The rapid strides made by science in the last few years in materials used in the perfume industry justify the expectation of a perfect artificial ambergris in the near future.

Chemist Is Growing Mushrooms.

Two sage savants of the fatherland did something recently. They made a mushroom. They had a galvanic element of carbon and iron and immersed it in a solution of salts of uranium. When various other metallic salts were added queer objects began to form on the carbon. They grew swiftly until at last they clung like veritable mushroom growths. At first they are transparent. Then they begin to color beautifully, so that some become bright red on top, while the stem is pale yellow and the under part of the head is pale rose. "Inorganic mushrooms," the creators have named them. But with the microscope can be seen fine canals extending from the top through the stem like veins. Are these mushroom forms, then, born of electrical action from metallic salts, destined to teach us something of the birth of life? Some years ago Prof. Leeb took the unfertilized eggs of a sea urchin and laid them into a chemical mixture, of which sea water was the greatest part. There resulted what seemed like a miracle. The eggs became fertile.

The Drug Market.

Opium—Is fairly steady with unchanged prices.

Morphine—Is unchanged.

Quinine—Is firm.

Citric Acid—Has again declined 2c per pound.

Prickly Ash Berries—Are very scarce and advancing.

Oil Spearmint—Has again advanced on account of scarcity.

American Saffron—Continues to decline.

Gum Camphor—Is weak and lower.

Quince Seed—Has again advanced on account of scarcity.

Where Was Father?

"Go to father," she said when I asked her to wed.
 And she knew that I knew that her father was dead;
 And she knew that I knew what a life he had led,
 And she knew that I knew what she meant when she said:
 "Go to Father!"

Malaysian Opium Cure.

The recent publication in Consular and Trade Reports of an account from the China Telegraph of the discovery of an indigenous plant in the Malay Peninsula which had successfully cured many Chinese of the opium habit caused numerous American enquiries for further information about this plant. The following article in the London Times from Edward Morell Holmes, curator of the Pharmaceutical Society of Great Britain, will therefore be of interest:

"Hitherto the name of the plant used as a cure for the opium habit in the Straits Settlements does not appear to have been made known. Specimens of the plant in flower and fruit have been presented to the museum of this society by L. Wray, curator of the Taiping Museum, Perak. This gentleman, who is a careful botanist, has identified the plant as *Combretum sundaicum*, Miquel. It accords well with Miquel's description and there can be no doubt that it belongs to that species. It is a woody climber, with opposite leaves, in size and shape somewhat resembling those of the pear tree, and bears globular clusters of small white flowers arranged in panicles, the flower being followed by a red fruit about an inch long, furnished with four longitudinal wings.

"The plant is abundant on the plains around Kuala Lumpur, in Selangore, Malay Peninsula. The properties of the Combretaceae, the natural order to which it belongs, are very little known; some are used in malarial fevers, two are known to possess vermifuge properties, and one is used for poisoning bats. As soon as a larger quantity of the plant arrives the leaves will be subjected to chemical analysis and physiological investigation, and their actual value or otherwise determined. Meanwhile a few preliminary tests applied in the research laboratory of the Pharmaceutical Society to the small quantity of the leaves available indicate only the presence of an astringent principle and a coloring matter which do not afford a definite proof of the presence of any alkaloid or glucoside, although the leaves appear to contain some substance as yet unknown to chemists."

Foreign View of American Pharmacy.

The American correspondent of the London Pharmaceutical Journal sends the following note on American drug stores to his paper:

"The extremes of temperature in most parts of the United States are wider apart than in Great Britain. In winter the thermometer remains for some months at or below zero; while in summer a temperature of 90 degrees Fahrenheit is quite expected during July and August, and frequently a temperature of 105 degrees is reached. Hence there is a great change in the habits of the people. A complete change of clothing and the removal of carpets, curtains and blinds from the rooms create a huge demand for moth-destroying and preventing preparations. Another important increase to the pharmacist's income during the summer is the

soda fountain business. The soda fountain is usually found on one side of the pharmacy on entering and a tobacco stall on the other side, while pharmacy shrinks into the background in a retiring manner, so characteristic of her all the world over. Ice cream sodas, with numberless special flavorings, form the chief article in request, but many other drinks of a more or less pleasing taste are obtainable, including kola tonic, acid phosphates and orange phosphate. Drug stores also take up other side lines, particularly branch post office work and the sale of magazines. Another point about drug stores in the United States that arrests the attention is the great length of the hours of business. You will find them open before 8 o'clock in the morning and at night until 10 or 11 o'clock, and even later. Moreover, they are doing brisk business at these hours. As in England, the great majority of the drug stores are situated at the corners of streets. It is a very rare thing to see a shabby pharmacy, with the windows converted into lumber shelves and last year's dead flies being gradually buried by the daily accumulation of dust. The American druggist is a very live man, who has undertaken what he terms 'a business proposition,' and he means to make it pay. Apparently he succeeds."

Not Like Marriage.

"Jinx is married to his club!"

"Guess you're mistaken, he spends every evening with it."

The power of foes without depends on the fears within.

He who does what he can can soon do what he would.



YOUNG MEN WANTED—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

PILES

CURED

...without...

**Chloroform,
Knife or Pain**

Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

Wanted
SECOND-HAND
SAFES

Grand Rapids Safe Co.
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum	60	8	Copaiba	1 75@1 85	Scilla Co.	50	Liq Potass Arsinit	10@ 12	Salacin	4 50@4 75	Oils	
Aceticum	70	75	Cubebae	2 15@2 25	Tolutan	50	Magnesia, Sulph. bbl	1 1/2	Sanguis Drac's	40@ 50	Whale, winter	bbl gal.
Benzolcum, Ger.	70	75	Erigeron	2 395@2 50	Prunus virg.	50	Mannia, S. F.	45@ 50	Sapo, W	13 1/2@ 16	Lard, extra	85@ 90
Boracie	26	29	Evechthitos	1 00@1 10			Menthol	2 65@2 85	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Carbolicum	55@ 58		Gaultheria	2 50@4 00			Morphia, SP&W	3 25@3 50	Sapo, G	20@ 22	Linseed pure raw	42@ 45
Citricum	30	5	Geranium	02			Morphia, SNYQ	3 25@3 50	Seidlitz Mixture	20@ 22	Linseed, boiled	43@ 46
Hydrochlor	30	5	Gossippi Sem gal	70@ 75			Morphia, Mal.	3 25@3 50	Sinapis	20@ 22	Neat's-foot, w str	65@ 70
Nitrocum	80	10	Hedeoma	3 00@3 50			Moschus Canton.	40	Sinapis, opt	30	Spts. Turpentine	Market
Oxalicum	14	15	Junipera	40@1 20			Myristica, No. 1.	25@ 40	Snuff, Maccaboy,	51		
Phosphorium, dil.	44	47	Lavendula	90@3 60			Nux Vomica po 15	10	DeVoes	51		
Salicylicum	44	47	Limons	1 75@1 85			Os Sepia	35@ 40	Snuff, S'h DeVoe's	51		
Sulphuricum	1 1/2	5	Mentha Piper	1 80@2 00			Pepsin Saac, H & P D Co	01 00	Soda, Boras, po.	6@ 10		
Tannicum	75	85	Menta Verid	50@6 75			P D Co	01 00	Soda et Pot's Tart	25@ 28		
Tartaricum	38	40	Morrhuae gal	1 60@1 85			P D Co	01 00	Soda, Carb.	1 1/2@ 2		
			Myrcia	3 00@3 50			P D Co	01 00	Soda, Bi-Carb	3@ 5		
			Olive	1 00@3 00			P D Co	01 00	Soda, Ash	3 1/2@ 4		
			Picis Liquida	10@ 12			P D Co	01 00	Soda, Sulphas	2 60		
			Picis Liquida gal.	40			P D Co	01 00	Spts. Cologne	50@ 55		
			Ricina	1 02@1 10			P D Co	01 00	Spts. Myrcia Dom	2 00		
			Rosmarini	01 00			P D Co	01 00	Spts. Vini Rect bbl	2 00		
			Rosae oz.	6 50@7 00			P D Co	01 00	Spts, Vini Rect 1/2 b	2 00		
			Succini	40@ 45			P D Co	01 00	Spts, Vini R't 10 gl	2 00		
			Sabina	90@1 00			P D Co	01 00	Spts, Vini R't 5 gal	2 00		
			Santal	40 50			P D Co	01 00	Strychnia, Cryst'l	1 10@1 30		
			Sassafras	90@ 95			P D Co	01 00	Sulphur Subl.	2 1/2@ 3		
			Sinapis, ess. oz.	65			P D Co	01 00	Sulphur, Roll	2 1/2@ 3 1/2		
			Tigil	1 10@1 20			P D Co	01 00	Tamarinds	8@ 10		
			Thyme	40@ 50			P D Co	01 00	Terebenth Venice	28@ 30		
			Thyme, opt	21 60			P D Co	01 00	Thebromae	55@ 60		
			Theobromas	15@ 20			P D Co	01 00				
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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

Meal and Feeds

DECLINED

Spring Wheat Flour
Whitefish

Index to Markets

By Columns

Col	1	2
Ammonia	ARCTIC AMMONIA	Plums
Axle Grease	AXLE GREASE	Peas
Baked Beans	BAKED BEANS	Pineapple
Bath Brick	BATH BRICK	Pumpkin
Bluing	BLUING	Raspberries
Brooms	BROOMS	Russian Caviar
Brushes	BRUSHES	Salmon
Butter Color	BUTTER COLOR	Sardines
Candles	CANDLES	Sausages
Canned Goods	CANNED GOODS	Shrimps
Carbon Oils	CARBON OILS	Succotash
Catsup	CATSUP	Strawberries
Cereals	CEREALS	Tomatoes
Cheese	CHEESE	Tonnes
Chewing Gum	CHEWING GUM	Waters
Chocolate	CHOCOLATE	Wheat
Clothes Lines	CLOTHES LINES	Wheat Flour
Cocoa	COCOA	Wheat Flour
Cocoa Nuts	COCOA NUTS	Wheat Flour
Coffee	COFFEE	Wheat Flour
Confections	CONFECTIONS	Wheat Flour
Crackers	CRACKERS	Wheat Flour
Cream Tartar	CREAM TARTAR	Wheat Flour
Dried Fruits	DRIED FRUITS	Wheat Flour
Farinaceous Goods	FARINACEOUS GOODS	Wheat Flour
Fish and Oysters	FISH AND OYSTERS	Wheat Flour
Fishing Tackle	FISHING TACKLE	Wheat Flour
Flavoring Extracts	FLAVORING EXTRACTS	Wheat Flour
Fresh Meats	FRESH MEATS	Wheat Flour
Gelatine	GELATINE	Wheat Flour
Grain Bags	GRAIN BAGS	Wheat Flour
Grains and Flour	GRAINS AND FLOUR	Wheat Flour
Herbs	HERBS	Wheat Flour
Hides and Pelt	HIDES AND PELT	Wheat Flour
Jelly	JELLY	Wheat Flour
Licorice	LICORICE	Wheat Flour
Matches	MATCHES	Wheat Flour
Meat Extracts	MEAT EXTRACTS	Wheat Flour
Mince Meat	MINCE MEAT	Wheat Flour
Molasses	MOLASSES	Wheat Flour
Mustard	MUSTARD	Wheat Flour
Nuts	NUTS	Wheat Flour
Olives	OLIVES	Wheat Flour
Pipes	PIPES	Wheat Flour
Pickles	PICKLES	Wheat Flour
Playing Cards	PLAYING CARDS	Wheat Flour
Potash	POTASH	Wheat Flour
Provisions	PROVISIONS	Wheat Flour
Rice	RICE	Wheat Flour
Salad Dressing	SALAD DRESSING	Wheat Flour
Saleratus	SALERATUS	Wheat Flour
Sal Soda	SAL SODA	Wheat Flour
Salt	SALT	Wheat Flour
Salt Fish	SALT FISH	Wheat Flour
Seeds	SEEDS	Wheat Flour
Shoe Blacking	SHOE BLACKING	Wheat Flour
Snuff	SNUFF	Wheat Flour
Soap	SOAP	Wheat Flour
Soda	SODA	Wheat Flour
Soups	SOUPS	Wheat Flour
Spices	SPICES	Wheat Flour
Starch	STARCH	Wheat Flour
Syrups	SYRUPS	Wheat Flour
Tea	TEA	Wheat Flour
Tobacco	TOBACCO	Wheat Flour
Twine	TWINE	Wheat Flour
Vinegar	VINEGAR	Wheat Flour
Wicking	WICKING	Wheat Flour
Woodenware	WOODENWARE	Wheat Flour
Wrapping Paper	WRAPPING PAPER	Wheat Flour
Yeast Cake	YEAST CAKE	Wheat Flour

1	2
ARCTIC AMMONIA	Plums
AXLE GREASE	Peas
BAKED BEANS	Pineapple
BATH BRICK	Pumpkin
BLUING	Raspberries
BROOMS	Russian Caviar
BRUSHES	Salmon
BUTTER COLOR	Sardines
CANDLES	Sausages
CANNED GOODS	Shrimps
CARBON OILS	Succotash
CATSUP	Strawberries
CEREALS	Tomatoes
CHEESE	Tonnes
CHEWING GUM	Waters
CHOCOLATE	Wheat
CLOTHES LINES	Wheat Flour
COCOA	Wheat Flour
COCOA NUTS	Wheat Flour
COFFEE	Wheat Flour
CONFECTIONS	Wheat Flour
CRACKERS	Wheat Flour
CREAM TARTAR	Wheat Flour
DRIED FRUITS	Wheat Flour
FARINACEOUS GOODS	Wheat Flour
FISH AND OYSTERS	Wheat Flour
FISHING TACKLE	Wheat Flour
FLAVORING EXTRACTS	Wheat Flour
FRESH MEATS	Wheat Flour
GELATINE	Wheat Flour
GRAIN BAGS	Wheat Flour
GRAINS AND FLOUR	Wheat Flour
HERBS	Wheat Flour
HIDES AND PELT	Wheat Flour
JELLY	Wheat Flour
LICORICE	Wheat Flour
MATCHES	Wheat Flour
MEAT EXTRACTS	Wheat Flour
MINCE MEAT	Wheat Flour
MOLASSES	Wheat Flour
MUSTARD	Wheat Flour
NUTS	Wheat Flour
OLIVES	Wheat Flour
PIPES	Wheat Flour
PICKLES	Wheat Flour
PLAYING CARDS	Wheat Flour
POTASH	Wheat Flour
PROVISIONS	Wheat Flour
RICE	Wheat Flour
SALAD DRESSING	Wheat Flour
SALERATUS	Wheat Flour
SAL SODA	Wheat Flour
SALT	Wheat Flour
SALT FISH	Wheat Flour
SEEDS	Wheat Flour
SHOE BLACKING	Wheat Flour
SNUFF	Wheat Flour
SOAP	Wheat Flour
SODA	Wheat Flour
SOUPS	Wheat Flour
SPICES	Wheat Flour
STARCH	Wheat Flour
SYRUPS	Wheat Flour
TEA	Wheat Flour
TOBACCO	Wheat Flour
TWINE	Wheat Flour
VINEGAR	Wheat Flour
WICKING	Wheat Flour
WOODENWARE	Wheat Flour
WRAPPING PAPER	Wheat Flour
YEAST CAKE	Wheat Flour

3	4	5
Limburger	Fluted Coconut Bar	FARINACEOUS GOODS
Pineapple	Fruit Tarts	Beans
Sap Sago	Ginger Gems	Dried Lima
Swiss, domestic	Graham Crackers	Med. Hd. Pk'd
Wiss, imported	Ginger Nuts	Brown Holland
CHEWING GUM	Ginger Snaps, N. B. C.	Farina
American Flag Spruce	Hippodrome Bar	24 1 lb. packages
Beeman's Pepsin	Honey Cake, N. B. C.	Bulk, per 100 lbs.
Adams Pepsin	Honey Fingers, As. Ice	Hominy
Best Pepsin	Honey Jumbles	Flake, 50lb. sack
Best Pepsin, 5 boxes	Household Cookies	Pearl, 200lb. sack
Black Jack	Household Cookies Iced	Pearl, 100lb. sack
Largest Gum Made	Iced Honey Crumpets	Maccaroni and Vermicelli
Sen Sen	Imperial	Domestic, 10lb. box
Sen Sen Breath Perf	Iced Honey Flake	Imported, 25lb. box
Long Tom	Iced Honey Jumbles	Pearl Barley
Yucatan	Island Picnic	Common
CHICORY	Jersey Lunch	Chester
Bulk	Kream Klips	Empire
Red	Lem Yem	Peas
Eagle	Lemon Gems	Green, Wisconsin, bu.
Frank's	Lemon Biscuit, Square	Green, Scotch, bu.
Schener's	Lemon Wafer	Splt. lb.
CHOCOLATE	Lemon Cookie	Sago
Walter Baker & Co's	Mary Ann	East India
German Sweet	Marshmallow Walnuts	German, sack
Premium	Mariner	German, broken pkg.
Caracas	Molasses Cakes	Tapoca
Walter M. Lowney Co.	Mohican	Flake, 110 lb. sacks
Premium	Mixed Picnic	Pearl, 130 lb. sacks
Premium	Nabob Jumble	Pearl, 24 lb. pkgs.
COCOA	Newton	FLAVORING EXTRACTS
Baker's	Nic Nacs	Foots & Jenks
Cleveland	Oatmeal Crackers	Coleman Brand
Colonial	Orange Gems	Lemon
Colonial	Oval Sugar Cakes	No. 2 Terpeneless
Epps	Penny Cakes, Assorted	No. 3 Terpeneless
Huyler	Pretzels, Hand Md.	No. 8 Terpeneless
Lowney	Pretzellets, Hand Md.	Vanilla
Lowney	Pretzellets, Mac. Md.	No. 2 High Class
Lowney	Raisin Cookies	No. 4 High Class
Lowney	Revere, Assorted	No. 8 High Class
Lowney	Rube	Jaxon Brand
Van Houten	Scalloped Gems	Vanilla
Van Houten	Scotch Cookies	2 oz. Full Measure
Van Houten	Snow Creams	4 oz. Full Measure
Van Houten	Spiced honey nuts	8 oz. Full Measure
Webb	Sugar Fingers	Lemon
Wilbur	Sugar Gems	2 oz. Full Measure
Wilbur	Sultana Fruit Biscuit	4 oz. Full Measure
COCOA NUTS	Spiced Gingers	8 oz. Full Measure
Dunham's	Spiced Gingers Iced	Jennings D. C. Brand
Dunham's	Sugar Cakes	Terpeneless Ext. Lemon
Dunham's	Sugar Squares, large or small	No. 2 Panel
Bulk	Superba	No. 4 Panel
COCOA SHELLS	Sponge Lady Fingers	No. 6 Panel
Less quantity	Sugar Crimp	Toper Panel
Pound packages	Sylvan cookie	2 oz. Full Meas.
COFFEE	Vanilla Wafers	4 oz. Full Meas.
Rio	Waverly	Jennings D C Brand
Common	Zanzibar	Extract Vanilla
Choice	In-er Seal Goods	No. 2 Panel
Fancy	Per doz.	No. 4 Panel
Santos	Albert Biscuit	No. 6 Panel
Choice	Animals	Toper Panel
Fancy	Butter Thin Biscuit	2 oz. Full Meas.
Choice	Butter Wafers	4 oz. Full Meas.
Fancy	Cheese Sandwich	Jennings D C Brand
Peaberry	Cocanut Dainties	Extract Vanilla
Maracaibo	Faust Oyster	No. 2 Panel
Choice	Fig Newton	No. 4 Panel
Fancy	Five O'clock Tea	No. 6 Panel
Guatemala	Frotana	Toper Panel
Java	Ginger Snaps, N. B. C.	2 oz. Full Meas.
Choice	Graham Crackers	4 oz. Full Meas.
Fancy	Lemon Snap	Jennings D C Brand
Choice	Oatmeal Crackers	Extract Vanilla
African	Oysterettes	No. 2 Panel
Fancy African	Old Time Sugar Cook.	No. 4 Panel
O. G.	Pretzellets, Hd Md.	No. 6 Panel
P. G.	Royal Toast	Toper Panel
Mocha	Saltine	2 oz. Full Meas.
Package	Saratoga Flakes	4 oz. Full Meas.
New York Basis	Social Tea Biscuit	Jennings D C Brand
Arbuckle	Soda, N. B. C.	Extract Vanilla
Dilworth	Soda, Select	No. 2 Panel
Jersey	Sultana Fruit Biscuit	No. 4 Panel
Lion	Uneda Biscuit	No. 6 Panel
McLaughlin's XXXX	Uneda Jinjer Wayfer	Toper Panel
McLaughlin's XXXX	Uneda Milk Biscuit	2 oz. Full Meas.
McLaughlin & Co., Chicag.	Vanilla Wafers	4 oz. Full Meas.
Extract	Water Thin	Jennings D C Brand
Holland, 1/2 gro boxes	Zu Zu Ginger Snaps	Extract Vanilla
Felix, 1/2 gross	Zwieback	No. 2 Panel
Hummel's foil, 1/2 gro.	36 packages	No. 4 Panel
Hummel's tin, 1/2 gro.	40 packages	No. 6 Panel
CRACKERS	60 packages	Toper Panel
National Biscuit Company	CREAM TARTAR	2 oz. Full Meas.
Brand	Boxes or drums	4 oz. Full Meas.
Butter	Boxes	Jennings D C Brand
Seymour, Round	Boxed caddies	Extract Vanilla
N. B. C. Square	DRIED FRUITS	No. 2 Panel
Soda	Sundried	No. 4 Panel
Select Soda	Evaporated	No. 6 Panel
Saratoga Flakes	California	Toper Panel
Zephyrette	100-125 25lb. boxes	2 oz. Full Meas.
Oyster	80-100 25lb. boxes	4 oz. Full Meas.
N. B. C. Round	60-80 25lb. boxes	Jennings D C Brand
Gem	60-70 25lb. boxes	Extract Vanilla
Faust, Shell	60-60 25lb. boxes	No. 2 Panel
Sweet Goods	40-50 25lb. boxes	No. 4 Panel
Boxes and cans	30-40 25lb. boxes	No. 6 Panel
Atlantic, Assorted	1/2 less in 50lb. cases	Toper Panel
Brittle	Citron	2 oz. Full Meas.
Cartwheels	Corsecan	4 oz. Full Meas.
Cassia cookie	Currants	Jennings D C Brand
Current Fruit Biscuit	Imp'd 1 lb. pkg.	Extract Vanilla
Cracknels	Imported bulk	No. 2 Panel
Coffee Cake	Pearl	No. 4 Panel
Cocanut Taffy Bar	Lemon American	No. 6 Panel
Cocanut Bar	Orange American	Toper Panel
Cocanut Drops	London Layers, 3 cr	2 oz. Full Meas.
Cocanut Honey Cake	London Layers, 4 cr	4 oz. Full Meas.
Cocanut Hon. Fingers	Cluster, 5 crown	Jennings D C Brand
Cocanut Macaroons	Loose Muscatels, 2 cr	Extract Vanilla
Dandelion	Loose Muscatels, 3 cr	No. 2 Panel
Dixie Sugar Cookie	Lose Muscatels, 4 cr	No. 4 Panel
Frosted Cream	L. M. Seeded 1lb. 8 1/2 @ 9 1/2	No. 6 Panel
Frosted Honey Cake	Sultanas, bulk	Toper Panel
	Sultanas, package	2 oz. Full Meas.

6	7	8	9	10	11
Meal Bolted 3 40 Golden Granulated 3 50 St. Car Feed screened 27 50 No. 1 Corn and Oats 27 50 Corn, cracked 26 00 Corn Meal, coarse 28 00 Winter Wheat Bran 28 00 Cow Feed 28 25 Middlings 28 50 Buffalo Gluten Feed 30 00 Dairy Feeds 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 Oats Michigan carlots 56 Less than carlots 58 Corn Carlots 69 Less than carlots 71 Hay No. 1 timothy carlots 13 00 No. 1 timothy ton lots 14 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail 30 30 lb. pails, per pail 38 LICORICE Pure 30 Calabria 23 Sicily 14 Riot 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 50 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 25 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz. 70 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 8 50 Half bbls., 600 count 4 75 Small Half bbls., 1,200 count 5 75 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist. 2 25 POTASH 48 cans in case 4 00 Babbitt's 4 00 PROVISIONS Barreled Pork Mess 13 00 Clear Back 15 00 Short Cut 14 00 Short Cut Clear 14 50 Bean 13 00 Brisket, Clear 14 50 Pig 17 50 Clear Family 13 50 Dry Salt Meats S. P. Bellies 9 Bellies 9 Extra Shorts 9 Smoked Meats Hams, 12 lb. average 9 1/2 Hams, 14 lb. average 9 1/2 Hams, 16 lb. average 9 1/2 Hams, 18 lb. average 9 1/2 Skinned Hams 10 Ham, dried beef sets 15 California Hams 7 1/2 Picnic Boiled Hams 13 1/2 Boiled Ham 17 Berlin Ham, pressed 9 Mince Ham 9 Bacon 10 @ 12 1/2 Lard Compound 7 3/4 Pure in tiers 8 1/2 80 lb. tubs, advance 1 1/2 60 lb. tubs, advance 1 1/2 50 lb. tubs, advance 1 1/2 20 lb. pails, advance 3/4 10 lb. pails, advance 3/4 5 lb. pails, advance 1 1 lb. pails, advance 1	Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 25 1/2 bbls., 40 lbs. 1 90 3/4 bbls. 3 80 1 bbl. 9 00 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef, middles, set 40 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 45 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 45 Potted ham, 1/4 s 35 Potted ham, 1/2 s 35 Deviled ham, 1/4 s 35 Deviled ham, 1/2 s 35 Potted tongue, 1/4 s 35 Potted tongue, 1/2 s 35 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 4 @ 4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 1/4 s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lb. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole 7 @ 7 Small whole 6 1/2 @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 6 @ 6 Halibut Strips 13 Chunks 13 Holland Herring Pollock 4 White Hp, bbls. 7 50 @ 9 00 White Hp, 1/2 bbls. 4 00 @ 5 00 White Hoop mchs. 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lb. 9 75 @ 3 50 50 lb. 5 25 @ 1 90 10 lb. 1 12 @ 55 8 lb. 1 92 @ 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 1 00 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large, 3 dz 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85	SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars 2 90 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 1/2 lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan & Sons. Sapolio, gross lots 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 @ 5 1/2 Kegs, English 4 1/4 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 15 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 11b. packages 4 1/4 @ 5 31b. packages 6 @ 5 1/2 61b. packages 10 @ 5 1/2 40 and 50 lb. boxes 3 1/2 @ 3 3/4 Barrels 3 3/4 @ 3 3/4 Common Corn 20 lb. packages 5 40 lb. packages 4 1/4 @ 7 SYRUPS Corn Barrels 29 Half Barrels 31 20 lb. cans 1/2 dz. in cs 2 00 10 lb. cans 1/2 dz. in cs. 1 95 5 lb. cans 1/2 dz. in cs. 2 00 2 1/2 lb. cans 2 dz. in cs. 2 10 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 12 @ 14 Fannings 12 @ 14	Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5 lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 J. T. 34 Piper Heidsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5 lb. 27 I X L, 16 oz. pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1 lb. pails. 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1 lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 26 Cotton, 4 ply 26 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 10 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, med'm 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2 lb. size, 24 in case. 72 3 lb. size, 16 in case. 68 5 lb. size, 12 in case. 63 10 lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55 5 qt. each 2 70	Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 70 Egg Crates and Fillers. Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 80 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, an red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 6 holes. 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable No. 3 7 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 60 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 3/4 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 1 50 Yeast Foam, 3 doz. 1 50 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 Halibut 10 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 14 Mackerel 15 Finnan Haddie 12 1/2 Roe Shad, each 1 00 Shad Roe, each 50 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 5 Green No. 2 4 Cured No. 1 6 Cured No. 2 5 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured No. 2 9 1/2 Pelts Old Wood 20 Lambs 60 @ 1 00 Shearlings 50 @ 1 00 Tallow No. 1 4 1/2 @ 3 1/2 No. 2 4 3/4 @ 3 1/2 Wool Unwashed, med. 18 Unwashed, fine 14	CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case. 8 1/2 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 10 Cut Loaf 8 1/2 Leader 9 Kindergarten 8 1/2 Bon Ton Cream 10 French Cream 9 1/2 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Big stick, 30 lb. case. 8 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate 13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 10 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 19 Auto Bubbles 13 Fancy-In 5 lb. Boxes Old Fashioned Molass- es Kisses, 10 lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore- hound drops 60 Peppermint Drops 60 Champion Choc. Drops 76 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 80 @ 94 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Asstmt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 300s 1 35 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 9 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 13 Shelled Spanish Peanuts 6 1/2 @ 7 1/2 Pecan Halves 48 Walnut Walves 32 @ 35 Walnut Meats 27 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 6 @ 6 1/2 Roasted 6 1/2 @ 7 1/2 Choice, H. P. Jumbo 7 @ 7 1/2 Choice, H. P. Jumbo Roasted 7 1/2

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
5oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz
Small size, 1 doz. box. 40
Large size, 1 doz. box. 75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots... 31
El Portana... 33
Evening Press... 32
Exemplar... 32
Worden Grocer Co. brand
Ben Hur
Perfection... 35
Perfection Extras... 35
Londres... 35
Londres Grand... 35
Standard... 35
Puritans... 35
Panatellas, Finas... 35
Panatellas, Bock... 35
Jockey Club... 35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
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 1/2
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 80
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
Dwinnell-Wright Co.'s B'ds



White House, 1 lb.
White House, 2 lb.
Excelsior, M & J, 1 lb.
Excelsior, M & J, 2 lb.
Tip Top, M & J, 1 lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 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

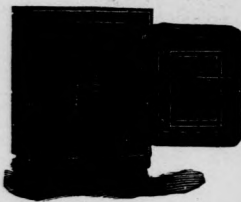
Poles

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 60
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—General store invoicing about \$3,000. Good trade, fine farming country, only one other store in town of 300. Good reason for selling. Address No. 583, care Tradesman. 583

For Sale or Rent—Store building 24x89 feet near P. O. in Underwood, McLean Co., North Dakota. E. W. Ladd, Underwood, N. D. 582

For Sale—Small drug stock and fixtures, all new; will sell cheap. Address Harry G. Lewis, Charlotte, Mich. 551

For Sale—Drug stock and fixtures in Southern Michigan, population 5,000. Will invoice about \$5,000. Reason for selling, other business. Address E. L. Ide, c/o Ferrand Williams & Clark, Detroit, Mich. 593

Wanted—Stock of groceries in exchange for real estate, not above \$2,500. Address C. T. Daugherty, R. D. 2, Charlotte, Mich. 592

For Sale—A general hardware and tinning business. Only hardware in town of 600. Nice clean stock and thriving business. Located in one of the best farming districts of Southern Michigan. Handy to both Detroit and Toledo. Stock will invoice from \$4,000 to \$6,000. This chance will bear investigation. Address A. B. C., care Tradesman. 591

For Sale—Undertaking business in Central Michigan city of 10,000 people. Reasonable price and terms. Address No. 589, care Tradesman. 589

For Sale—Two modern funeral cars, rubber tired and suitable for city use. Will take cheaper cars in exchange. Address No. 590, care Tradesman. 590

For Sale—Only drug stock town 500 inhabitants. Rent \$12.50 month. Stock invoices \$2,500. Sales \$6,000 yearly. Terms cash. Reason selling, other business. Address 588, care Tradesman. 588

Hardware, furniture and undertaking in best Michigan town. Stock well assorted and new. A winner. Owner must sell. Other business. Address No. 587, care Tradesman. 587

For Sale—Finest equipped cafe, candy, soda and cigar business in Central Michigan city of 10,000. Reason, ill health. Address D. L. care Michigan Tradesman. 586

For Sale—Well-assorted stock hardware in good North Dakota town. Stock invoices about \$3,500. Good reasons for selling. Address A. J. Edelbrock, Myio, North Dakota. 584

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—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—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

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

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 1 1/4 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—\$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 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

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. To-day a city of 20,000, to-morrow, 50,000; this is a certainty, for the fortunes of New Mexico, are the fortunes of its metropolis. I am not in the real estate business, but there has been placed in my hands an entire subdivision to the city, close in, 600 lots, 50x132 feet, that must be closed out at once. No favorites, prices already marked upon every lot, \$75 to \$400, about one-half their present value. A chance like this seldom occurs. Invest at the commencement of a city's growth. Write for full size city map and literature. M. P. Stamm, Sec'y, Albuquerque, N. M. 519

100c on the Dollar Guaranteed

Leonard and Company

Sales Managers and Auctioneers
Bank and Commercial References

68 and 74 LaSalle St.

Chicago, Ill

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—White Rocks, White Leghorns, Partridge Wyandottes, Rhode Island Reds, Pekin Ducks, Collie Pups, eggs and stock. Price, quality, treatment, pleases 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

Wanted—For cash, grocery and bakery. State full particulars. Address No. 573, care Tradesman. 573

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

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

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

For Sale—Stock of general merchandise, invoicing about \$6,000 and brick veneer building, two story, 30x100 ft. Stock \$5 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

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

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—Competent shoe salesman, and stock keeper for up-to-date stock. State experience had, where employed and salary wanted. Address F. E. P., Shoe Store, Alma, Mich. 585

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

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.

OLD-TIME FORMULA.

"How in the world did he do it?" is a very common and conventional enquiry in regard to merchants who, beginning business in a small way, have grown into a large and prosperous business within a few years.

And, singularly enough, the answers to these questions almost invariably bear a strong resemblance to each other.

Such men start with a few dollars in cash and a few dollars in credit, backed by determination to win. They scrimp and save on their personal expenses; they live, perhaps, if they are married, in rooms over the store; their wives help behind the counter; they forego nearly all social demands and for two or three or four years their business is their world. They not only watch out for every leak, but they stop it as soon as it is discovered at whatever cost to their personal comfort. Their chief aims are to protect their credit and make business friends with the men and women constituting the community upon which they depend.

It is not an easy, comfortable proposition because it requires good health and mental and physical strength and a character sufficiently virile to successfully combat disappointments and overcome obstacles of infinite variety day after day.

But presently there comes ability to save all discounts; ability to enlarge a little on lines carried; to add a new showcase or two, put in a new store front, become a little more of a social animal, and all that. The development is nearly always the same, varying only according to differences in energy and determination. It is an old, old formula and there are, within the limitations of rectitude and square dealing, none that are better or more certain.

TRYING TO HEDGE.

Yellow journal jingoism received its solar plexus shock when the United States fleet of war ships found its way, ahead of time, into Magdalena Bay with the additional information that it was equipped with stoves, fuel, machines and men, and better equipped for any service that might be demanded of it than it was when it left Hampton Roads.

Then, just to emphasize the accuracy of the report, the Navy Department followed the announcement with an official report that the fleet would cross the Pacific, visiting Honolulu, Australia and the Philippines and coming home by way of the Suez Canal next fall.

The Associated Press might, with justice to itself, call for apologies from its Japanese news bureau representative, as well as from some of its correspondents elsewhere, who, during the last six months of 1907, were so reliably informed as to the impending war with Japan. That some of these correspondents are already trying to square themselves is evident from the reports they are now sending in from European stations as to the surprise and astonishment of naval officers and other government officials in Germany, France, Russia and England over the achievement by the American fleet.

It is good stuff to put on the wires if true, but not otherwise; and the familiarity of all naval bureaus with the relative naval strength and ability of each nation does not warrant the extravagant surprise described. It is all hot air and not worth the sending even as pure courtesy.

The perfect street car has not yet put in an appearance, but it is coming. A Jerseyman has invented a pay-as-you-leave car which he claims is an improvement on the pay-as-you-enter car that has been experimented with to some extent. In this car the exit is at the side, the front and rear doors being reserved for the entrance of passengers. The conductor is stationed at the side door, where he receives the fare as the passenger leaves, departures being barred by a turnstile, which registers the fare. The front door is operated by the motorman, and the rear by the conductor. The inventor claims that his arrangement facilitates traffic because it gives people time to get their change in readiness before leaving the car, and the cars can accommodate more passengers because the platforms are smaller. What the conductor is to do with a passenger who refuses to pay, or who is without a nickel is not stated. The company may have the legal right to carry him back to the starting point, but it would often make more than a nickel's worth of trouble.

Evidence of the energy and enterprise of the Japanese is shown by the statement that the little nation of little men has doubled the size of its navy since the close of the Russian war. This would properly be regarded a great accomplishment for any of the larger nations of the earth. In other matters also there is evidence of improvement and progress in Japan. Its school system, its great universities, its style of dress, its diplomatic relations, even its religion, have taken on the hues of the West until now in the great cities of Japan an American or an Englishman would not feel very lonesome. For a nation that fifty years ago worshipped idols and executed every incoming foreigner and citizen who attempted to leave the country, this is a remarkable record.

Boston hotel men have learned by costly experience that when collegians get out for a good time they usually get it without regard to results. The proprietor of the American Hotel has made a contract with the Harvard freshmen for their annual class dinner, to occur the latter part of this month, and they were required to put up a bond to keep the peace and preserve the hotel and its furnishings from damage. The class has put up \$300, which will be forfeited if there is any destruction of property in connection with the dinner. Last year's freshman class had to put up \$500 for the same purpose. The bond this year was raised by a \$1 tax on each member of the class, the money to be refunded if there is no damage to pay for.

Late State Items.

Carsonville—Mrs. Anna Arthur, of Sandusky, has purchased the W. R. Rowe & Son bakery.

Escanaba—Fred Portlance will open a five and ten cent store with George Vezina as manager.

California—Wm. S. Firestone has sold his general stock to Gay Paul, who will continue the business.

Elsie—A. W. Swallow & Co. will open a grocery in the building formerly occupied by the Elsie Sun.

Middleville—The Cobb & Scott crockery and candy store was closed last week on a mortgage held by Moses Schondelmayer.

Harbor Springs—James H. Billings, of Fennville, has purchased a half interest in the grocery stock of his brother, Charles Billings.

Rochester—The Ayers Gasoline Engine & Automobile Works, operating in Oakland county, has transferred its principal office to this place.

Bay City—John Goulet, of Bangor township, has purchased the store building and stock of groceries of George Mantz, Garfield avenue and Eighteenth street.

Saugatuck—Mrs. G. L. Azling has purchased the furniture and undertaking stock of J. P. Mohler & Co., who will devote their entire time to their Fennville business.

Ann Arbor—Ira Friedenberg and Julius Solomon will open a wholesale and retail fruit store at 117 East Washington street under the style of the Florida Fruit Co.

Adrian—V. V. B. Merwin has sold a half interest in his grocery stock to E. N. Decker, who has been operating a general store at Birdsall. The firm name will be Merwin & Decker.

Kalamazoo—W. S. Holmes & Co., proprietors of the People's Department Store, have purchased the stock and location of the Bargain Center Store on East Main street and will remove their stock to the new location.

Detroit—A corporation has been formed under the style of the Michigan Show Case Co., which will manufacture show cases, store fixtures, metal store front bars, etc. The company has an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Wagarville—A corporation has been formed under the style of the Wagarville Dairy Co., which will engage in the manufacture of dairy products and also in the general mercantile business. The company has an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in property.

Kalamazoo—The Oscar Felt & Paper Co., with a capital of \$150,000, has been organized with Oscar Gumbinsky, President; Lewis H. Kirby, Vice-President; Oscar E. Jacobs, Secretary and Treasurer. The company will manufacture roofing felt and building paper. A two machine mill will be erected with a capacity of 80 tons a day, giving employment to about 150 hands. It is the plan to install a single machine on the start. While the exact location of the mill has not been settled on, it is generally believed it will go to White Pigeon, where the

company holds an option on a site, with 1,000 available horse power.

Menominee—During the first half of March the local cedar dealers booked a number of orders for telegraph poles for April delivery. The tone of the cedar market appears to be somewhat stronger than a month ago, although prices are not anywhere near what they were a year ago. There is considerable activity in posts, with fair prices offered by the buyers. It is the opinion of leading cedar dealers in this city that the price of cedar will come down from that paid in 1907, and that the prices quoted in 1905 are about what the cedar market will eventually come to. For this reason local cedar men are not over anxious to buy this winter's output from the operators and jobbers, as prices asked by them are deemed too high. A number of operators are forced to sell part of their output in order to secure sufficient money to pay their men.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, March 18—Creamery, fresh, 25@20c; dairy, fresh, 20@24c; poor to common, 17@20c; rolls, 20@23c.

Eggs—Strictly fresh, 16c.

Live Poultry—Springs, 13@14c; fowls, 13@14c; ducks, 14@15c; geese, 11@13c; old cox, 9@10c.

Dressed Poultry—Springs, 14@16c; fowls, 13@14½c; old cox, 10c; turkeys, 16@20c.

Beans—Marrow, hand-picked, \$2.25; medium, hand-picked, \$2.25; peas, hand-picked, \$2.35; red kidney, hand-picked, \$1.90; white kidney, hand-picked, \$2.30@2.40.

Potatoes—White, 75c per bu.; mixed, 70c. Rea & Witzig.

Business Changes in Ohio.

Shawnee—Lytton Spencer, of New Lexington, and Dr. J. D. Axine, of this place, have formed a partnership and will establish a new drug store.

Bluffton—Lee Lugibihl, who has been connected with several of the leading dry goods stores in Lima during the past several years, has closed a deal by which he becomes owner of the Modern Suit & Skirt Co's store at this place.

BUSINESS CHANCES.

Traveling salesman wanted for large spring wheat flour mill. Previous experience selling flour not strictly necessary. Must, however, be a man with a good record for successful salesmanship in some specialty line. No other than high-grade men need apply as the work requires a high order of salesmanship. Good opportunity for advancement to highly competent man. Address No. 599, care Tradesman. 599

Utah fruit and farm lands. We have some exceptional bargains. If you want good investment buy 5 or 10 acres tract in Green River Valley. Write for descriptive matter. Homeseeker's Realty Co., Green River, Utah. 598

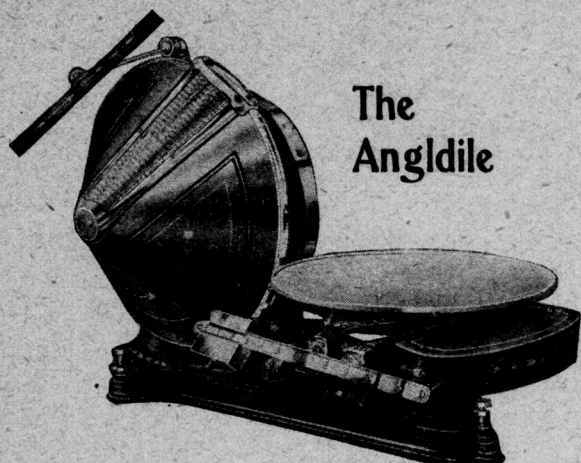
Doctor would like to hear vacancy where good doctor is wanted. Write 597, Tradesman. 597

For sale or would exchange for stock of merchandise or other property, brick and tile manufacturing plant. Well-located, plenty of clay, good opportunity for right man. What have you? Address No. 596, care Tradesman. 596

For Sale—An old-established and paying drug store in Southern Michigan. A good location and good country. Will sell right. Address No. 594, care Michigan Tradesman. 594

For Sale—The only drug store in a good town of 500. Good country. Good trade, good prices. Strictly all right. Will discount on account of my health. Druggist, P. O. Box 38, Climax, Mich. 595

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

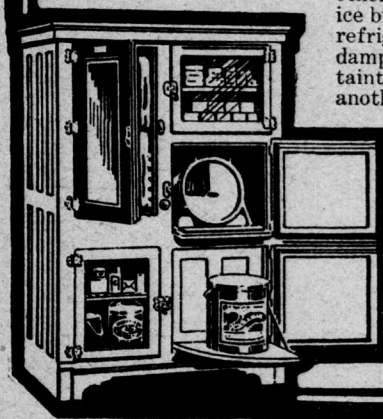
"My Trade Stays With Me

because my goods are always kept in perfect condition, fresh, pure and tempting. I also use less ice with the McCray Refrigerator than I ever did, and my store looks better with the beautiful workmanship and finish of the refrigerator, which attracts so much attention. A McCray Refrigerator brings trade. You cannot lose trade with it in your store."



McCray Grocer's Refrigerators

are used everywhere—are built right, and have the best system of cold air circulation. They use less ice than any other kind, and save enough in ice bills to actually pay for the refrigerator itself. There is no dampness and no stagnant air to taint one article with the odor of another. They keep all provisions fresh and pure.

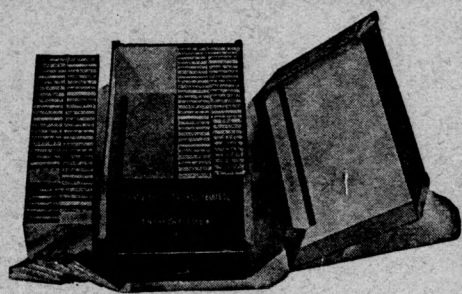


McCray Refrigerators are built in regular sizes for immediate shipment, or are built to order. Send us a postal card with your name and address, and state whether you want catalog No. 65 for grocers, or No. 58 for meat markets, and let us tell you more about the celebrated McCray Grocers Refrigerators.

McCray Refrigerator Co., 5538 Mill Street, Kendallville, Indiana.

One Minute Please

**You Know
If We Offered
You a System**



That is FIRE PROOF—

That will do your book-keeping with ONE WRITING—

That will give your customer a STATEMENT OF ACCOUNT TO DATE with every purchase—

That will act as an AUTOMATIC COLLECTOR—

That will obviate any possibility of FORGOTTEN CHARGES, CLERICAL ERRORS and MANIPULATIONS—

That has a PERFECT, SIMPLE and PRACTICAL scheme for taking care of petty or miscellaneous accounts—

That will give you full information at all times concerning every vital detail of your business.

Such an offer would be YOUR OPPORTUNITY, especially when the price of the system is only nominal.

We offer you all this and much more in our NEW KEITH FIRE PROOF SYSTEM.

It won't do you any good unless you use it.

Full information free. Write today.

The Simple Account Salesbook Co.

Sole Manufacturers and Manufacturers of Counter Pads for Store Use

1062-1088 Court Street

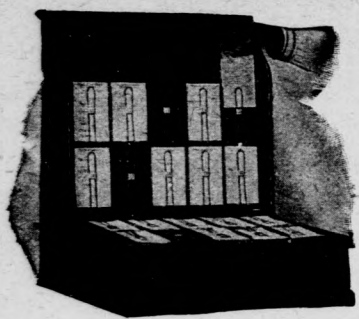
Fremont, Ohio, U. S. A.

Grand Rapids Safe Co.

**Fire and
Burglar Proof Safes
Vault Doors**

Tradesman Building

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



A Credit Register For Economical Accounting

Merchants in all lines of business are looking for some method of handling their accounts that will be ACCURATE, ECONOMICAL and SAFE.

The McCASKEY ACCOUNT REGISTER SYSTEM is SO SIMPLE that it requires little or no supervision.

It is SO GOOD that, if neglected, any transactions can be easily corrected.

The McCASKEY REGISTER is made strictly for Account Keeping. It is not loaded down with a lot of useless jimcrack attachments that add no safety or efficiency to the operation.

But it is Constructed on SCIENTIFIC MECHANICAL PRINCIPLES with the fewest parts possible to give it durability and ease of action.

We can furnish AUTOMATIC LIGHTS and AUTOMATIC ALARM if desired.

Write for Information. It's FREE.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

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

Agencies in all Principal Cities

Up-to-the-Mark

"Quaker"
Brand of
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and
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Worden Grocer Co.

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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

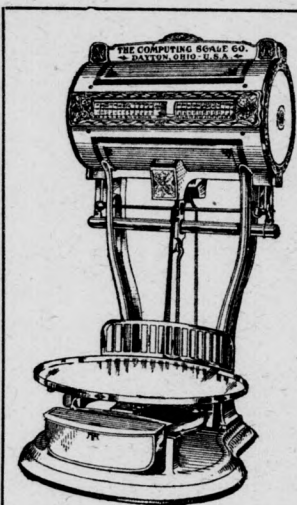
The subject of "Saving Profits" comes closer to the heart and pocketbook of the retail merchant when trade is dull than when prosperity is at its highest. Merchandise is sold at a closer margin and in smaller quantities, but the average of loss in the use of old style scales does not decrease in proportion. 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.

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Street and No.
Town State.....



Moneyweight Scale Co.

58 State St., Chicago