

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, March 25, 1908

Number 1279



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

Ever Had That Said to YOU?

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

The Genuine Kellogg's Toasted-Corn Flakes

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

See that every package bears the signature of

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

Toasted Corn Flake Co.
Battle Creek, Mich.

W. K. Kellogg



DO IT NOW

Investigate the

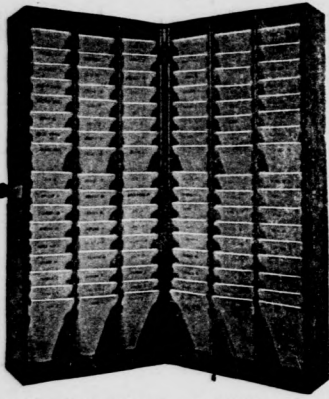
Kirkwood Short Credit System of Accounts

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

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Michigan

Bell Phone 87 Citizens Phone 5087



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

Every Cake

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



The Fleischmann Co.,

of Michigan

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



LOWNEY'S COCOA has maintained its high quality unimpaired regardless of the rise in the price of cocoa beans. For years now it has appealed to the best trade on its merits and become a staple article with a sure demand, constant and growing. Wide advertising in street cars, newspapers and magazines will go on pushing, pushing, pushing. It is a safe investment and pays a fair profit.

LOWNEY'S PREMIUM CHOCOLATE for cooking is of the same superfine quality.

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

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

Pure Cider Vinegar

We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union.

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter - Work Easier - Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

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**The Capital Stock and Surplus
The Resources and Nature of Same**
Constitute the
responsibility of any Bank

The Capital Stock and Surplus, the
Resources and Deposits of

**The Kent County
Savings Bank**

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

3½% paid on Savings Certificates
of Deposit

Banking by Mail

**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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HARDLY IN HARMONY.

There is an establishment in Western Michigan, a retail establishment, in which are displayed in several conspicuous places, a placard reading, "Don't handle the goods with your fingers. Here's a fork;" and underneath each card was a four tined fork.

The idea, because of the nature of the goods, was appropriate and novel. It was also novel but not appropriate that behind the counter and handling the goods referred to was a clerk whose hand had been hurt in some way and that hand was bandaged with a blood stained cloth which was almost black with sooty dirt. The incongruity of the situation was appallingly absurd.

In another place and store was the time-honored announcement, "No trouble to show goods," and just below that card was a man, the proprietor of the concern, who, interrupted by the arrival of an unexpected customer, had been forced to lay his lighted cigar under the counter at the back of the store and hurry forward to attend to the lady's wants. He was more than nervous. He was irritated and his demeanor asserted the fact. His replies were short and sharp, his movements were peevish and impatient and, to make matters worse, the lady was the quintessence of serene dignity and courteous deliberation. She spoke in a low, gentle tone, her face was lighted with a sort of reassuring smile as though declaring, "Don't hurry, I have plenty of time and it is so sweet of you to wait upon me." The discord between the placard and the merchant was almost vociferous.

Yet another inharmonious spectacle was recently presented in a retail store in Grand Rapids. Well back in the store and conspicuously posted on the proprietor's desk was a card bearing the inscription, "Do it now." At that desk, with his arms laden with packages which he had taken from an open packing case that stood nearby, was the proprietor.

Evidently he had been interrupted while on his way to deliver the packages to a clerk who was standing on a step ladder at the front end of the store, ready to place the packages on a shelf. Thus burdened, the merchant stood for fully ten minutes, discussing local politics.

PETTY ANNOYANCES.

"Why don't you keep it?" is one of the most common enquiries that comes to the ears of retail merchants from their customers and its side partner is: "I supposed, of course, you would have that in stock."

The fact of the matter is that every retail merchant is forced to carry everything in his line of trade that has become standard and many things that are being pushed strenuously toward standardization, so that both of the comments quoted are somewhat unnecessary. The retail merchant, as a rule, devotes a great deal of thought to keeping up with the procession.

As a rule the successful retail merchant carries everything that is demanded by his trade, while on the other hand scores of campaigns are continuously carried on by manufacturers in an effort to create new demands. The science of sampling villages and cities, the art of taking small orders from retailers to turn them over to the jobbers and so get carload orders from them; the skill displayed in publicity advertising are all of them explanations as to the futility of asking foolish questions of the retailers.

Then, too, there's another side to the picture: The average retailer knows his trade and so, if, out of 300 or more regular and dependable customers he hears ten or fifteen enquiries as to as many different articles which he does not carry and never heard of, he begins an investigation as to those articles and in many, many instances very soon discovers that the things are merely transients in the world of production and have no salable value except as curios or fads.

Once in awhile he unearths a good thing and it is very quickly on view at his store. And so it happens that the merchant who controls his patience, when brought face to face with an inquisitive customer who knows or claims to know of some article about which he has never heard, has his victory half won. Do not suspect the customer of self conceit or of a desire to butt in. Make a courteous, deliberate answer and investigate pending another enquiry for the same article.

Wise is the man who knows what not to say and remembers not to say it.

CALL ON GOOD CITIZENSHIP.

When a large community of qualified voters such as is entitled to exercise the right of franchise in the city of Grand Rapids is provided with an opportunity to demonstrate its civic righteousness, such as at present confronts this community, it is little less than treason to fail to take full advantage of the privilege in behalf of the general welfare.

Grand Rapids has had two years of jelly-fish administration, and now it is up to our people to declare whether or not they desire two years more of the gelatinous experience.

The Republican Machine has officially thrown its gauntlet into the arena as the champion of George E. Ellis and the voters of the Democratic party have, without the dictation of any machine, named Charles R. Sligh as their candidate for Mayor.

There is no opportunity for comparison between these two candidates that does not extend to extremes. Charles R. Sligh is a citizen whose life has been spent in Grand Rapids and is as an open book. Through his individual efforts he has been long established in business and as a manufacturer he has long been a large employer of labor. There is no single enterprise in which he has a greater pride than in the city of Grand Rapids, and all during his manhood he has been an important factor in the development of the best interests of the city. There is absolutely no question as to his loyalty, his rectitude, his morals or his ability; and if Character is really and truly what we are told it is by the preachers and the essayists, Charles R. Sligh will be the next Mayor of Grand Rapids.

On the other hand, if high ideals, upright conduct, public spirit and good citizenship are merely by-words, catch phrases meaning nothing, the citizens of Grand Rapids will wallow weakly in the trail of a man who never contributed anything whatever to the building up of our city; a man whose record as a gambler and gambling house proprietor is well known because his victims have been numerous, and whose deliberate, cold blooded chase exclusively along the lines of selfishness and greed during his residence in Grand Rapids has been uninterrupted.

The local political situation has, happily, leaped outside the bounds of partisanship so that the sole test for both Democrats and Republicans is good citizenship. And the Tradesman believes good citizenship will win the victory.

There always are few friends to mourn the loss of the man who made no enemies.



Hats and Their Prices Way Up in the Air.

She asked me if I could go down town with her and her cousin last Thursday afternoon at 2 o'clock to look at hats.

Now, I am nothing loth when a stunning girl extends that sort of an invitation, for she looks well in all the chic creations and I should have the pleasure of seeing her in dozens of them.

I went with the cousins, and I think, by actual count, the number we tried on the one who invited me to accompany them was between forty and fifty. We got tired of enumerating when we reached 37, and stopped.

The stunning cousin was seated in the exclusiveness of a large triple mirror. She removed her winter hat, which seemed very lovely until that minute, but paled in comparison with all the vernal gorgeousness everywhere around us.

The cousin who wasn't "looking" was made the custodian of the winter chapeau, while the stylish little milliner and I brought hat after hat that might possibly be "possible" to the cousin who was "looking."

The siege began with the one that really proved the most becoming of the 50, a "Merry Widow" made of Havana brown wire and covered with Havana brown lace with self-colored dots in it. The brim had a half inch binding of satin of the same shade. The crown was loaded down with cabbage roses in several shades of grayish cerise, with a quantity of rosebuds, of a deeper cerise tint, placed everywhere on the crown that a rosebud could be crowded on, besides others that drooped on to the brim, and which would nod gently with every movement of the wearer's devoted head. Now it sounds very simple to say that the hat had a brown lace brim and a crown of roses and buds. That description gives an impression that the hat was very quiet. The colors were, but, oh, me! oh, my! the SIZE of the hat, and the size of the roses and the masses of buds were what gave it a distinctly elaborate look.

There was another "Merry Widow," made of stiff-looking brown straw, lined with Rajah in a dull cerise shade. It had one mammoth cerise rose on top of the crown, a trifle to the left, while the crown was piled with a wilderness of cerise rosebuds, which also encroached on the brim.

It really left little choice as to which of these "Merry Widows" best suited the piquant face of the cousin who was "looking."

Our time was limited to about an hour, so we did some tall hustling in the way of tryings on.

Some of the styles looked fine on the "looking" one and some were way "off."

There was one Frenchy little devil

of a hat in sort of a helmet shape in the palest yellow straw. A band of fancy straw of the same light lemon tint was set in near the narrow brim (only inch an' a 'alf). At the left of the front were three immense rosettes made of silk folded once, the fold coming at the circumference of the cartwheels, which were in bright cerise, dull ciel blue and faint canary, with a flat rhinestone button in the center of each. These rosettes reached a little higher than to top of the steeple crown, which was so very tall that it appeared to need a step-ladder to reach the top.

That's one of the principal features of the new hats—startling height. When this is combined with startling breadth, and eke the trimming is startling, the effect is indeed to craze the beholder, who puts back on her comfortable old winter bunnit with a distinct sigh of relief.

If you dare to express a protest against the spring enormities (I almost wrote monstrosities) the milliner informs you that the reason these "latest things in millinery" appear "a little strange" is because we "are not used to them;" that when we "get accustomed to them" they will look entirely different; also much more to the same effect.

Let us devoutly hope that there may be at least a grain of truth lurking somewhere in her specious statements!

Think of a wooden chopping or butter bowl "such as mother uses" in the kitchen. As it stands on the table imagine a third of it bent over until it touches the lower surface. Then fill all in between the front rim and the bent-under one with feathers—a solid front of white ostrich fibers—and stick on top, at the rear of the butter bowl, the queerest sliver of a white uncurled ostrich plume that you ever saw in your life and a big bunch of vivid green stiff aigrettes—and you have one of the "swellest" creations—supposedly!

A hat marked to retail at \$38 was made of a semi-rough hunter's green straw, the shape being exactly the same as the yellow earthenware bowls that Nora or Bridget or Hannah uses to stir up cake in, and the straw bowl had three green tips standing straight, with a sprinkling of black at the ends, and one little "willow" feather (same color-combination as the three stand-up ones) drooping over the hair. Not another blessed thing on it! And \$38 for that! The value of the trimming, even as high as ostrich feathers are now, and counting the "willow" one, too, ought not to have been more than \$25 at the most. That leaves \$13 to charge for a plain little green straw hat on a wire frame!

The milliners seem to think nothing of asking the unconscionable price of \$75 for a bit of straw, a band of velvet and a crazy feather, while prices hovering around \$40 and \$50 seem to be regarded by them as "very reasonable."

The prices wouldn't be quite so bad if the stuff of the hats or on the hats was of a nature that did not forbid its utilization on future head-

gear, but when it is all so perishable, and when most everything this spring, to be fashionable, has to show cerise somewhere in its make-up, which perhaps will "go out" before summer fairly sets in, really there're only two alternatives: Pay the exorbitant charges with a smiling face and a deep inward conviction that you are "selling your birthright" or eschew all of this rank extravagance and wear your (now) frumpy hat of last summer or purchase one that you know is not "your style" but which fits your pocketbook to a T.

There were many, many more of these surprising ensamples of spring millinery (not to call them eccentric) that the cousin who was "looking" submitted to, but she found nothing that we all liked so well as that first "Merry Widow."

The hats seen inside the stores are a replica of those to be observed in the windows at the Spring Openings.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

A new bread ordinance has gone into effect at Lansing, requiring that each loaf sold there shall be stamped or labeled with its weight. The bakers were represented by Chas. H. Lawrence and Wm. Barratt at the Council meeting when the ordinance was passed under suspension of the rules, and strong protest was made, chiefly on the ground of the extra expense entailed, which it was stated the consumer would have to pay. Mr. Lawrence stated that it would cost him from \$750 to \$800 more per year to stamp his bread. In cases where bread is wrapped no added expense results and the supporters of the new ordinance declare that it may bring about the wrapping of all bread, giving to the customer a cleaner and more sanitary loaf. Last Friday, on complaint of the Chief of Police, warrants were issued for the arrest of Messrs. Lawrence and Barratt charging them with violations of the ordinance, and these cases are now pending.

The park commissioners of Ann Arbor are taking up the matter of beautifying the city along the line of park and boulevard extensions. A committee has been named to look up the question of extending a road from Chubb Road to Cascade Glen or th West Side Boulevard. Another committee will report on the condemnation of land on the line of boulevard extension.

A joint meeting of the Flint Improvement League and the park board of Flint was held recently and plans for the year discussed. Right of way is being secured for a driveway along the river front and around the M. S. D., out to the Thread Lake property and on to Avondale. The plans contemplate something like ten miles of parkway. Much of the land is being donated outright to the city, experience showing that as soon as those whose property lies along the path of the proposed parkway learn what an advantage it is to them, they are quite willing to donate to the city the necessary lands. The park board will begin operations this spring,

near the Water Works Park, and make an improvement of considerable importance along the river front at that point, working toward the city. The ground will be cleared off, graded and planted to shrubs and trees, afterward being provided with suitable seats and benches. The plans provide for a number of small parks so that "breathing places" in various localities will be supplied.

The Citizen-Press of Jackson has taken the initiative in that city in the matter of adopting the Pingree potato patch plan. Lot owners who are willing to have their vacant land used during the summer, thereby enabling some man of family to raise potatoes and garden truck for his own use, are responding to the appeal and it looks as though the movement would be a success.

Almond Griffen.

A Desperate Case.

A sickly lady, who was visiting a Minnesota health resort on the advice of her physician, was seated at the table next to a ruddy-faced, robust-looking young man.

"Have you improved much since you came here?" the lady asked.

"Wonderfully, ma'am," replied the young man.

"And were you in very bad health when you came?" she persisted.

"Bad health? Why ma'am, when I first came here I was probably the weakest person you ever saw. I had practically no use of my limbs nor the use of a single faculty."

"Dear, dear! And you lived?"

"I certainly did, ma'am, although you really have no idea of how bad I was when I first arrived. I was absolutely dependent upon others for everything, being entirely without power to help myself. But I commenced to gain immediately upon my arrival, and haven't experienced a serious setback since."

"Wonderful, wonderful!" murmured the lady. "But do you think that your lungs were really affected?"

"Well, I suppose you'd call them sound, but they were possessed of so little vitality that if it hadn't been for the most careful nursing they'd probably have ceased their functions entirely."

"I trust you found kind friends here, sir?"

"Indeed I did, ma'am. It is to them and to the pure air of Minnesota that I owe my life. My father's family were with me, but, unfortunately, my mother was prostrated with a severe illness during the time of my greatest weakness."

"How sad! Surely, sir, you must have been greatly reduced in flesh when you arrived here?"

"Yes, ma'am. They tell me that I only weighed nine pounds at the time of my birth here."

The man who accomplishes things has learned to labor while he waits.

Lightning Rods

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

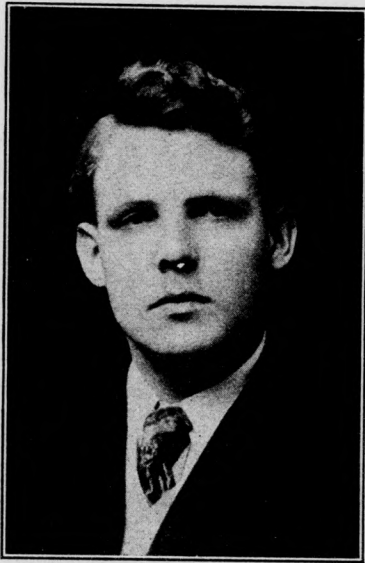
E. A. FOY & CO.

410 E. Eighth St. Cincinnati, O.

SUCCESSFUL SALESMEN.

Walter R. Ryder, Representing the Fletcher Hardware Co.

A round peg rattling in a square hole is a phenomenon frequently encountered in the business world. Many a good artist has been spoiled in the making of a mediocre artisan; the education of many an indifferent clergyman has ruined the chances of what might have been an invaluable carpenter. Perhaps in the larger percentage of instances misfit vocations are the fault of misguided guardians of youth; in other instances they are the fault in choice of the subject himself, failing of wise counsel. The little son of well-to-do parents, awed by a common urban spectacle, who aspired to become one day, as the height of his ambition, the driver of a steam fire engine, showed no less perversion of



judgment than is exhibited in the final choice of many struggling in positions for which they are obviously and lamentably unfitted.

Left to their own guidance, swayed by the glamor of romance, visions of easy labor or baseless prospects of rapid and heavy gain, young men at the outset rarely select that line of industry or profession to which they are best adapted. Others fail after conscientious efforts, laudably directed, because of insufficient understanding of their own limitations and the logical trend of their particular temperaments and abilities. But the wiser of them usually find their proper level, perhaps after many experiments and vicissitudes, and, once finding it, show in the particular plane in which they are settled the best that is in them. One such, who tried many things and many phases of some of those things, and at the conclusion of many efforts found the place to which his talents were properly fitted, is the subject of this sketch.

Walter F. Ryder was born in Cleveland, Ohio, January 1, 1882, his antecedents being English on his father's side and Pennsylvania Dutch on his mother's side. When he was about one year old his parents removed to Grand Rapids, where they remained six years. They then moved to Detroit, where they

also remained six years. They then returned to Grand Rapids, which has since been their home. Walter attended the public schools of Detroit and Grand Rapids, taking some studies in the high school, but not completing any regular course. On leaving school in 1898 he worked for a short time on a sanding machine in the factory of the Grand Rapids Brush Co. He then entered the store of the Adie-Franklin Hardware Co., on South Division street. A little later he secured employment in the wholesale hardware establishment of the Clark-Rutka-Weaver Co. as office and errand boy. He was subsequently promoted to the management of the tinware and ammunition department and afterwards transferred to the builders' hardware department as double checker. He then served the establishment as shipping clerk for a year, when he was taken into the office as house salesman and city buyer. A year later he was offered a position on the road, which he eagerly accepted, covering the factory trade in Grand Rapids and the retail trade south and east of Grand Rapids, seeing his customers every four weeks.

After nearly five years in this capacity he was offered a position as traveling representative for the Fletcher Hardware Co., of Detroit, which he accepted on February 15 of this year. His territory is Northwestern Ohio, Northeastern Indiana and Southern Michigan. He sees his trade every four weeks and spends Saturday forenoon of each week with the city trade in Grand Rapids, so that he is able to be home every Sunday.

Mr. Ryder resides with his parents at 944 Ridge avenue. He is a member of Grand Rapids Council, No. 131, and has been through the several chairs to that of Senior Counselor, to which he was elected about two weeks ago. He has but one hobby, and that is baseball. He was pitcher of the famous club that cleaned up everything that presented itself at the U. C. T. convention at Saginaw last year. He is also fond of music and possesses an excellent baritone voice and is a member of the Traveling Men's Quartette. He attributes his success to hard work, because he has never had any pull that would enable him to get to the front as he has, but had to depend solely on his own efforts.

Some Ambiguous.

The heavy advertiser of the town once entered the editorial offices of the Hemlock Siding Bugle and, with anger and disgust depicted in every line of his face, exclaimed:

"That's a fine break you people have made in my advertisement this week!"

"What's the trouble?" asked the editor, in a tone calculated to mollify the indignant one.

"Read it and see!" commanded the advertiser, thrusting a copy of the paper in the editor's face.

The latter read: "If you want to have a fit wear Blank's shoes."

Writing poetry is easy enough; the uneasy part is to get it printed.

The Business Value of a Hearty Laugh.

It is well known that a pleasant appearance will help one in business, but few people stop to consider the business value of a hearty laugh. Of course every one has his or her own way of laughing, and any attempt at changing this as a rule will result in that unpleasing performance, a forced or affected laugh, but the person who can laugh heartily and naturally at a joke, particularly if it is the joke of a good customer, will find he has a permanent business asset.

A beginner in the world of business launched his business craft in a small town where the usual small town jealousies and spitefulness prevailed. He was a young fellow of pleasing appearance and possessed the happy faculty of laughing heartily whenever there was the slightest provocation. Within a short time he had built up a good trade and rapidly was making friends in the town.

One of his customers in speaking of him had the candor to admit that she found it pleasant to deal with him, for whenever she made a joke, no matter how tiny, she could feel sure that it would meet with a hearty reception from the young storekeeper.

"Whenever I want to impress a woman friend with my exceptional wit I take her into Brown's store and spring some old jokes on him. I may have told him the same joke before, but at the telling he goes off into a roar of laughter, so that the person who is with me, particularly if she is not near enough to hear what I said, thinks that I am a temale Mark Twain. And all this laughter is thrown in just like trading stamps, for he doesn't charge any more than that grouchy old Green across the street."

As soon as the rival merchants saw that the young man was taking a big share of the best trade away from them they began to circulate stories, the kind that, being born from nothing, are so well nourished by the gossips that they grow to be lusty youngsters within a week:

"Of course Brown didn't desert a wife out in Kansas. Why, he says he never lived there. But it is queer how such a story could get out without some foundation, and, besides, you never can tell about these strangers that drift into a town and set up a business. He might come from anywhere and have done most anything and we wouldn't be any the wiser."

But, contrary to the usual course of events, young Brown managed to live these stories down. So hearty was his laugh and so frank and open appeared his conduct that his cus-

tomers would not believe these tales, even if they were told on the authority of the mysterious "they."

When at last the king pin gossip of the town, old Mrs. Crabbed, came into his store and for the first time in thirty-five years raised a contagious laugh with her story of her grandfather's rabbit dog, the fight was won, for from that time on she would listen to no evil tales about the quick witted Mr. Brown.

The cashier of a flourishing bank in Iowa gained much of his success in life, although he probably never knew it, through his ability to laugh heartily. This bank is in the midst of a prosperous farming region and much of the bank's business is done with farmers. Although some farmers are suspicious of bankers and others are suspicious of city men in general, the jovial cashier laughed his way into the confidence of all of them.

He was a good banker and always had on tap a number of good stories of his own, but it was his ability to meet with a rousing laugh any little story about the old cow kicking over the milk bucket, or how Perkins' shoats got loose and ran down the road four miles before he could stop them, that made it possible for him to gain and hold the farmer trade.

Other banks were started with larger capital, more high sounding names, and with much more elaborately furnished offices, but until the death of this cashier his bank kept the farmer trade.

When he died, although most of the farmers had met him only in the bank and in a business way had a few words with him, there was the greatest number of farmers at the funeral ever known in the history of that county, and their grief really was sincere. Horace Zollars.

The Man and the Job.

Once on a time a man out of work was promised a job in the country. When he got out of the train at the station, he found that he still had twelve miles to go. But that did not deter him, for he needed the work in the worst way. The owner of the one dilapidated hack at the station was glad to get a fare, and a bargain for the trip was made. Before the man entered the rig he lifted one of the horse's feet, and in disgust said he would rather walk than ride behind a horse that was not union shod. And he walked, and he walked, and he walked. What at last he reached his destination, he found that the man with the job had got tired of waiting and engaged someone else.

Count your own faults before attempting to enumerate those of your neighbor.

GENTLEMEN—What's the use paying \$3 for California lemons when we have extra choice, sound, well-packed California lemons as good as the best to offer you at \$2.60 per box? We are unloading car today. Quality fresh. No old stale goods. Sizes 210's, 240's, 270's, 300's and 360's. Let's have your orders.

Citizens Phone 5166
Bell Phone 2167

Yuille-Miller Co., Grand Rapids, Mich.



Movements of Merchants.

Minden City—Chas. Volz will open a general store.

Greenville—Bert Evans, of Owosso, will engage in the grocery business.

Easton—A new grocery store will be opened by Patrick Welsh, of Owosso.

Hancock—Lewis Wilmot will open a harness shop in the Belling building, 314 Quincy street.

Middleville—Stanley Wildren has purchased the Cobb & Scott stock of crockery and glassware.

Springport—Dr. H. B. Gammon has sold his drug stock to J. G. Marsden, of Battle Creek.

Bridgman—G. H. Westphail succeeds to the drug business formerly conducted by the late Robert W. Hazeltine.

Saranac—Lee E. Jones has sold his meat market to John Darby and Wm. Burke, who will continue the business at the same location.

Gaylord—E. T. Chapman, who formerly conducted a meat market in Owosso, will engage in the grocery and bakery business here.

Benton Harbor—The firm of Hilborn & Goodspeed, dealers in musical instruments, has been dissolved. Allen Hilborn will continue the business.

Ludington — The Cartier-Magmer Co., Ltd., which is engaged in the general mercantile business, has increased its capital stock from \$25,000 to \$50,000.

Cheboygan — Thomas Regis has purchased the Gardner C. Dood & Co. general stock of merchandise and will continue the business at the same location.

Boyer City—C. E. Chase has purchased the interest of I. Sandelman in the furnishing goods and shoe stock of I. Sandelman & Co. and will continue the business in his own name.

Sandusky—H. E. and E. F. Clark have purchased the meat market of J. F. Popp and will continue the business under the style of Clark Bros. Mr. Popp is undecided as to his future plans.

Aurelius—Peter Waggoner died Sunday of diabetes. Mr. Waggoner was 60 years old and unmarried. He was a member of the firm of Waggoner Bros., who conducted a general merchandise store.

Boyer City—C. W. Moore succeeds Boylan & Moore in the hardware business. The retiring partner will engage in the same line of business in the store now occupied by the Gardner furniture stock.

Corunna—Cloyse Lewis, who has been traveling for the hardware firm of Buhl Sons Co., of Detroit, for the past three years, will engage in the hardware business in the building adjoining Hoyt & Reynolds drug store.

Marshall — An employe of Hubbard & Beckwith, wholesale and produce dealers, has confessed to the

theft of \$1,300 of the firm's money. It is expected the matter will be settled out of court, and the money returned.

Detroit—A corporation has been formed under the style of the Cousins Envelope, Paper & Twine Co., which will carry on a wholesale and retail paper, envelope and twine business with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Saginaw—Fletcher S. Smith, who conducts a wholesale and retail drug business under the style of Jay Smith & Son, has merged his business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Escanaba—The A. & J. De Grand Co., which is engaged in the wholesale and retail flour, feed, hay, produce and wood business, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which \$5,500 has been subscribed and \$1,000 paid in in cash.

Houghton—A corporation has been formed under the style of the Home Timber Co., which will deal in real estate. The company has an authorized capital stock of \$1,000 preferred and \$3,000 common, of which \$2,000 has been subscribed and paid in in property. Shares are held by James T. Healey, L. C. Forbes and D. L. Robinson.

Grand Haven—A corporation has been formed under the style of the Chicago Navigation Co. which will engage in navigation on the waters of Lake Michigan and the waters connected therewith. The new company has been capitalized at \$30,000, of which \$20,000 has been subscribed and \$500 paid in in cash and \$19,500 in property.

Union City—The leading hardware firm here, Wilcox, Ainsley & Co., has gone into the hands of a receiver, H. G. Fisk being appointed in this capacity. The firm has a \$10,000 stock and is perfectly solvent, the step being taken at the petition of a member of the firm who saw no other way to sever his connection with the concern.

Detroit—James Sullivan, who has been doing business under the style of the Sullivan Beef Co., carrying on a wholesale meat business, has merged his business into a stock company which will engage in the general butchers' and packers' business under the style of the Sullivan Packing Co. The new company has been capitalized at \$250,000, all of which has been subscribed and \$150,000 paid in in cash and \$100,000 in property.

Detroit—One of the latest wrinkles in "con" games was recently reported to Lieut. William Rutledge at central police station by the victims. Lampkin & Jones, grocers at 125 Michigan avenue. According to them the sharper went to a grocery store near them and offered to sell a case of shredded wheat biscuit at a reduced rate. The offer was accepted and the man left, saying that he would be back in a minute with the goods. Going to Lampkin &

Jones, he represented himself as an agent of the biscuit company. "I've just made a small sale of one case of shredded wheat biscuit and I haven't got the goods to fill it," said he. "Can I borrow a case from you?" The man was accommodated and left saying that he would be back in a minute and settle for the case of goods. Lampkin & Jones are still awaiting his return.

Manufacturing Matters.

Germfask—The Roblin sawmill has resumed operations and is turning out large quantities of railroad ties.

Detroit—The Detroit Copper & Brass Rolling Mills has increased its capital stock from \$1,000,000 to \$1,500,000.

Detroit—The capital stock of the Superia Cigar Manufacturing Co. has been increased from \$6,000 to \$50,000.

Flint—The Randall Lumber & Coal Co. is installing new machinery, and the capacity of the sash, door and interior finish plant will be doubled.

Kenton—The mill of the Sparrow-Kroll Lumber Co. has resumed operations after being closed down for three months owing to dulness in the lumber market.

Mt. Pleasant—The W. W. Rickard Planing Mill Co. has bought the old creamery building, near the Perc Marquette depot, which will be fitted up for the manufacture of sash, doors and interior finish.

Holland—The three story cement mill owned and occupied by the Van Eyck-Weurding Milling Co., which has been in constant operation grinding feed since it was built last summer, will be grinding two brands of flour.

Baraga—The sawmill being erected here by the Nesters, of Detroit, will begin sawing May 1. The mill built last year at Thessalon by the Nesters will begin sawing as soon as the ice permits, a fine stock of logs having been accumulated.

Engadine—The shingle mill here has started work and is operating steadily with a full crew. The tie mill is also in operation. The Engadine Lumber Co. expects to start its lumber and lath mill within a few days and a good season is anticipated.

Holland—The building formerly occupied by the Walsh-DeRoo Milling Co. will be occupied by a new flour and feed firm doing business under the style of the Standard Milling Co. consisting of David Leenhouts, of Holland, and J. Muller, of Chicago.

Galesburg—The Standard Windmill factory was bid in by Samuel Foster for \$6,000, including the building, equipment and machinery. It is said the property was worth many more thousand dollars, but no one seemed willing to go above the \$6,000 bid.

Tustin—The Indiana Cooperage Co., which owns a stave and heading mill at this place, is buying bolts of all kinds. It has 2,000 cords of bolts in the yards and is buying all that are bought. It is also operating the mill daily. An average of twenty cars a day leaves here.

St. Ignace—The mill of the Richard Jones Co. will be started up for its first run about the middle of April. Over 1,000,000 feet of logs are in the yards and an average of 50,000 feet is being shipped in daily. The installation of machinery in the mill is being completed.

Detroit—The Triumph Gear Co., which will manufacture gears, supplies, appliances and machinery for power boats, automobiles and stationary engines, has been incorporated with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and paid in in property.

Detroit—A corporation has been formed under the style of the Rinsched-Gagnier Paint Co., which will carry on a wholesale and retail business, dealing in painters' supplies of all kinds. The company has been capitalized at \$10,000, all of which has been subscribed and \$7,500 paid in in cash.

Sagola—The Sagola Lumber Co. has discontinued its logging operations at Kates until after the spring breakup. The company cut the timber from nine forties of land, shipped 2,000,000 feet of logs to its mill, 1,000 cords of pulpwood to Kimberley Clark, Niagara, Wis., and has 2,000 poles and 8,000 posts on the tracks ready for shipment. These figures represent only the company's operations at Kates.

Cadillac — The Cummer-Diggins Company has installed a skidding system in one of its hardwood camps west of this city, which was put in on its own merits and which gives the best of satisfaction. The advantage of the car is that instead of dragging the load over the ground it raises it clear of all obstructions and by its load locking device holds it suspended in midair until it is automatically released at the central station.

Constantine—The American Carbolic Co., formerly of Constantine, but now of Duluth, Minn., has sent reports to the stockholders that the finances of the company are such that it cannot meet its debts and that a special meeting has been called to determine as to the company's future. The original company at Constantine was organized with a capital of \$1,000,000. The largest number of stockholders were Michigan people. The company also owned the White Pigeon gas plant, which was destroyed by an explosion December 9, 1907.

Au Sable—The new machinery and boilers for the H. M. Loud's Sons Co.'s heading mills are being set up. All the company's mills will be operated during this season. Some time ago this company acquired the property on both banks of the Au Sable River, about 100 miles from the mouth of the stream, for the purpose of utilizing the water power for electrical power. The company has closed a deal with the Commonwealth Electric Co. and some capitalists in Chicago and New York, and will construct the necessary plants and furnish Bay City and Saginaw with electrical power for all purposes.



The Produce Market.

Apples—\$1.75@2 per bbl. for cooking stock and \$2.75@3 for eating. The demand is not large and the market is quiet.

Bananas—\$1.50@2.25 per bunch.

Beets—60c per bu.

Butter—The market has remained stationary during the week. The receipts of fresh butter are about normal and are selling on arrival on the present basis. The future of the market depends on the consumptive demand. The present outlook indicates that there may be no change during the coming week, and what is said here applies also to held goods and under grades. Creamery is held at 30c for tubs and 31c for prints; dairy grades command 25@26c for No. 1 and 18c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—40c per bu.

Celery—65@75c per bunch for California.

Cocoanuts—\$4.50 per bag of 90.

Cranberries—Late Howes are firm at \$10 per bbl. There is quite a good trade on cranberries, in spite of the very high prices prevailing. The majority of sales are by the bushel, very few barrel sales now being made.

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

Dressed Hogs—Dealers pay 6c for hogs weighing 150@200 lbs. and 5¼c for hogs weighing 200 lbs. and upwards; stags and old sows, 4¼c.

Eggs—Receipts of fresh eggs are very liberal and, in consequence, the market has declined about 2c during the week. All of the present receipts are absorbed readily at full prices, and present values are about the same as a year ago. Future prices, however, are quite uncertain and depend on the speculative demand. The market seems to have about reached bottom. The quality of eggs arriving is very fancy and good enough for storage purposes. Local dealers pay 12@13c for case count, holding at 13@14c. Handlers of eggs have been notified by banking interests in New York and Chicago that during the coming year not more than 10c a dozen would be loaned by banks on egg certificates or warrants from warehouses, and it was suggested that egg dealers in buying eggs for storage should govern themselves accordingly. A decision that no matter what false price shall be placed on eggs, not more than this low maximum of borrowing shall prevail is expected to have a great influence on the egg market of the next year, and that it will keep prices down is believed. Between April 1 and June 15 there is naturally stored in the big cities about 300,000,000 dozens of eggs. This move of the banks to curtail wild buying on the part of the egg men is thought to be one of the first moves in effort to control the egg industry of the country, which is now rated at dou-

ble the importance of the iron and steel industry.

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 and Messinas command \$3 per box. The demand is not strong.

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 \$3@3.25 and Navels fetch \$2.85. The movement continues heavy, but the supply is ample.

Parsley—50c per dozen bunches.

Parsnips—75c per bu.

Pineapples—\$4 per crate for all sizes.

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

Poultry—Local dealers pay 11c for live hens and 13c for dressed; 11½c for live spring chickens and 13½c for dressed; 12½c for live ducks and 14c for dressed; 14c for live turkeys and 17c for dressed. Continued firmness is characteristic of the market for both live and dressed poultry. Dressed stock will cease to come after April 1, but at present both live and dressed are coming.

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

Tomatoes—\$3.50 per 6 basket crate of Floridas.

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.

A new profession for women is said to have been found in the "dinner taster," who goes through the homes of the wealthy sampling dinners, criticizing them and making suggestions to the cook. There are many kitchens where a party having the nerve to offer suggestions to the cook would get a warm reception—warm enough to require the immediate service of a surgeon.

The Northern Lime Co. has been incorporated as a buying and selling agency for the Michigan Lime Co., of Petoskey, the Superior Lime Co., of Bay Shore and the Elk Cement & Lime Co., of Elk Rapids. The company has an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and \$1,000 paid in in cash.

Samuel Krause has gone to El Paso, Texas, where he will remain two or three weeks with his brother-in-law, John J. Schairer. Mr. Krause's family, who have been spending the winter months in Texas, will return with him.

The capital stock of the Grand Rapids-Oregon Timber Co. has been increased from \$150,000 to \$200,000.

Don't worry because you made a mistake; you might have made a worse one.

The Grocery Market.

Sugar—The past week has been one of the most exciting the country has witnessed for years. The refiners advanced refined 20 points on the 19th, 10 points on the 20th and another 10 points this morning, making a total advance of 40 points within the space of ten days. The Federal is still receiving orders to be shipped four weeks hence, but the other refiners are accepting orders only for immediate shipment. The advance is due to the advancing tendency of the market for raws. There is an expected deficiency of about 33⅓ per cent. in the Cuban crop, and the total shortage in all cane sugar producing sections is expected to reach 600,000 tons. Europe is also high and Cuban raw sugar is ruling at the highest price for years.

Tea—There have been no changes in price. Low grades are still firm; other grades are about steady. There is no indication of any immediate change in the prices of any grade.

Coffee—The actual consuming trade and the roasters are buying from hand-to-mouth, recognizing the fact that only a few months will elapse before the receipts will be heavier and the new crop begins to come in. The trade are keeping closely in mind the fact that the holdings of the Brazilian syndicate are costing more every day, storage, interest, etc., for nearly two years running into money. The new attempt now pending in Brazil to organize a company to increase the consumption of coffee is not looked upon very seriously by the trade of this country. Milds are steady and unchanged. Java and Mocha are unchanged and in moderate demand.

Canned Goods—Packers report that future business transacted with jobbers is very slow. The one exception in this particular seems to be canned corn. Packers who have had fairly good success are said to have been forced to make concessions from their opening prices. Medium grade peas continue scarce and the same is true of string beans. Corn is easy and nothing doing. Baked beans are firm. Standard strawberries have eased off a little in Baltimore. Trading in all lines of canned fruits is in small lots. High prices are restricting demand. California canned fruits are in about the same notch as at last report. Predictions are being made that the prices on the new pack will be considerably less. Salmon continues steady and also continues to hold the faith of the trade. Cove oysters are lower. Nothing new in sardines.

Dried Fruits—Apricots are scarce and cleaning up. Currants are cheaper on this side, but slightly higher abroad. Raisins are still soft and weak, but no further decline can be reported. Citron is dull and unchanged. Dates are in fair demand at ruling prices. Figs are selling well in some markets. Prunes are even further demoralized. Sales have been made during the week on a 2¼c basis, which is equivalent to a decline of ¼c for the week. Some sales are even reported as low as 2½c basis.

The demand is good. Peaches are in fair demand at unchanged prices.

Cheese—Present prices are about 1c above a year ago, and stocks are lighter than for many years at this season. The future depends on the consumptive demand. No radical change is expected for the present.

Syrups and Molasses—Sugar syrup is in good demand for export, not so good for home trade. Prices are unchanged. Molasses rules steady at the advance noted last week; the demand is fair.

Fish—Cod, hake and haddock are quiet at unchanged prices. Salmon is dull at ruling prices. Domestic sardines show no change for the week, market rather weak. Imported sardines are wanted and rule high and firm by reason of scarcity. There is a good demand for Irish mackerel and also for Norway 2s and 3s, all of which, but particularly Irish, are scarce. Prices are firm but unchanged. Shore mackerel are about, but are not wanted to any extent.

Provisions—There has been a reduction in the supply of hogs, and the price of hog products is about ¼c higher. Both pure and compound lard have also advanced ¼c. Barrel pork, dried beef and canned meats are in better demand at unchanged prices. The market for smoked meats is about ¼c above the price ruling about a week ago.

The Grain Market.

Wheat prices to-day are about 1c per bushel higher than one week ago. The visible supply the past week has shown a decrease of 1,102,000 bushels, bringing the present visible supply in round numbers to 39,000,000 bushels, as compared with 48,000,000 bushels one year ago. Wheat prices are not high to-day when compared with other grains and, in fact, it is stated that the general average cost of eatables is 40 per cent. higher than the low level of a few years back at the same time. Bear in mind that wheat to-day is 2c per bushel higher than one year ago. Corn is 20c per bushel higher than last year and oats 13c per bushel higher than a year ago.

The visible supply of corn decreased 765,000 bushels, bringing the present visible supply to 6,057,000 bushels, as compared with 12,657,000 bushels last year. Our present visible supply is the smallest for years. The average visible supply on April 1 for ten years past has been 17,000,000 bushels. Corn prices are strong at present and our Western correspondents insist that we are to get a still further advance of 10c per bushel before the new crop.

Oat prices have been steady; very little variation in prices for the past three or four weeks. The fluctuations in prices has not been to exceed 1c per bushel.

Feeds of all kinds are strong, with the demand very fair.

L. Fred Peabody.

Anton Dunnebacke has opened a grocery store at 75 Gold street. The Lemon & Wheeler Company furnished the stock.

MEN OF MARK.

G. H. Ziegler, President Michigan Hide Dealers' Association.

In considering the lives of men who have accomplished much in any department of worldly activity it often is observable that the start was made early in life, in which there was a singleness of purpose, energized by a laudable ambition, that was the initiative impulsion which drove forward to success. Many lives have been failures because youth was passed in frivolities, and worse, without any serious motive to center the energies, with an aimless indulgence in the fancies of the passing hour and a blind and fatuous trust in a good fortune that some day would present the chance, without much strenuous effort, to seize a passing opportunity and appropriate it as one's own. But there are few royal roads to success, or even to a modicum of attainment of desirable things, and he who would wear the purple of kingship in any desired end which men prize must begin early, be inspired by a set purpose, and work incessantly along the chosen line, with a constant determination to permit no relaxation and no diversion to swerve one from the object sought. Especially is this observation true of those whose beginning is under circumstances wherein one's own unaided effort is all of the capital upon which one must depend. There are numerous instances in this country in which if we trace the successful careers of men back to the first step in the upward climb we shall find a mere boy starting in loneliness and poverty, but bent on doing something to earn a living, and beginning by taking the first employment attainable, at meager pay, but soon making a choice of a vocation and pursuing it tenaciously, step by step, to the attainment of final power and success.

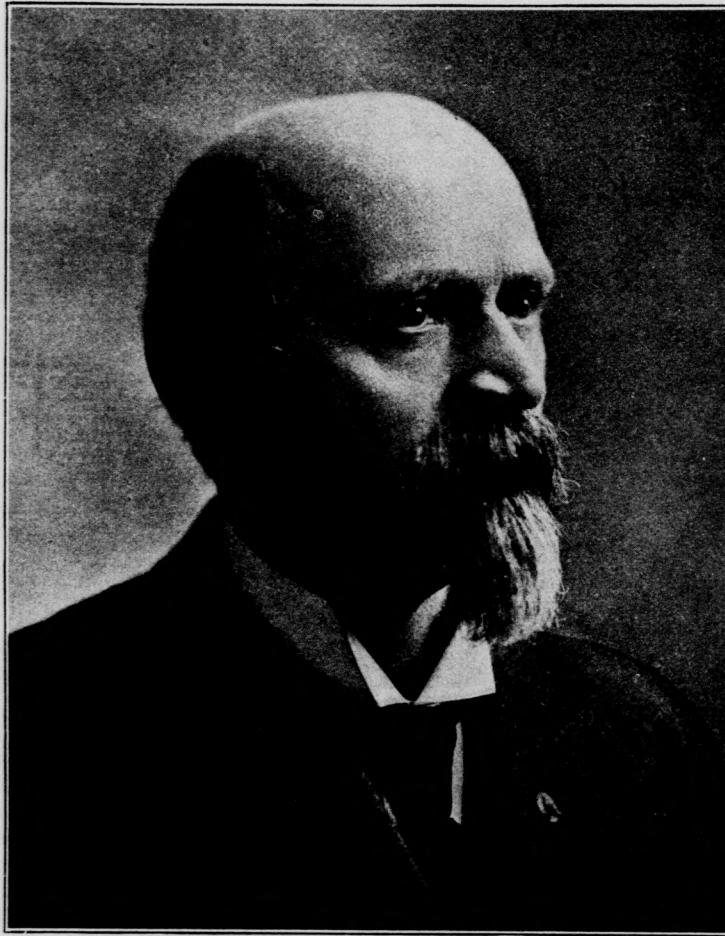
In such cases the main things are a realization of dependence upon one's efforts and a motive to surmount adverse conditions and rise in the world. It is a serious business, and fortunate is the boy or young man who has character enough and stamina sufficient to push aside all vagaries of adolescence and buckle to the work while others dawdle and fritter away their years in vanities and wayward conceits and enticements with chimerical promise only.

These reflections have been suggested in the contemplation of the life of a man who has attained an enviable position in the hide and leather business, as a citizen and in the social world, simply by beginning a serious career early in life, adopting a pursuit and pressing onward in it until he attained successful results.

Gottlob H. Ziegler was born in Stuttgart, Wurtemberg, Germany, February 18, 1845, being the youngest of a family of seven children. His father was a practical tanner by occupation and when Gottlob was 9 years old the family emigrated to this country and located in Lansing. The son attended public school, going as

far as the grammar grade, when he completed a course at a business college. He then entered the employ of his father as a three-year apprentice to learn the tanner's trade and continued in that business until 1868, when he engaged in the hide and leather business on his own account at 127 Saginaw street, East Lansing. He continued the business without interruption forty years, when he admitted to partnership his son, Fred H. Ziegler, and the firm name is now G. H. Ziegler & Son.

Mr. Ziegler was married in April, 1869, to Miss Lizzie Bauerly, of Jonesville. Two girls and one boy, now all married and settled, were the fruits of this marriage. Mrs. Ziegler died in 1890 and in 1894 Mr. Ziegler married Miss Louise Kolb, of Wurtemberg. They have three children, two boys and one girl. The



G. H. Ziegler

family reside at 145 Saginaw street, East.

Mr. Ziegler has been a member of St. Paul's Lutheran church about twenty years. He is a third degree Mason, a member of the Elks and of the Liederkranz Singing Society. He is a director in the Lansing State Bank and is interested in several large manufacturing institutions in the Capital City.

On the organization of the Michigan Hide Dealers' Association, in Detroit, December 2 of last year, Mr. Ziegler was elected President, and he is giving that organization a large amount of time, with a view to laying the foundation broad and substantial. A special meeting of the Association will be held in Lansing April 27. The next regular meeting will probably be held in Grand Rapids in December.

Mr. Ziegler attributes his success to square dealing and the maintenance of equitable relations between himself and his customers. He gives his business his active attention and has charge of the office and selling departments. His son and partner travels on the road, soliciting orders for leather and findings and purchasing hides, pelts and furs. Mr. Ziegler has but one hobby and that is traveling. He has been to Germany seven times and has visited Holland, France, England and nearly all of the continental countries.

More Radium Available.

Three grammes of radium (about forty-six grains), the largest quantity yet produced at one time, has been extracted by the Imperial Academy of Sciences of Vienna from ten tons of uranium and pitchblende given them by the government from its

mines in Bohemia and, although the crude material cost nothing, the extraction alone amounted to \$10,000. This, however, cheapens the cost of radium considerably, for the three grammes, approximately, above mentioned were obtained at one-third the cost of previous products, which, it has been estimated, would be worth not less than \$3,000,000 an ounce. A small fraction of the yield has been presented to Sir William Ramsay, the English scientist, for experimental purposes. A part will be used by other researchers to test Prof. Ramsay's theory regarding the breaking up of radium into other elements.

Few men are in moral danger as great as those who proclaim religion so strenuously they feel no need to practice it.

You Are Not Alone in Your Grief.

The motorman sounded a wild fandango on his gong, and the teamster held on the track by a stream of disorganized traffic looked back to enquire, with heat and profanity, if the motorman thought he really wanted to stay there all day.

"Lord, Lord," groaned the motorman, impatiently oblivious to the rule against talking to passengers, "but this is my Jonah day, sure, and I'm having a hard time of it. And the bosses seem to think we ought to be glad we're living! Who'd be a motorman if he could help it, I'd like to know?"

"Got up late this morning," he continued, addressing the man carrying a professional looking bag, who regarded his nervous irritation with quiet sympathy. "Couldn't help it; just luck. Alarm clock went back on me. Had to gallop to the barns without breakfast—and it was pretty chilly. Couldn't find my tools when I got there. Oh, yes, you think these things," indicating the simple mechanism by means of which he operated the gong, his brake, etc., "are kept with the car, but they ain't, not by a long shot! Don't know who'd had mine, but I pretty near lost my car—and job—before I found 'em. Then, when we got well away from the barn, I found I hadn't air enough to control the brake properly—and that means danger in a tight place."

"You don't have a monopoly of trials," answered the professional looking man, as the car came to a standstill because the teamster simply couldn't find a chance to break through. "All trades have their troubles. I'm a doctor, and I hear lots of them. Only this morning one of my patients told me he didn't have a chance to get well because he was a varnish salesman, and no other class of men had such a hard time as those in his particular work. Other men tell me the same kind of story every day. For myself—well, I've been up all night, have had only a cup of coffee since 6 o'clock last evening, have had ill luck with a trying case to-day already—like your clock, it was just ill luck, but it works hard against me—and now I can't get to another critical case because your car has stuck.

"Of course, if I had a lot of rich patients and could afford an automobile—"

"You'd be just as badly off!" interrupted the stout, jovial, red faced man on the other side of the platform. "I've got plenty of coin and two automobiles, but here I am, stuck just the same as you are. Just luck with me, too, but I'm losing no little because I can't keep my appointment. I tried taking a cab downtown, but the hard luck was too strong for me. Horse fell, and I thought I'd save time by jumping on this car!"

Every man in the group had a similar story, and the tense mouths, frowning brows, and nervous expressions of the women within the car bore mute witness to an equal share of disgusted impatience. Such scenes are of daily occurrence and are en-

acted in surprising variety. Almost every human being privately regards his or her lot as of peculiar hardness, beset with peculiar and specially distressing trials.

"Talk of martyrdom," cries the hospital nurse. "Don't talk to me of martyrdom until you've done night duty."

"I'm going to get out of this business," grumble the salesman, the dressmaker, the cook, the politician. "Nothing but hardships, annoyances, distress and disappointments. Nobody has such a hard time as I."

And yet, if the truth were known, all of us have about equal shares and chances when it comes to the work of life and its trials. To-morrow's tribulations—nay, to-morrow never comes!

"This, too, shall pass away!"

The sage old proverb, wise with the wisdom of the Eastern race and land that has learned the uselessness of worry, realized the sin of groundless sorrow, holds balm and encouragement for those who find it difficult to avoid fretting over present distresses.

"This, too, shall pass away!"

Then let it pass in peace, without revilement. If you can wave a merry hand to your cares of the moment, so much the better; they will be robbed of their sting thereby. If you can find it in your heart and spirit to laugh at, with and over them the chances are that few friends will grieve over your coffin. You'll have outlived most of them—unless, indeed, you can teach them

to cease worrying with you. But, at all events, let the griefs of the day expire decently, untroubled, not bearing your personal control and self-respect to eternity with them. What is your calm, unprejudiced, judicial opinion of the child who kicks the chair that has tripped him, goes into hysterics because he can't play with the moon?

Would you, to push the question to its ultimate, be happy if you knew that the work was to be taken away?

No. Trials, distresses, annoyances, disappointments, hardships, pin-pricks, and all, you'd cling to them desperately, with eager affection, forgiving and forgetting all the troubles they have caused you, all the unkind things you've said about them. Now, to be honest, would you not?

Well, then—what was it brave, cheery, wise Robert Louis Stevenson said in a slightly different connection?

"It is a small matter to make a work about, my son, seeing that we are all in the same case."

Yes, it would be different if you, as the motorman fancied, had a monopoly of trials. But you haven't, nor have I, nor has our neighbor.

"Poor beggars all," we have our troubles, and, this being the case, and certain troubles inevitable, we are in poor case to be "making a work" about them.

Stop grumbling and be cheerful and courageous.

"This, too, will pass away"—sooner than you desire, maybe.

All the other fellows have something to bear, likewise. You are not alone in your grief.

John Coleman.

Partnership Relation Between Buyer and Seller.

Every merchant who sells on credit is a partner with the buyer to the extent of his sale during the period elapsing until payment is made, and, as such, has a right to know the financial condition of his debtor. This sense of partnership is rarely recognized by either party to the sale. Every man should regard a time sale as a money loan. He would not care to ask his jobber for the loan of an amount of money equal to the value of the goods he buys on time, but he does the equivalent of that when he asks the jobber to extend his credit beyond the time for payment set by the terms agreed upon. If the buyer were to go to his bank and borrow the money necessary to pay for the goods on the same time, he would not only have to pay the legal rate of interest, but a premium besides, and if he did not meet the obligation on its maturity would have to satisfy the bank that the account was good and collectible and, of course, pay interest for the extended time. Does the salesman realize when he is closing a sale with a customer that he is virtually lending that customer a sum of money equal to the value of the goods for the period that shall elapse before payment is made? And does the buyer realize that in asking for credit, he

it only for ten days, he is asking the seller the favor of a cash loan?

A realization of this actual relationship between buyer and seller would lead to greater self-respect and firmness on the part of the seller, and what is more important, fewer losses; while there is many a buyer whose attitude toward the seller would be vastly improved by a recognition of this homely truth, and who would steer his course clear of many a dangerous financial rock thereby.

Irrelevant.

At a term of the Circuit Court in Grand Traverse county not long ago, a "horse case" was on trial, and a well-known "horseman" was called as a witness.

"Well, sir, you saw this horse?" asked counsel for the defendant.

"Yes, sir, I—"

"What did you do?"

"I just opened his mouth to find out how old he was, an' I says to him I says, 'Old sport, I guess you're pretty good yet.'"

At this juncture counsel for the opposing side entered a violent objection. "Stop!" he cried. "Your Honor, I object to any conversation carried on between the witness and the horse when the plaintiff was not present."

One can judge some men by their deeds and some others by their misdeeds.

Right you are, Alonzo; the fountain plays because the water works.

Merchants Like a Quick Seller

Post (Formerly called Elijah's Manna) Toasties

make a quick trip from the shelves of the retailer to the breakfast and lunch tables of the consumer.

Repeat orders follow—people like the "toasty" flavour—the customer is pleased—the profit is big.

A popular "seller" (among Corn Flake Foods) is Post Toasties. **Stock up!**

"The Taste Lingers"

NOTICE—We pack part of each case in Elijah's Manna and part in Post Toasties Cartons for a time. There's a demand for each.

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

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

Subscription Price.

Two dollars per year, payable in advance.

Five dollars for three years, payable in advance.

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

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

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

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, March 25, 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.

CHECK ON THE CUSTOMER.

In a city not a hundred miles from Grand Rapids is a merchant who makes a practice of noting, to a minute, the time of the receipt of an order for goods, whether it comes over the phone, by post or personally. It is a practice which must be observed by himself and his employes with imperative regularity and accuracy or there is trouble.

And, as this merchant conducts a considerable force of delivery clerks and wagons, it has proved a valuable feature of his business in that it provides evidence as to promptness or tardiness in deliveries.

One of the easiest things possible for a housewife to do is to rush to the telephone at half past ten o'clock in the morning and order a pound of lettuce, a couple of bunches of young onions, a package of this and three or four pounds of that for dinner, and at 10:40 the same morning, with perfect sincerity and truthfulness(?), rush to the same phone and say something like this: "Why haven't my things been delivered? I ordered them more than an hour ago and I want to serve them for dinner."

Then, too, there's the devoted hus-

band or the beloved son who, when he leaves home in the morning, promises to "stop in" or "call up on the phone as soon as he gets downtown" and give a special order. On his way downtown he overtakes or is met by a friend and they engage in a discussion along political, social or business lines, so that the special order escapes him for an hour or so and there's "music at home."

Such happenings and scores like them, differing only in details, are the perpetual fare of the average retail merchant so that the practice of noting the hour and minute an order has been received has a practical business value.

COST OF LIVING IS LESS.

Every one has to live and so all will be glad to know that the cost of living is steadily decreasing. The necessary commodities are very much cheaper than they have been in years and have been growing cheaper steadily for six months and more. Bradstreet's index numbers, regarded as reliable, are carefully prepared and watched with interest. They show that all the commodities were cheaper the first of March, 1898, than they have been at any time since September, 1905. They are considerably cheaper than they were March 1, 1905, or February 1, 1904, or December 1, 1902, or February 1, 1900, or January 1, 1892. Within the years mentioned there have been some fluctuations, but statistics show that the cost of commodities is remarkably cheap just now compared with the average for the last fifteen years. The cost of living is 12.5 per cent. less this March than it was in March, 1907.

The same authority in a well considered article, which on the whole is hopeful, covers the field of business and industrial activity. The reports show that although buying of dry goods has been conservative the transactions show a better tone than formerly and the sales are larger. The jewelry trade is dull and the output of Kentucky whisky only a third of what it was a year ago. Crop reports represent the condition of winter wheat as favorable. Reports sent in to Bradstreet's from seventy-four cities show that in February 12 per cent. less was spent for building than in January and that the decrease from February, 1907, is 40 per cent. The outlook for the building trades is not bright, because people are hesitating and do not wish to put up new structures or enlarge old ones until they know exactly what the conditions are to be and probably that will not be definitely determined until election. The same report says that the business in iron and steel is quiet and indeed disappointing, although better things are hoped for in the immediate future. Mills in many sections of the country are working on short time or have closed altogether. There is, however, in all the reports a substantial, hopeful tone which believes the depression only temporary, and holds out the idea that later on the brighter prospects will become realities.

DESPOTIC MEASURES FAIL.

Race questions are not confined to disagreements over differences of color. Without doubt these differences aggravate the situation, but prejudices and jealousies are not less bitter nor less lasting between different races of the same color than if the colors of the contestants were in distinct contrast.

Ever since Ireland came under the control of Great Britain there has existed extreme hatred that has often broken out in hostility on the part of the Irish for the English. In various parts of Europe there is a vast deal of race prejudice and race hatred, but in every case it has been caused by the conquest and subjection of weaker nations by stronger.

The conquest of Poland by Russia in 1772, and its subsequent partition between Russia, Austria and Prussia, put an end to a kingdom that had existed as an independent power since the tenth century. From the time of the subjugation of the country there has been an almost unceasing succession of revolutions against their conquerors and masters by the Poles. They have always been the leaders in every revolt and conspiracy against the Russians.

Never since the partition of the old Slav monarchy has the Polish question disappeared for one day from the political calculations of the three East European Powers, but in Prussia it has during recent years developed issues of far-reaching importance. Polish discontent, agitation, avowal of national aspirations—these things are perennial, and change only in form and degree. What has of late startled the statesmen and the whole Germanic population of Prussia is the discovery that there has been going on, unobserved and almost unsuspected, a growth of Polish influence which has already assumed threatening proportions, and has, in fact, in certain parts of the Prussian monarchy entirely changed the racial equilibrium to the displacement of Germanism—German sentiment, German culture, German ideals, German institutions.

These statements do not by any means exhaust the significance of the Polish reawakening, for a host of independent facts might be cited in corroboration of their story. It is not merely that the Poles have strengthened their position in the traditional strongholds of the race; they are conquering districts which have immemorially been occupied exclusively by Germans. In 1860 there was not a single Polish workman in the industrial districts of Westphalia and the Lower Rhine; now there are some 200,000 Poles of all ages there. There are twenty collieries employing more Poles than Germans, and in some cases the Poles form 70 per cent. of the whole.

The Polish language is banished from the schools, from the courts and from all official proceedings in the effort to force the Poles to use the German tongue, and so great is the resentment of the people that violent insurrection is only prevented by the force of numbers.

In all probability if no despotic measure had been taken against the Poles and they had been allowed to take their place as subjects of Prussia on an equality with the German population, the race hatreds would have died out. But when they are aggravated by tyrannical exactions it is to be expected that race hostilities will be perpetuated.

The Poles, in intelligence and intellectual capacity, are equal to any people in the world. They belong unquestionably to the white races, and the women are remarkable for beauty. There is no good reason why they have not been admitted to full equality in Prussia so that their best characteristics could be developed to the utmost for the general good. The same remark applies to the Irish.

DISTINGUISHED DIPLOMATS.

During the very recent past two Oriental diplomats have presented their credentials to President Roosevelt who are entitled to more than ordinary attention and interest at the hands of the American people. Reference is made to Baron Takahira, the new Japanese Ambassador, and Mr. Wu-Ting-Fang, the new Chinese Minister. While both these gentlemen are newly appointed to diplomatic posts at Washington they are neither strangers nor unknown in our National capital. Both men formerly held the same posts they are now resuming, and both were personae gratiae with the Government and people of this country.

Baron Takahira was the Japanese Minister during the war between Russia and Japan, and his tact and savior faire contributed not a little to bring about the sympathy which was felt for his country in the United States during the war. Since his departure several years ago Baron Takahira has held the considerable post of Ambassador to Italy, and his return to this country was without doubt dictated by the advisability of having at Washington at the present time a man thoroughly familiar with conditions in this country as well as personally popular with the Government and people.

Mr. Wu-Ting-Fang is an altogether picturesque character, and during his former tenure of office at Washington was immensely popular with all classes. Although accustomed to speak his mind rather freely for a diplomat, Mr. Wu succeeded in greatly improving the relations between the United States and China, and his conduct during the trying times of the Boxer rebellion was in every way faultless and helped not a little to smooth over any bitterness that might have been engendered by that episode.

The return to Washington as representatives of their respective countries of two such men is an event in every way worthy of more than passing notice, and it is gratifying to note that they have been cordially welcomed at the National Capital.

The Michigan Chair Co. has increased its capital stock from \$150,000 to \$300,000.

AGAIN SUSTAINED.

Full Text of Decision on Bulk Sales Law.

The Tradesman announced last week that the sales-in-bulk law had 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. The full text of the decision, which was written by Justice Moore and concurred in by Justices Ostrander, Hooker, McAlvay and Carpenter, is as follows:

This case called for a construction of the so-called sales-in-bulk law, being Act No. 223, of the Public Acts of 1905.

The act is assailed for eight different reasons, but all of them revolve about the following propositions, which we quote from the brief:

1. That if Act No. 223 of the Session Laws of 1905 of this State is valid, garnishment proceedings do not lie for its enforcement.

2. That the said act violates Section 32 of Article VI. of the Constitution of this State, which provides that no person shall be deprived of life, liberty or property without due process of law.

3. That the act is in violation of Section 1 of the 14th Amendment to the Federal Constitution, which provides that no state shall make or enforce any law which shall abridge the privileges or immunities of the citizens of the United States, nor shall any state deprive any person of life, liberty or property without due process of law, nor deny to any person within its jurisdiction the equal protection of the laws.

As to the last two of these propositions, although argued at length by counsel, we think it unnecessary to discuss them further than to say we are quite content with what was said in *Spurr vs. Travis*, 145 Mich., 721.

We then come to the question, Will garnishment proceedings lie for the enforcement of the law? Counsel say the answer should be in the negative because of the provisions of Section 3, which reads:

"Any purchaser, transferee or assignee, who shall not conform to the provisions of this act, shall, upon application of any of the creditors of the seller, transferor or assignor, become a receiver and be held accountable to such creditors for all the goods, wares, merchandise and fixtures that have come into his possession by virtue of such sale, transfer or assignment; Provided, however, that any purchaser, transferee or assignee, who shall conform to the provisions of this act, shall not in any way be held accountable to any creditors of the seller, transferor or assignor, or to the seller, transferor or assignor for any of the goods, wares, merchandise or fixtures that have come into the hands of said purchaser, transferee or assignee by virtue of such sale, transfer or assignment.

It is urged that a receiver must be appointed who holds the property for the benefit of all the creditors.

It is insisted that in *Spurr vs. Travis* supra the Court did not pass upon the question because counsel admitted that garnishment would lie if the act was constitutional.

Section 1 of the Act provides: "The sale, transfer or assignment, in bulk, or any part of the whole of a stock of merchandise or merchandise and the fixtures pertaining to the conducting of said business, otherwise than in the ordinary course of trade and in the regular prosecution of the business of the seller, transferor or assignor, shall be void as against the creditors of the seller, transferor or assignor," unless the purchaser shall comply with the provisions of that act, contained in the latter part of the same section.

Sec. 10601 C. L. provides as follows: "From the time of the service of such writ the garnishee shall be liable to the plaintiff to the amount of property, money, goods, chattels and effects under his control, belonging to the principal defendant, or any debts due or to become due from such garnishee to the principal defendant, or of any judgment or decree in favor of the latter against the former, and for all property, personal and real, money, goods, evidences of debt, or effects of the principal defendant which such garnishee defendant holds by conveyance, transfer or title, that is void as to creditors of the principal defendant, and for the value of all property, personal and real, money, goods, chattels, evidences of debt or effects of the principal defendant, which such garnishee defendant received or held by a conveyance, transfer or title that was void as to creditors of the principal defendant; and such garnishee defendant shall also be liable on any contingent right or claim against him in favor of the principal defendant."

Section 10632 C. L. reads: "If any person garnished shall have in his possession any of the property aforesaid of the principal defendant, which he holds by a conveyance or title that is void as to creditors of the defendant he may be adjudged liable as garnishee on account of such property and for the value thereof, although the principal defendant could not have maintained an action therefor against him."

It will be seen that each of the foregoing sections has reference to sales or transfers of property that are void as to the creditors of the seller, or principal defendant.

The Legislature undoubtedly knew of the provisions of the garnishment law in regard to conveyances, that are void as against creditors. We think it would destroy the intent of the Legislature in passing the act to require the intervention of a court of equity. See *Kahn vs. Fishback*, 36 Washington, 69; *Wilson vs. Edwards*, 32 Penn. Inp. Ct., 295; *Spurr vs. Travis*, supra.

Judgment is affirmed.

It is easy for a man to be patient if he has nothing at stake.

No well-bred millionaire boasts of his dough.

RECORD OF GROWTH.

Origin and Development of Coupon Book System.

Grand Rapids, March 24—The late Martin Ryerson, who began his business career here and laid the foundation of his substantial fortune by trading with the Indians on Grand and Muskegon Rivers, used to delight to recall an incident in his career which started him on the road to Millionaire Station—the finding of a French merchant and shinglemaker on the back waters of the Muskegon who could neither read nor write, but who managed to keep a fairly accurate account of his dealings with his customers, most of whom were his employes in one capacity or another, by the use of shingles bearing certain marks identifying the customers, whose accounts were kept by means of notches, those on one edge indicating dollars and those on the other edge indicating cents. Mr. Ryerson was by no means college bred, but his knowledge of business methods struck the Frenchman so favorably that the latter offered him an interest in the business, which he was not slow in accepting. He exchanged the wooden account books for a regulation book-keeping system, and from that time his success was rapid and without interruption. Mr. Ryerson was in Grand Rapids on an errand of mercy a year or so before he died, and while here was shown through the coupon book establishment of the Tradesman Company. He expressed great surprise at the remarkable growth of the business and the great number of lumbermen in all parts of the country using the books, concluding with the remark that the adoption of such a labor-saving device at the inception of his career as a lumberman would have doubled his income, as its use would have enabled him to avoid all the losses and annoyances incident to old-fashioned book-keeping methods, and to devote more of his time to the selection and purchase of timber lands, which at that time was a somewhat perplexing question.

Fortunately or unfortunately, it falls to the lot of a large portion of the lumbermen of the country to furnish groceries and other articles of necessity to the men in their employ. In some cases the camps or mills are so isolated that the commissary or van is a necessity; then, again, the stocks of goods carried by storekeepers in proximity to a mill or camp may be of such inferior character that the lumberman is compelled to put in a stock of staples in order that his employes may be furnished the necessities of life at reasonable prices. These conditions call into existence the "company store," which has a good or bad effect on the community, dependent altogether on the manner in which it is conducted. If the men are given to understand that the tenure of their positions depends entirely on the amount of trading they do at the "company store," it will be found that such restraint is irksome, and it soon becomes so oppressive that employes of any spirit will seek posi-

tions elsewhere. It is a matter of general congratulation, however, that employes are seldom hedged in by such artificial barriers, as employers have come to realize that men who are discontented are unable to do as effective work as those who feel that they are being treated well in every respect.

It was to meet such a requirement that the coupon book system was adapted to the use of the commissary or "company store." Originally conceived by E. A. Stowe, in 1873, the inventor soon found that Reed City was too small a town to enable him to manufacture coupon books successfully, so a removal was made two years later to Big Rapids, which was then the center of a considerable lumbering district. Feeling the need of still better facilities, Mr. Stowe removed to Grand Rapids in 1877, where he resumed the manufacture and sale of the books on an enlarged plan. Machinery especially adapted to the work was invented and constructed, an engraving department was created to execute the orders calling for specially designed and engraved books, and in 1889 the business was merged into a corporation, under the style of the Tradesman Company, with a capital stock of \$30,000. Besides being the legitimate successor of the originator and first introducer of the coupon book, this company is now the largest manufacturer of these goods in the country, having special machinery for every branch of the business, doing its own engraving, printing and binding under one roof and one management, superintended by men who have had constant and extended experience for years in the coupon book business.

The Tradesman Company now numbers among its customers several thousand lumbermen, located in every state and territory where lumbering is carried on, all of whom are warm in praise of the system, as its use does away with all the book-keeping and red tape incident to antiquated charging methods, placing the business of each employe on practically a cash basis. Hundreds of voluntary testimonials certifying to the advantages of the coupon book system are on file in the Tradesman Company's office, but the merits of the system are now so well understood that a repetition of them is unnecessary.

An Episode in Court.

"You are charged with snatching a woman's pocket-book."

"I know it, judge. But I wouldn't do such a thing, hungry and broke as I am."

"Too conscientious, I suppose."

"No. I don't pretend that. But why should I snatch a woman's pocket-book? What would I want with a couple of car tickets, a powder-rag, a piece of chewing-gum, and a dressmaker's address?"

Once more a shrewd criminal over-shot his mark. His familiarity with the contents convicted him.

How anxious people are to help you when you are in a position to help yourself!

MAN OF SCIENCE.

Detective Outwits Him By Using Modern Methods.

The modern detective has of late been compared to a keen and discerning physician. From a few apparent tokens—a rag, a button, a handkerchief, a footprint—if he is an observer, and is endowed with the gifts necessary to his profession, he will often be able to reconstruct all the different events connected with a drama and discover the culprit—just as an able doctor manages to give the right diagnosis from a few exterior signs.

The famous detectives invented by Gaboriau, Conan Doyle, and Edgar Poe are types to be found in real life.

Some years ago at Lyons a woman was found strangled. She bore on her neck five finger marks—four on the left and one on the right which was broader and shorter.

The detective was struck by the irregular disposition of these marks, and tried to apply his own fingers to them. He found it impossible, without folding his forefinger in a peculiar and abnormal way, and thus inferred that the murderer had an ill shaped finger.

The fact made his search for the criminal easier. The man was discovered; his fore-finger had been injured in an accident. He confessed his guilt.

In a small Belgian village a detective found near the body of a victim a cylinder of cigaret ash. The detective, who knew a good deal about tobacco, was able to convince himself that the ash came from Algerian tobacco.

This article being rare in that remote village, he inquired from the tobacconist, who was able to give him the description of a man to whom the day before he had sold a packet of these particular cigaretts.

Two hours later the presumed murderer was arrested, the packet of cigaretts being found in his pocket.

The methods employed by criminals have "improved." They have become scientific, most scientific. The criminal of to-day handles chloroform, opium, morphia with all the cleverness of a physician.

Again, the tools used by the modern jail-bird are unrivaled masterpieces. One amazing proof of the scientific knowledge of the modern criminal and his keenness in keeping abreast of modern discoveries lies in the following fact: Recently in Marseilles the huge safe of a bank was rapidly opened by means of a complicated apparatus which had only been invented by a prominent engineer ten months previously!

But the detective also avails himself of scientific discovery. Formerly, in cases of forgery, for instance, a drop of water was placed on the forged words. If the paper had been scratched and its size removed the water was immediately sucked in; if the paper had not been scratched the drop remained for a while on the top. This process was primitive, and spoilt the document.

Nowadays the suspicious paper is

photographed, and on the proof the marks of scratching are easily detected by clear differences in the color. Photography is used also in the case of forgeries made by means of chemicals.

When a heap of burnt documents is found in the fireplace, thin sheets of glass are inserted between the burnt papers. As soon as one sheet is on the glass it is rendered less brittle by means of a special liquid, and it is unfolded and photographed. The process is repeated with every sheet, and after a few hours all the documents are easily read.

A process formerly used for the classification of blood stains consisted in examining them under the microscope, and from the appearance of the red globules the investigators would draw their conclusions as to the nature of the blood. Unfortunately this examination gave no result when the blood stains were not recent.

To-day a more scientific method is used. The stain is washed; a few drops of the water used are poured into a tube containing some specific serum from a rabbit inoculated with human blood. When the addition of water produces in the serum a fine deposit, and gives a misty appearance to the liquid, one can be perfectly certain that the blood stains were human.

A detective must be, and usually is nowadays, a psychologist. Prof. Munsterberg has invented a new method of experimental psychology. It is based on the association of ideas. On a sheet of paper a series of words are written, a few of them having no connection with, and others having a direct or indirect connection with, the crime.

The list is handed to the prisoner. He is asked to pronounce loudly the words which—by association of ideas—come to his mind when reading the written words.

It has been discovered that for words having no connection with the crime his answers come at once. At the word "ink," for instance, the man will answer rapidly "paper, pen, write," or a similar word. If he is innocent he will answer in the same manner and with the same rapidity to all words whatever they may be.

But if he is guilty he will avoid carefully those words having any relation to his crime, or will hesitate a long time before saying, for instance, "blood, dagger, heart," after having read aloud the word "knife" on the list.

A special electric apparatus placed between the lips of the prisoner and connected with a dial which indicates the tenths of seconds makes it possible to register the length of the man's hesitations. John Larson.

Better Than That.

Tramp—Help me, lady, please. For three years I worked for the grand cause of temperance, ma'am.

Lady—Were you a temperance orator?

Tramp—No, ma'am; I was the horrible example.

When the Clerk Is a Mighty Good Fellow.

Man's "inhumanity to man" hasn't been so general in Chicago this winter as it commonly is supposed to be. Many a good fellow who had a good position with a regular pay envelope every Saturday night, but who hasn't seen such a thing lately, can testify to that fact. This refers to the better paid class of clerks, office men, and others in similar walks of life. When their jobs gave out and the hard times left them with empty pockets and the prospect for future meals a decidedly indefinite one, where were they to look for help?

Such men, always possessed of ready money from day to day, well dressed and prosperous so long as their employment held out, are not the kind who readily can turn to charity as dispensed by organizations, and they are in most cases wholly unfitted for odd job labor even if it were to be had. Where, then, could they turn for aid?

Where some of them have gone to nobody knows, but there are many of them who haven't had to ask aid from anybody. It has been offered freely from their fellow workers who have been fortunate enough to hold their own jobs, and there is many a man who, unhampered by a family, his divided his weekly wage this winter with the fellow who worked with him before the crash came.

Proverbially improvident as is the ordinary clerk, it was a case of "easy come, easy go" while the times held good, and when they failed and employment went with them there was practically nothing between the unemployed unfortunate and starvation.

In some cases his roommate was fortunate enough to be retained, for some clerks are necessary even when business is at its worst, and in many instances he has proven the good Samaritan. He has had to cut down his cigar and bar expenses, if he has been prone to that sort, but he has cheerfully assumed both halves of the room rent and each week has passed over to his jobless friend enough for the "grub stake."

Others haven't been roommates. They simply have worked with the fellow suddenly forced to face actual want, and when he has come around looking for a little loan of a dollar a week or so after being dropped from the pay roll the man still on the job has said:

"What're you doing, Charlie? Anything turned up?"

"No-o," the other fellow has replied, and added with more or less optimism: "But I've got a line on one or two things that I guess will pan out O. K."

"Well, that's all right so far as it goes," the man with the job has replied, "but until you're next good and solid you'd better keep in close touch with me—no pun intended on that touch thing, you know, but don't go hungry or sleep in the park while I'm on earth. Here's a couple of bones; now, come around Saturday night and let's see where you are by that time."

It's been a long winter and jobs haven't been materializing rapidly

and that Saturday night meeting has come to be a regular thing, but the fellow with the job isn't making a murmur and the fellow who is dependent upon him is honestly trying to get a job right away that he may repay his friend with as little delay as possible. Will he do it? That will depend on what sort of a fellow he is when prosperity's sun shines again. If he doesn't it won't bother the other fellow, and sooner or later the fellow who now is being helped will pass the favor on to some other fellow worker in a similar hapless plight. That's a way some of these "common working people" have.

This whole hearted help has not been given altogether to men who have worked with the benefactor lately, for in some instances the recipient has been an old time friend from some other city. Last fall and early in the winter many men came to Chicago from a distance to seek employment and the hard times speedily nipped in the bud whatever chances they might have had. Some of them have found friends with whom they worked years ago in some other city, the latter holding good positions.

In several such cases the wanderer has been taken under the protecting wing of the old time friend, and while he has hustled for work at anything he could get during the winter, he has had something to eat and a place to sleep because of that bond of sympathy and good fellowship found among those dependent on their daily toil for their living.

Shipman Smith.

Origin of Ox-Tail Soup.

The now familiar ox-tail soup is said to have had its origin during the Reign of Terror in Paris, in 1793, when many of the nobility were reduced to starvation and beggary. The abattoirs sent their hides fresh to the tanners without removing the tails, and in cleaning them the tails were thrown away. One day one of the noble beggars, while happening to pass a tannery, noticed a pile of discarded tails, and asking for one, it was willingly given to him. He took it to his lodging and made what is now famous—the first dish of ox-tail soup. He immediately told his friends of the good luck he had had, with the natural result that the tanners were soon annoyed to such an extent by the demands for ox-tails that a price was put upon them.

English Is Written in Siam.

The proprietors of a Siamese newspaper have distributed hand-bills containing the following notice:

"The news of English we tell the latest. Writ in perfectly style and most earliest. Do a murder git commit, we hear of and tell it. Do a mighty chief die, we publish it, and in borders of somber. Staff has each one been colleged, and write like the Kipling and the Dickens. We circle every town and extortionate not for advertisements. Buy it. Buy it. Tell each of you its greatness for good. Ready on Friday, Number first."

Marrying for love is a fine thing, if you can afford it.

"THE SIGN OF PERFECTION"
TRADE MARK.



More Interesting to you than Anything Else— *Bigger Profits*

ON

“FORCE”

You will make more money on “FORCE” than you ever made on a flaked wheat food—and you will do something else—please your customers better than you can with any other flaked food.

“FORCE” has the biggest sale of any food product of its kind ever manufactured—do you know why? Because it is better than any food product of the kind ever made.

Nearly all the flaked foods came on the market after “FORCE.” Do you know why? Because “FORCE” jumped into such immediate popularity.

“FORCE” has always led and the other flaked foods have followed—do you know why? Because the best always leads and there was no flaked food for “FORCE” to follow.

DOUBLE YOUR PROFITS. Hereafter “FORCE” will be packed 20 packages to a container. Price \$2.00 per container—or 10c per pkg. (Former price \$4.50 per case of 36 PKGS.) Nets retailer 52c profit per container (of 20 PKGS.) if sold to consumer 2 PKGS. FOR 25c. In 5-case purchases (10 containers at 5-case price) 57c profit per container or 30 per cent.

At present retail price (14c per pkg.) you would net 82c profit per container—or **41 per cent.** YOUR PROFIT on 2 containers (1 case) per week, at 14c per pkg., is \$85.00 per year. YOUR PROFIT on 20 containers (10 cases at 5-case price) per week, at 14c per pkg. is \$905.00 per year.

We are doing extensive advertising and you are going to have such calls for “FORCE” as you have never had before.—Better see that your stock is in good shape.



STOLEN CANNON.

Which Got the Worse of It and Why.

Written for the Tradesman.

The big lumber town on the lake was to celebrate the Fourth of July with a grand blowout. Military companies from all over the State were to participate and Sawdust City was doing herself proud in the way of making preparations for the important event.

"We'll show the measly little sand hill burg down the shore what a Fourth of July means," declared Captain Tom with a flourish of his baton.

"There'll be something doing all right," agreed Boston Charley.

"You bet there will," and Captain Tom emphasized his words with a big squirt of tobacco juice over the white sawdust at his feet. "Them fellers at the Haven are jealous as sore-headed pups over our getting the cannon. We won't do a thing to the rascals."

"Oh, well, I don't blame the Havenites much, Tom."

"You don't, eh?"

"Why, no. They had the promise of a cannon from the State, I understand, and our getting it naturally angers them. The Haven fellows are all right in their contention. Sawdust City being the larger place makes a difference I suppose, and so the cannon comes here. It has arrived, I hear."

"Yes," said Captain Tom, "it's here, so let the sand hillers froth at the mouth until the hot place congeals. It's a good joke on them anyhow," and the jolly lake captain laughed good humoredly.

"Yes, that's so. Have a weed, Tom?"

Boston Charley proffered his cigar case. The captain selected one, discarding a huge quid of finecut to make place for the roll of Virginia leaf. The two walked down the shady side of the street in consultation.

"Where have the boys put the cannon, Tom?" queried Boston Charley as they walked along. "I have an idea the lads will crack the skies with it at the first light o' the morning."

"That's what they'll do, and when the echoes ring down the shore I see the Haven cusses chewing their lips with rage."

The two men walked toward the harbor. On one of the docks, not far from the water, was a small warehouse. A man was just closing the door as Captain Tom and his companion came up.

"Let's take a look inside, Bob," said Captain Tom.

"All right, sir."

The door was opened wide and the two men passed inside. There stood the State cannon, a twelve pounder from Lansing, one of those captured from Lee's Confederates not many years before.

"The boys'll shove her out on the dock at daylight to-morrow and fire a salute of twenty-one guns," informed Bob.

"That's the programme, is it?"

queried Boston Charley, winking very fast and smoking up sharply.

"Yes," said the guardian of the gun, "that's it. The boys are anxious to make a big noise so'st them Haven cusses'll realize that this city is on the map."

"It seems that the state-house fellows think that at any rate," dryly remarked Boston Charley.

The first boom of the cannon sounded an hour before the sun peeped above the sand hills at the mouth of the harbor. Captain Tom stirred and opened one eye. He lay still and listened. A short interval, then another boom that echoed across the water and startled the birds in the woods.

"The boys are onto their job all right," quoth the captain, rolling over with a chuckle. A third bellow of artillery, louder than the others, and then followed profound silence. The captain's wife stirred and sat up.

"Something's wrong," muttered Captain Tom after the lapse of five minutes. "Why don't the boys keep her booming?"

"I thought they were to fire twenty times," said the good wife.

"Twenty-one, my dear—a Presidential salute."

"And they have stopped at three."

"Something must be wrong," declared Captain Tom, after the lapse of ten more minutes.

It was a deep, a profound silence that rested over Sawdust City, the burg that rivaled the Saginaws in lumbering operations. Up got Captain Tom, drawing on his trousers hastily.

"What you going to do now, Thomas?" asked his wife.

"I'm going to find out why in Satan the cannon has quit celebrating," and the doughty lake captain drew on a light outer garment, thrust a hat over his brows and started out to investigate.

The streets were silent when he reached them, save for now and then a snap of a Chinese cracker where boys were celebrating the dawn of the Fourth.

Captain Tom hastened toward the

lake front. He had not gone far before he met a man running.

"Eh, you, Cap'n Tom!"

"Yes. The cannon—"

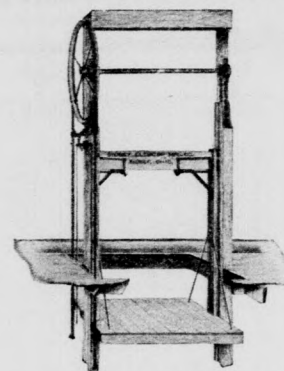
"Has been stolen!" exclaimed the panting gunner. "Bill and me was rammin' a fourth shot home when a dozen men jumped from the shadows and overpowered us. A tug came up and they ran the cannon on to that and steamed down toward the big lake!"

"Them blamed Havenites!" howled Captain Tom.

"That's what," agreed the man. "Bill got a pelt on the head that laid him out. Come and help me get him in, Cap'n."

By this time, however, the second gunner came limping and swearing toward the two men. He corroborated what the first man said. Captain Tom was in a towering rage. The cannon stolen, how could the programme of the day? There were so many outside companies of troops coming, besides a good sprinkling of

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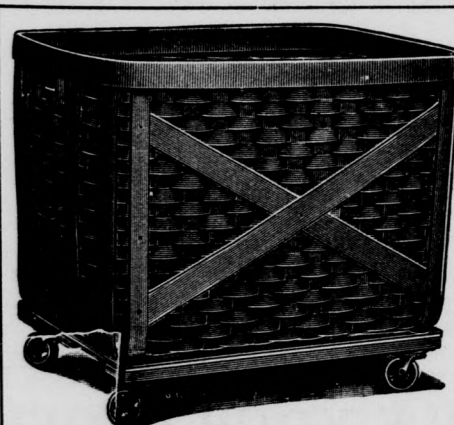
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Made from Pounded Ash, with strong cross braces on either side, this Truck will stand up under the hardest kind of usage. It is very convenient in stores, warehouses and factories. Let us quote you prices on this or any other basket for which you may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

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"What is Ariosa?" She would answer instantly, "Why, that's Arbuckle's Coffee." Why? There is only ONE answer. It is the best package coffee ever sold at the price, and it is the most extensively advertised. Ariosa is a product you don't have to sell, you simply put it in stock and take orders for it.

Arbuckle Brothers



New York

veterans of the late war. What would they say when it became known that the enemy, an insignificant enemy at that, had stolen the artillery?

Captain Tom fairly boiled over. He thought first of trying to head off the tug at the mouth of the harbor. Having a good half hour the start that was plainly an impossible solution of the difficulty.

"We'll get that gun back if it takes an army to do it," vociferated Captain Tom. He owned two steamers, one a line passenger boat, the second a small coasting vessel, yet fast and staunch. Tom decided at once on his course of action. He hastened to the dock where the smaller boat lay and gave orders for an immediate getting up of steam.

After this Captain Tom, with the aid of the two gunners, covered some of the boarding houses, routing out lake men and lumberjacks, informing them of the situation and urging them to board the little steamer, armed for bloody battle.

"We'll have that cannon back if it takes a thousand armed men to get it," declared old Tom. In the course of an hour forty men were mustered aboard the steamer Laketon, armed with six-shooters, and with instructions to recapture the cannon at all hazards, after which Captain Tom went about the streets watching the town wake up.

The morning of the Fourth was a glorious one, yet nothing louder than an anvil greeted the rising of the sun. Entering the harbor of the rival burg at this time was a steam tug bearing a crew of exultant citizens. A salute from the cannon announced the return of the adventurers. The docks at the Haven were lined with people when the little tug, tooting her whistle, steamed into the mouth of the harbor.

Once the tug was made fast, the cannon was run ashore, unlimbered and made ready for action. Then began a series of salutes that made the welkin ring. The good citizens tossed their hats and cheered until they were hoarse. Their victory over Sawdust City was a glorious one. The expedition to seize the cannon had been secretly planned; a spy had been sent to Sawdust City to ascertain the whereabouts of the cannon and plans for its seizure were made accordingly.

Meantime the rival town continued to boil and seethe with wrath. Crowds gathered on the street corners, while Captain Tom awaited news from his party of rescuers with no little anxiety.

"Blame them!" exclaimed he, "if they are too strong for the Laketon crew I'll load the big steamer with a thousand men, and we'll go over and clean out the town."

A theatrical company had billed Sawdust City for the Fourth with a play called "The Forty Thieves." To this was added, "Or Who Stole the Cannon?" much to the amusement of some and the wrath of others. The idea of permitting the little burg at the Haven coming it over them in this style was disgraceful. Captain Tom was in hot water for hours, growling and ramping about like a lion with a sore head. Then came a

dispatch—"Have got the cannon. Will return at noon."

When the Laketon steamed into the Haven, her decks lined with armed men, whose faces were grim with a feeling of war, they met an unexpected reception. A big banner was run up with black lettering—"Welcome to the Haven. The town is yours!"

And it was. The moment the armed Sawdust Cityites poured upon the dock, several barrels of beer were opened and a cheer of jolly good fellowship rang out.

"The gun is yours, boys," called the cheery voice of Boston Charley, who proved to be the spy sent by the Haven to locate the cannon. "We only borrowed it for morning service and have no further use for it; take it and welcome."

At this a cheer went up. The Haven boys treated the affair as a joke, and the men from the rival town could do no less, since the cannon was turned over to them with the heartiest of good wishes. The laugh was certainly on Sawdust City.

When the Laketon rounded up to the dock at Sawdust City, with the stolen cannon on deck, a few cheers went up. There was no great enthusiasm, however. It had by this time dawned upon the citizens of the big town that they had been cleverly outwitted by their neighbor, down the lake. The celebration was, however, a success despite the coupe of the Havenites.

Captain Tom was deeply cut up over the affair, and it was a long time before he heard the last of "The Forty Thieves Or Who Stole the Cannon?" Old Timer.

Sympathy is all right in its place, but it can never take the place of ready money.

Perfectly Plain.

With all the impartiality of the partisan, Professor Price set forth the contentions of both political parties regarding the tariff.

At the close of his talk he was surrounded by the fair members of the Woman's Current Events Club.

"Oh, Professor Price," cooed the fairest, "thank you so much for your perfectly lovely talk! I understand all about the tariff now. It's just like a lover's comparisons—the free traders are the other girls!"

His Advice.

A man once advertised that he would send, for the small sum of half a dollar, a recipe which, if followed to the letter, would keep folks from growing old. Some credulous persons answered the advertisement, remitting the required fee, and received the following reply:

"I should advise all such asses as you to commit suicide at about the age of 25."

Largest Exclusive Furniture Store in the World

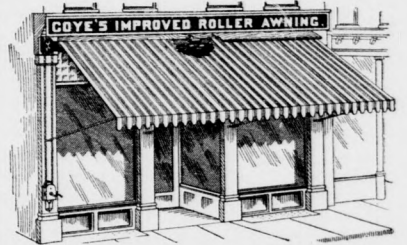
When you're in town be sure and call. Illustrations and prices upon application.

Klingman's Sample Furniture Co.

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Ionia, Fountain and Division Sts.
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**Awnings, Tents
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Send for samples and prices

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Mo-Ka Coffee

20¢
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in the name of SAPOLIO; and, therefore,
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HAND SAPOLIO

**It is boldly advertised, and
will both sell and satisfy.**

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

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



Observations of a Gotham Egg Man.

We have now evidently reached the beginning of the spring flush of egg production. Unless there should be further interference with production by abnormal weather conditions, such as was experienced two years ago this month, we may expect a continuous surplus of stock beyond the current consumptive needs of the markets. In that case there will be nothing to put bottom to prices other than the speculative demand for eggs to store and what that basis is likely to be is a question uppermost in the minds of the trade.

There are several factors that impress the egg trade with the importance of a low storage basis this year. First the heavy losses endured by last year's storage of unprecedented quantities of spring eggs at high prices are fresh in mind; then it is realized that a very short crop of summer fruits and berries last year gave an unusual force to consumptive demand during several months, without which the results would have been even worse than they were. And it is also argued that the decidedly less favorable industrial condition, as compared with a year ago, and the large number of unemployed among the population of nearly all sections is weakening the purchasing power of the people, who demanding a lower level of prices for all food products. Then there is every indication that production will be very heavy—some believe even greater than last year.

There is a strong bearish sentiment in the trade, both East and West; this is voiced by the expressions at recent shippers' meetings in the West, where the general sentiment was that the price paid for loose eggs at trans-Mississippi points should not be above about \$3.30 a case. And there have been many expressions of opinion that the storage basis should not be above 15c seaboard.

Now if these preliminary forecasts of what should be had any effect upon the range of prices actually to prevail it would be a crime to throw any doubt upon their realization. But they have not had. The prices to be paid for storage goods will be governed entirely by the volume of the spring surplus, the rate of accumulation indicated from time to time, and the willingness of the most optimistic of the storage operators to put away the quantity currently offered. We can not expect a range of prices so low that every one regards the deal a cinch, for in that case there would not be eggs enough to supply the demand. You can not throw a handful of gold coins amongst a crowd and expect to have any left for those who won't scramble for them.

Of course eggs, even at 15c seaboard, are not exactly gold coin. There are always chances in storing

a perishable article. But I am inclined to think that they would be regarded as so safe at that figure by so many people that such a price could only be maintained if the operators would refuse to pay more, even although many of them got none or far less than they would want, considering the enormous consumption that would probably follow so low a level.

However, it is to be hoped that conservatism will prevail and the most potent factor in inducing this will be the attitude of the banks and money lenders who must be depended upon to finance the deal. If the disposition already announced, to limit advances to a basis of \$3 a case, Chicago and, say \$3.35 a case New York, is adhered to as it should be, there is not much danger that prices will reach a point to cause alarm.

One of the most important reforms needed is some means of assuring the receipt of stock free from breakage. The railroad freight lines have a most important duty to perform in this connection; they get high rates for the carriage of eggs and they should issue such imperative instructions to their employes as would compel a careful handling at all stages of transit. Shippers also can do much by greater care in the selection of cases and fillers and in the careful packing of the goods.—N. Y. Produce Review.

Kissing the Bride.

At a certain church it is the pleasing custom at a marriage for the clergyman to kiss the bride after the ceremony. A young lady who was about to be married in the church did not relish the prospect, and instructed her prospective husband when making the arrangements to tell the clergyman that she did not wish him to kiss her. The young bridegroom did as directed, says Judy.

"Well, George," said the young lady when he appeared, "did you tell the clergyman I did not wish him to kiss me?"

"Oh, yes."

"And what did he say?"

"He said that in that case he would charge only half the usual fee."

Frozen Turtles for London.

An experiment was recently made of sending frozen turtles from Queensland to the London market. The turtles were sold for \$25 to \$35, all over, according to weight, and restaurant keepers bought them. Weight for weight, this is much cheaper than the West Indian turtles bought alive; many of the latter die en route, and in the trade are called "angles."

He who does not look forward with reverence will look back with regret.

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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.

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

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We Can Supply You in Car Lots or Less

Hothouse Lettuce and Radishes

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I want large supplies for orders and storage. I will quote you top prices, keep you posted on market changes and send check and empties right back. Make me prove this.

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References: Grand Rapids National Bank, Commercial Agencies, Tradesman Company, Express Companies, or any Grand Rapids Wholesale House.

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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.

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Meat Dealer's Tips To His Customers.

A Western butcher in his local newspaper advertisements says that much good meat is spoiled by not being well cooked. True, without a doubt. But why not go further and instruct customers on the art of cooking meats? The Advocate suggests that something like the following be issued by butchers who desire to have their customers get the best results from the meat they buy:

"When preparing a roast for the oven, wipe it with a wet cloth and trim off any superfluous ends.

"As salt tends to draw out the juices, it should not be used until the meat is ready to go in the oven—some prefer to wait until it is half done.

"Dredge well with flour, then place the meat on a rack in the dripping-pan; this allows the heat to reach it from all sides.

"Place at once in the oven, which is, of course, at the proper roasting heat. It is well to place some of the trimmings of fat in the bottom of the pan to give an abundance for basting.

"In fifteen minutes, draw the pan toward the oven door, and with a large, long-handled spoon dip up some of the liquid fat in the pan and ladle or 'baste' it over the meat until top and sides are moistened. Do this as quickly as possible, push back the pan, and close the oven. Repeat the basting process every fifteen minutes at least, as such frequent basting makes the meat more juicy.

"Should the oven be so hot that the fat in the pan is in danger of burning, a little boiling water may be added to avert trouble, and the heat may then be reduced slightly. Should the meat or a projecting bone seem likely to burn, cover with a twist or flat piece of paper.

"The time required for roasting varies slightly according to the meat. In all cases ten minutes for heating through at first should be allowed. Beef needs from twelve to sixteen minutes to the pound, according as it is desired rare or well done; mutton fourteen to eighteen minutes. Veal and pork must always be well done, and from twenty to twenty-five minutes a pound is necessary.

"When the meat is done, transfer it to a hot platter. Pour off and put aside (for other cooking) all but a couple of tablespoonfuls of the fat in the pan. To what remains, add two tablespoonfuls of dry flour and place the pan over the fire, stirring until it is well browned. Gradually add a pint of boiling water, stirring until smoothly thickened. Add seasoning to taste, boil up once, and strain into a boat. This is a good every-day gravy, not a fine sauce."—Butchers' Advocate.

Powdered Eggs.

Much interest is felt among German chemists over the reported degree of success which has attended efforts to preserve eggs by desiccation. United States Consul Norton, of Chemnitz, Germany, writes: "The process was invented by a chemist of Victoria, Australia. The process is as simple a one in principle as

that of preserving fruit by sealing it hermetically at a boiling temperature or of pasteurizing milk. Eggs, freed from the shells, are dried at the relatively low temperature of 130 degrees Fahrenheit. The operation can be rapidly executed in containers kept at this temperature, from which the air has been exhausted and from which likewise the aqueous vapor is withdrawn as fast as given off by evaporation from the eggs. There is no alteration in the chemical composition of the eggs. There is simply a loss of the greater part of the water held mechanically in combination, as when fruit is dried by free exposure to the air and sun or by more rapid artificial methods. When thoroughly desiccated and brought by pulverization into the state of coarse powder the egg material can be preserved for an indefinite period in ordinary packages, if kept in a dry place. The eggs are reconstituted by the simple addition of water to the dry powder, the resultant mass being quite indistinguishable from newly beaten-up eggs. Before the method was accepted as a basis for industrial exploitation, it was submitted to exhaustive critical tests by the Victorian Department of Agriculture, which demonstrated that purity, ease of digestion and flavor were entirely unaffected."

Keeping Meat With Compressed Air.

An experiment of some interest was carried out at Paris not long since upon a new method of preserving meat. By the process the meat is kept in a special refrigerating room in which the desired degree of cold is produced by means of compressed air. A company has now been formed at Paris in order to work the process on a large scale. To produce the cooling effect compressed air is allowed to expand suddenly by means of an apparatus which distributes the cooled air throughout the refrigerating chamber. It was desired to give a conclusive test of the system in the presence of experts, and accordingly the company fitted up an experimental refrigerating room in the basement of a building located in the center of the town. The meat which was placed under test consisted of poultry and quarters of pork, and this could be kept for ten days without any difficulty. During the test the meat was examined each day by experts in order to observe its condition, and at the end of the ten days the Commission found that the samples were in a good state of preservation. Refrigerator cars are to be built by the company, and they will have a special thermometer placed at the outside so as to see the temperature without opening the door. It is found that the cooling is well kept up and there is but little loss, so that the machine is only worked when the temperature rises.—Scientific American.

A Lottery.

Parson—Do you take this woman for better or for worse?
Bridegroom—How do I know?
You must learn to obey orders before you can hope to give them.

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.

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References—Valley Bank and Home Savings Bank.

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

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



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 21—The first day of spring comes in in an auspicious manner and its advent will be hailed with delight as a sort of starting point for a real business revival. There is nothing especially cheering in the daily lists of factories running short time or cutting wages or closing entirely and let us hope the long night is breaking.

We have had a quiet week in the coffee trade and buyers, as a rule, take very small lots—simply enough to do business with. Supplies are seemingly ample, as the quantity in store and afloat amounts to 3,871,380 bags, against 4,039,249 bags at the same time last year. At the close Rio No. 7 is held in an invoice way at $6\frac{1}{4}$ @ $6\frac{1}{4}$ c. In mild grades there is simply an everyday sort of business being done and prices are practically without change, either for Central American or East Indian.

Distributors of teas report a fairly good volume of orders from jobbers. Not especially large quantities are wanted in any one case, but the aggregate is quite satisfactory. Japans and Formosas—low grade—are selling with perhaps greater freedom than other sorts. Quotations show no change.

Sugar is the center of attraction and the market closes strong, with one advance already secured and the outlook good for another. The demand has been fairly good, but buyers are not, apparently, taking supplies ahead of current requirements, notwithstanding.

Rice had a few days of activity, but at the moment buyers seem pretty well stocked and the conditions that have long prevailed seem to be still with us. Stocks, however, are not large and the next few weeks may show decided improvement. Good to prime domestic, $5\frac{1}{4}$ @ $5\frac{7}{8}$ c.

Spices show little if any change. Stocks are not large, but are sufficient to meet the general run of orders. Pepper, Singapore, $7\frac{3}{4}$ @ 8 c.

Molasses is steady. A good jobbing demand has been reported all the week and the general tone is stronger than for some little time. Quotations show no change. Good to prime centrifugal, 20 @ 30 c. Syrups are steady and offerings are rather light.

In canned goods there is just about the same condition that has prevailed practically since the beginning of the year. Some tomatoes of desirable quality have been sold at 75c f. o. b. factory and some have brought the same figure, although the quality left some "room for argument," and this argument is said to have waxed quite warm. If there are, as claimed, only 25,000 cases of 1907 tomatoes in Baltimore, there is certainly a strong argument in favor of sellers holding on to what they

have. This report is really not taken seriously by a good many. Aside from tomatoes, there is the usual volume of trade and, while prices are generally well held, it is not unlikely that some concession would be made were it necessary to accomplish results.

Lemons, contrary to the general expectation, showed a decided advance on Friday at auction and the market is strong. Oranges are without any perceptible change.

Butter is lower, except for very top grades. Held stock is selling at a decline of at least $\frac{1}{2}$ c from last report and little demand exists. Creamery specials, 29c; extras, 28c; firsts, 26 @ 27 c; creamery held stock, 26 @ $28\frac{1}{2}$ c, latter for special; factory, 19 @ 21 c.

Eggs are rather weaker and, with good receipts, the market is not likely to advance unless an Easter spurt sets in. Nearby stock is not quoted above 19 @ 20 c and best Western, $15\frac{1}{2}$ @ 17 c.

There is no change in cheese whatever. The demand is of the usual character and full cream is quoted at $16\frac{1}{4}$ c.

Battle Creek Secures Box Board Factory.

Battle Creek, March 24—Another \$150,000 plant has been landed for this city, through the co-operation of the Industrial Association and the Post Land Co. A factory for the manufacture of box board will be erected, work to begin within thirty days. The building will cover 50,000 square feet and will make box board for the Michigan Carton Co., the Battle Creek Paper Co. and other concerns. The Post Land Co. donates the site, which is just outside the west city limits. The Industrial Association, through which the deal was closed, declines to divulge the names of the stockholders.

Will Make Their Own Cigars.

Saginaw, March 24—A stock company is being organized, composed entirely of saloonkeepers of the city, for the operation of a cigar factory. The company will take over the business of the late J. M. Roberts, who operated one of the most extensive plants in the State. The factory will be located in a new two-story brick building at Warren avenue and Tuscola street. It is planned to dispose of the principal output of the factory through the saloons here, and it is said to be the first enterprise of the kind in the State.

Weather or Not.

A Kalamazoo woman discovered one morning recently that her maid Nora had broken the thermometer that hung in the reception hall.

"Well, Nora," sighed the mistress of the house, in a resigned way, "you have managed to break the thermometer, haven't you?"

"Yis, mum," replied the maid, in a tone equally resigned. "And now, mum, we'll just have to take the weather as it comes!"

Chronic kickers keep hammering away until they finally knock themselves out.

SELLING COAL.

Case Where the Personal Equation Counts.

Written for the Tradesman.

"There are all kinds of salesmen in the coal business," said a certain Philadelphia wholesaler, "but some of them are better than others. For instance, I had a salesman traveling for me several years ago and consciously or unconsciously, he went on the plan of 'Get there!'—and 'Get there first!' It was a sort of hobby with him to try to reach a town first and sell the dealers before the 'other fellow' got there. He was jogging along on a plug train down to some little place in Delaware one day and the train pulled up at a water tank. The flagman forgot to go back and hang out a signal, and pretty soon along came an umpsteen-miles-an-hour express and bumped daylight out of the plug train. My coal salesman lighted on a seat in front of where he had been and his hat was jammed down plum over his eyes and ears. That didn't phase him a little bit. He pulled himself together, drew a long breath and exultingly said, as he pulled his battered head-piece off his ears: 'By gosh! they didn't get by us! Eh, boy?'"

The above anecdote about a coal salesman indicates how enterprising he is in the face of an untoward circumstance over which he has no control.

"You might say that the coal salesman has small chance to sell his goods compared with a drug house traveling man or a grocery salesman or a dry goodsman," remarked one of the coal fellows who has made a wonderful hit in his business.

"Not true. To be sure, there are not so many 'talking points' about coal as with the merchandise of the three salesmen referred to, so the coal salesman has to employ peculiar tactics: He must bring to bear an intensely pleasing personality; a particularly persuasive quality in speech that shall be able to overrule all objections on the part of his prospect.

"Human nature is a good deal like sheep nature: Often it happens that a big coal order is mentioned as having been secured from Mr. So-and-So, and the latter happens to be a close friend of the prospect. Immediately the coal salesman takes on a new interest in the optics of the prospect, and the heart of the latter begins to warm towards the former. He thinks, without exercising his reasoning faculties in a very rare degree, 'Well, this is a pretty good party after all. Guess I better order my coal of him if my friend So-and-So thinks enough of him to give him an order.'

"And so, like the blade of grass, a new customer grows where none grew before.

"Oh, yes, Mr. So-and-So is just as likely to be the prospect's dearest enemy in a personal or a business way. But then, you have to run some risk, you know, in everything you undertake. But that's only the zest in commercial life.

"When you start out to be a coal

salesman make up your mind that you will get a personal following that no measly coal salesman of a rival concern can get away from you—the salesmen of rival concerns are always 'measly,' you know. Oh, no, I don't mean that—you know better than to believe me there! But what I would emphasize is that it isn't so much argument with the coal salesman as it is the personal element that shows up large in the securing of the ordinary contract. Of course, when it comes to deals with factories and other important industries, price cuts a large ice. But even here the personal equation counts for much in the transaction. The coal salesman with the intense individuality that makes instant friends and is able to hold them as such is the fellow that makes the nice mazuma for the man or company he works for." Ph. Warburton.

Will Organize Foundry Company.

Eaton Rapids, March 24—Preparations are now well under way towards the organization of the Eaton Rapids Foundry Co., with a capitalization of \$10,000. Several Eaton Rapids merchants have already subscribed for stock and the industry will start out in active business life with plenty of good backing and the brightest of prospects for a successful career. Bert Littell, who recently purchased the interest of C. M. Conklin in the business, will manage the concern. Besides conducting a general foundry business the company will begin the manufacture of furnaces, and add to the capacity of the manufacturing facilities as fast as the demand for the product makes it necessary.

Feel the Business Revival.

Albion, March 24—The manufacturing concerns of this city are beginning to note an increase in their business, which, while only gradual, seems substantial and healthy in its growth. It is the general opinion among the manufacturing interests here that the opening of spring will see a more rapid increase in orders. The Gale Manufacturing Co., which is the largest single employer of labor in this city, now asserts it has as large a working force as at any time in its history, which is a good indication of the demand for all kinds of farm implements which it makes, and shows the healthy condition of the agricultural interests of the country.

Will Establish a Branch Factory.

Saginaw, March 24—The Farmers' Handy Wagon Co. will build a large branch factory in Des Moines, Ia. The new factory will be limited to the manufacture of silos, which the parent company here engaged in about four years ago in addition to its making of wagons. The silo business has grown to such proportions that the company has found it necessary to install a plant in Iowa to take charge of its large Western trade, figuring that the saving in freight rates will warrant the building of a branch factory. Western farmers are putting up silos faster than they can be manufactured.

Profit—not a chance— a certainty.



CORN FLAKES that sell—

and sell quickly—the biggest and best 10c p'k'ge on the market. Make us prove our claims by ordering on our

Free Deal

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

1 case free with 7

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

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

Order thro' your Jobber.

Malta-Vita Pure Food Co.,

Battle Creek, Mich.



Some Things Ahead in the Shirt Line.

To get on the road with next fall's samples is what is troubling the minds of shirt salesmen now at headquarters and awaiting marching orders. On the part of principals and managers the haste to get into action is not as strong a bent of the mind as it was last spring, when some of them sent their men out in March, wondering at the same time as to where they would get material supplies with which to make up all the orders that might be taken. Business affairs have changed greatly since that time, and cool calculation has taken the place of speculative purchasing; so, in keeping with the conservative side of things, it will be well along in April before shirt travelers start, and some will delay until May.

A correspondent writes to know if there should not be a reduction in shirt prices, now that muslins and fancy shirtings are being offered and sold at easier quotations. There should not be. It is related of a certain furnishing goods buyer that he wrote to his favorite collar manufacturer that in consideration of the drop in materials, in prices thereof, he would expect a corresponding reduction in collar prices. The answer he received was brief—"There has been no change in the cost of linens, and if cottons were reduced to nothing a yard it would take a year at that price to reimburse us for the profit shrinkage of last year." The same would hardly apply to shirts, except we consider only the lower and medium values.

As shirts form a portion of the new things we are accustomed to see in Easter displays, the forgetful retailer is hereby reminded that Easter Sunday comes on the 19th of April. Several shirt houses will have new patterns for that occasion.

Fancy stiff bosoms are dividing the city shirt show with negliges, and there is a powerful lot of both to be had for 85 cents and \$1, and if the legends telling the doleful "former price" are to be believed (why should we doubt them?) the real values for the cut figures are anywhere from \$1.50 to \$3.

New constructions in negliges are woven-color bodies with jacquard effects on the fronts resembling tapes, and of same color as the stripes on the body cloth. These are among high-class garments. The "tapes" give a certain firmness to the fronts, and as they are slightly laundered they have a more dressy appearance than the ordinary neglige—but they are not for the commonality. There is really nothing new to say of spring patterns in the popular lines. Plaids and checks seem to be as strong as they were last year, the white ground of the latter being more prominent than heretofore—in other words, larger checks. Dark grounds are

stronger than white grounds for either plaids or checks, and of these no one can say which association of tints or colors has the preference. Pleated fronts are in the show, and, as some minds regard them, they should receive more patronage than is at present bestowed.

Apart from designs to be seen in the popular lines are now jacquard effects in imitation of cluster cords, effected by "shades on color," also three-color stripings and imitations of lace work that are marvelous to the eye.

Embroidered bosoms are whispered of in the gossip over next winter's full dress shirts. A mild attack of this class has been suffered abroad and pique bosoms have been introduced in domestic circles, giving severe shocks to fashion writers and editorial gents who look after the "real thing" interests of the community. They worked hard for the cross-bar (stripe) bosom and double attached cuff, with small results for their labors—but they are a deserving people.—Clothier and Furnisher.

The Girl in the Muslin Department Talks.

Written for the Tradesman.

I'm a clerk in the white goods department of a large retail store—a general store.

I like my counter first rate. One of the reasons is that there is little haggling or hesitation over money. As a rule, women are well posted on the prices of factory. They are in the habit of selecting, every time, muslin of just such a quality, just such a price, for just such a purpose. They seldom deviate from their set rule—unless, of course, they experience a difference one way or the other in their financial condition. And that makes it easy to sell my kind of goods.

Muslin is muslin—not subject, like dress goods and millinery, to sudden and erratic changes in style and quality. In the latter merchandise what is pronounced as decidedly "good" in one season is unutterably and hopelessly passe in the next. My muslins have more of a Gibraltar firmness—they don't fly around like the wedercock of Chaucer that "turneth his face with every wind."

Of late years there has sprung up a new departure in my goods—ready-to-use sheets and pillowcases. When trade is slack from one reason or another—rainy days or everybody and their neighbor off on a vacation—a couple of the girl clerks make up whole bolts of cotton into these useful household supplies. They sell, like hot tomallies in Mexico, to women who are either too lazy or too busy to do this work for themselves. The girls who make up the cotton into sheets and pillowcases do just as good work on them as the most careful seamstress could execute. They measure everything and all the seams and hems are as even as can be. No one need feel that she's getting cheated when she buys them. We have a great trade in this line. We charge only a reasonable price for the making. An-

other advantageous feature about them—and one that everybody does not seem to know—is that they may be made to order any size desired. Time was when every woman had to do this work at home. But it's all different now.

Heavy bolts? Yes, the bolts of muslin are rather heavy to handle; but "Every great loss has some small gain"—it makes good muscle, you know, so I don't have to eat any of these faddy "hay foods" that so many are going into.

Jeanie Hirth.

Blase Thomas.

A public school teacher had noticed the strong friendship that existed between Tommy and Mary, two of her small pupils. Tommy was bright enough, but not over-indulgent, and the teacher saw that unless he applied himself he could not be promoted at the end of the term. "You must study harder," she told him, "or else you won't pass. How would you like to stay back in this grade another year and have little Mary go ahead of you?" "Ah," said Tommy, in a blase tone, "guess there'll be other little Marys."

Her Sublime Faith.

A dentist over in the Widdicomb building has a little daughter who believes absolutely in the efficacy of prayer. If you want anything, pray for it, and you'll get it—that's what she thinks.

The other day her father, who tells the story, was trying to shame her for disobeying him.

"What would you do if papa was to die?" he asked her.

"Oh," she told him, "mamma and I'd both pray for another papa for me, and we'd have one the very next day."

Still Needed.

"Do you believe the automobile will result eventually in the extinction of the horse?"

"No, indeed. The more automobiles we have the more horses will be needed to tow 'em home when they break down."

HATS

At Wholesale

For Ladies, Misses and Children



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



TRADE **IDEAL** MARK.

1908

Our Fall
Lines are
for your

and Winter
now ready
for Inspection

I

CORDUROY

D

COATS
VESTS
PANTS

DUCK

E

COATS
OVERALLS

MACKINAW

A

COATS
PANTS

KERSEY

L

COATS
VESTS
PANTS

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

UNIQUE ADVERTISEMENTS.

Human Nature Disclosed in Many Guises.

Human nature is seen in many guises, but particularly is its originality shown in the unique advertisements inserted in newspapers and magazines from time to time. American advertisements, especially, are to the point, and are no respecters of persons or places.

This advertisement was painted on numerous graveyard fences in New York State: "Use Jones' bottled ale if you would keep out of here."

An old New York upholstery firm used this advertisement for a number of years:

"Our parlor furniture is elegant.

"Our bedroom furniture is rich.

"Our mattresses are downy.

"Our coffins are comfortable."

A Long Island schoolmaster once notified his pupils that their vacation was almost over by inserting this notice in the papers:

"Flushing Institute. Dear Boys—Trouble begins September 15."

This notice appeared in the "Want" column of a Baltimore paper some-time in the early '70's:

"Ann Hempy desires employment. Can make trousers and scrub floors, clean windows, makes the best of pies and cakes and washes dead bodies."

Another amusing advertisement is this:

"Wanted—A professor to come twice a week to the house of a religious family in order to reform the pronunciation of a parrot."

An eccentric and very wealthy spinster inserted this notice in a New York newspaper:

Medical Man Wanted.

"A lady going abroad would give a medical man \$500 a year to look after a favorite Spanish poodle during her absence."

There have been many queer advertisements published in England since the custom was first started.

A country clergyman, whose parish was very poor, was very desirous of procuring hymn books for his congregation, but he could not afford to buy them. One day he received a letter from a business firm offering to give him the desired hymn books if he would not object to advertisements being inserted in them. The clergyman was delighted, and thankfully accepted the offer.

Some time after the books arrived, and he was agreeably surprised to find that the advertisements had been omitted from the back of the books. The following Sunday the hymn books were distributed among the congregation. Toward the end of service, to the clergyman's horror, the choir sang lustily:

"Hark, the herald angels sing,
Beecham's Pills are just the thing,
Peace on earth and mercy mild,
Two for man and one for child."

People who have grasping and disagreeable landlords will have a fellow feeling for the Englishman who published this advertisement:

"Wanted, immediately, to enable me to leave the house which I have for the last five years inhabited, in the same plight and condition in

which I found it, 500 live rats, for which I will gladly pay the sum of five pounds sterling. N. B. The rats must be full grown, and no cripples."

An Ideal Chaperone.

This advertisement was published in the Morning Herald, 1823, and it is extremely unlikely that many applicants applied for the situation:

"Wanted, for the ensuing London campaign, a chaperone, who will undertake the charge of two young ladies, now making their entree into fashionable life. She must possess a constitution impervious to fatigue and heat, and be perfectly independent of sleep; au fait at the mysteries of whist and casino, and always be ready to undertake a round game, with a supper appetite of the most moderate description. Any personal charms which might interfere with her acting as a foil to her charges will be deemed inadmissible, and she must be totally divested of matrimonial pretensions on her own account. Address to Louisa. Two-penny Post-office, Great Mary-lebow Street. N. B. No widow need apply."

There are some simple souls who, with the best intentions in the world, defeat their own ends by publishing advertisements which are, to say the least, distinctly ambiguous. For instance:

"Babies taken and finished in ten minutes by country photographer."

"Two young ladies want washing."

"Teeth extracted with great pains."

"A house for a family in good repair."

"Buggy blankets for sale cheap."

"Babies after taking one bottle of my soothing syrup will never cry any more."

"No person having once tried one of my air-tight coffins will ever use another."

This unfortunate advertisement was painted on some fences in Berkshire: "Use Dr. Prior's Cough Balsam." Just below it, on the same board was: "Buy your gravestones in Pittsfield."

This advertisement certainly has a Darwinian flavor:

"For Sale—An excellent young horse, would suit any timid young lady or gentleman with a long silver tail."

Joke On College Chapel Door.

A former President of Trinity College on going to prayers one morning was surprised to find a sign over the chapel door, which was inscribed in capital letters: "To Providence and Way Stations." Some students had taken it from the railroad station and hung it there, to the great scandal of the neighborhood.

An enterprising furrier advertised that, for such ladies as desired genuine furs, he would make muffs, boas, etc., out of their own skins.

The advertisements of the Irish are inimitable. A handbill in Dublin, announcing a public meeting in that city, stated that:

"The ladies, without distinction of sex, are invited to attend."

P. T. Barnum, the showman, thoroughly understood the art of advertising, and he turned every possible circumstance to his own account.

This is an amusing illustration of his ingenuity:

To an able-bodied beggar who was willing to work, after dressing him in a theatrical uniform, he gave five common bricks, telling him to go and lay one on the sidewalk at the corner of Broadway and Ann street; another close by the museum, a third diagonally across the way at the corner of Broadway and Vesey street, by the Astor House; the fourth on the sidewalk in front of St. Paul's church, opposite; then, with the fifth brick in his hand, to walk rapidly from one point to the other, and make the circuit, exchanging his brick at every point, and speaking to no one.

Drew a Great Crowd.

The man placed his bricks and began his round. Half an hour afterward at least 500 persons were watching his mysterious movements. He had assumed a military step and bearing and made no response whatever to the constant enquiries as to the object of his singular conduct.

At the end of the first hour the sidewalks in the vicinity were packed with people, all anxious to solve the mystery. Then the man, as directed, went into the museum, stayed in the building fifteen minutes, and then resumed his round. This was repeated every hour until sundown, and whenever the man entered the museum twenty or more people would buy tickets and follow him, hoping to gratify their curiosity in regard to the purpose of his movements. Finally, the police complained that the crowds obstructed the sidewalks, so the "brick man" was dismissed.

Advertising has always been used to benefit music halls and theaters. One theatrical manager in Vienna advertised for five thousand cats. For hours after the notice appeared the streets leading to the theater were blocked with men, women and children carrying all varieties of cats.

The manager bought the cats and then he and his assistants attached labels to them, announcing the first performance of a grand pantomime the following week. They then turned the cats loose in the streets.

Some years later a melodrama, "The Mystery of a Hansom Cab," was being acted in London. The manager wished to advertise it, so he hired fifty hansom cabs, put a dummy figure of a man, in a dress suit with blood-bespattered shirt front, in each cab, and instructed the cabmen to drive in every section of London.

It worked only too well; women and children fainted, and some were even thrown into convulsions at the grewsome spectacle. For two days London was demoralized, and then the theatrical manager was haled into court as a disturber of the public peace. Altogether he got all the free advertising that he wanted.

If it wasn't for the happening of the unexpected, life would be awfully monotonous.

When a wise man is too tired to think his talk is sure to sound foolish,



"Things move along so rapidly nowadays that people who say 'IT CAN'T BE DONE' are always being interrupted by someone DOING IT."

We Say we can handle credit sales as fast as cash sales and we are **Doing It.**

We Say we can greatly reduce outstanding accounts and we are **Doing It.**

We Say we can stop disputes, jangles, loss of trade and dissatisfaction and we are **Doing It.**

We Say we can **MAKE MONEY** for a merchant and we are **Doing It.**

We Say we can **SAVE MONEY** for a merchant who does a credit business and we are **Doing it.**

We Say we can put such systems into your business that you can turn the key in your door from the **OUTSIDE**, when it comes closing time, with every account posted to the dot, **WITH BUT ONE WRITING ONLY**, ready for **INSTANT SETTLEMENT**, and we are **Doing It.**

We Say we build the most beautiful, most durable, most complete Account Register and System in all the world and we are **Doing It.**

The American Case & Register Co.

Alliance, Ohio

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

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

Cut off at this line

Send more particulars about the American Account Register and System.

Name

Town

State



The Kicker Who Gets the Best of Things.

There is an old but erroneous idea that good nature is the best weapon with which to meet the onslaughts of a world that gives more cuffs than caresses. The man who always comes up smiling after every rebuff, who is always contented to take the back seat, or stand up in a crowded car, and for whom any old place is good enough, is the person who is held up for our imitation by people who find it more agreeable to praise his example than to follow it.

There may be occasions when "a soft answer turns away wrath," and there are doubtless times and seasons—as, for instance, when the other fellow is the bigger—when it is expedient to return it; but, as a matter of fact, as long as the universe is run on the plan on which it is carried on now, it is the man who kicks, and not the man who yields, who gets things. To the kicker all things come. The earth is his and the fullness thereof. He doesn't have to sit behind posts in theaters. He doesn't have tough meat put off on him by the butcher. He doesn't have to sleep up next the roof and by a clanging elevator in a hotel. Waiters never bring him the centipede legs of a chicken in restaurants.

Oh, dear, no! The hotel clerk knows the kicker by intuition, and is aware that unless he had a front room, with a southern exposure, in the middle of the building, close to a fire escape, and away from noise and confusion, he would kick the roof off the building. The waiter also knows the kicker by occult signs and tokens, and is quite aware that he will be complained of at the desk if there is the slightest defect in the service, and he straightway bringeth him the succulent steak, and the savory tips of asparagus, and the freshest berries, and all the best that is going. Nor does the kicker have to stand in cars, for he taketh the conductor's number, and straightway that august functionary maketh the woman with many bundles and unpaid-for children move up so that the kicker may have a seat, where he reads his paper in peace and no man dares disturb him.

The meek man suffers these things in silence; but the kicker protests and things are righted. Moreover, if you will read history you will see that the kicker has been at the bottom of every reform and the instigator of every step of progress the world has ever known.

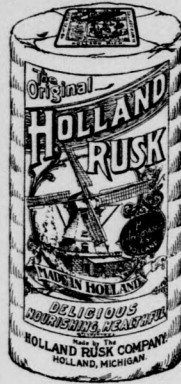
Now, heretofore kicking has been considered a distinctively masculine accomplishment, and women have been enjoined by custom and convention from indulging in it. They have been taught that it was rude and unladylike to protest against any wrong, however bitter and unjust, and have been misled by the fallacious theory that if they would only

bear unpleasant conditions in uncomplaining silence things would right themselves of themselves, when the whole sum of human experience proves the contrary. It is because men have kicked and women have turned the other cheek to the smiter that men have all the privileges and perquisites of life, and women have what men give them.

Until a few years ago no woman, no matter how much talent and ability she had, nor how much she needed money, was permitted to work at anything but menial labor. A few women kicked against this unjust discrimination, and now there is no profession, no trade, no occupation that a woman may not follow, and the young girl of to-day is just as free to choose her career and has just as good opportunities to succeed in it as her brother has in his. This is only one example in very many that might be cited of what can be done by an energetic protest, and while it is true that women yet lack many of the privileges that are their rights, for they still kick timidly, tentatively and decorously—they play basketball instead of football—nobody can doubt that the time is fast coming when they will have battered down the last bar that fences them out from the green fields of the world's opportunities. The homely mule is not as romantic an emblem for the fair sex as the meek and patient lamb, but it gets there oftener, and is of more real use.

In family life the value of a woman who knows how to kick, and has the courage and the nerve to do it, is simply inestimable. I am quite aware that this is a heretical opinion that every man will combat, nevertheless it is a fact. Every woman is brought up to believe in the myth that women's influence is great in proportion to its gentleness, and its meekness, and its forbearance. She is told if she should chance to marry a man who is a bully that she will win his tenderest consideration if she returns a soft and gentle answer when he hurls some insulting remark at her. She is led to believe if she has to deal with a stingy man that his heart and pocket will be touched by her meek self-abnegation in asking nothing for herself. She is deluded into thinking that the one infallible cure for intemperance is for an angel wife to meet a drunkard with a glad, sweet smile, and no word of reproach, when he comes reeling home at 3 a. m.

Millions of women put their faith in this false doctrine, and have thereby unnecessarily swelled the noble army of female martyrs, for ninety-nine times out of a hundred the women could have reformed the abuses under which they suffered if they only had had spirit enough to put up a sufficiently strong kick. It is the meek and uncomplaining wives who make bad husbands, and the women have only themselves to blame. For my part, I never have the slightest sympathy for a wife who allows her husband to speak to her as he would not dare to do to any man big enough to knock him down, or to any other woman who



The common verdict of your customers after they have tried .

Holland Rusk

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

Order a case from your jobber today and you'll regret not having done so yesterday.

HOLLAND RUSK CO., Holland, Mich.

Our trade-mark, a Dutch Windmill, insures against imitation.

New York to Paris--They're Off

AUTO BUBBLES

May Exceed the SPEED LIMIT, but we are not

Afraid of Being Arrested

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

Start from PUTNAM FACTORY, Grand Rapids, Mich.

*Simply
Sells Itself*

Karo

CORN SYRUP

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

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

CORN PRODUCTS MANUFACTURING CO.,
Davenport, Iowa.



had an able-bodied brother. Every bully is a cur at heart, and a man who is mean enough to bluster and brow-beat a woman simply because she is his wife is such a coward that she could scare him to death by shaking her skirts at him, while if she would just stand up and have one good strong knock-down and drag-out fight with him, and tell him what she thought of him, he would be afraid not to be polite to her ever after. I have among my acquaintances a man who literally broke the heart of two gentle and refined women to whom he was married by his harsh and brutal treatment of them, but who was completely reformed by a third wife, who stood pat upon her right to be treated as a lady, even if she was his wife.

It is not a lovely trait of human nature that we should get, even from those nearest to us, only what we demand of them, but, unfortunately, such is the case. If a woman finds out she is married to a man who is going to be niggardly to her, and who is going to row over the bills and dole out car fare to her, she makes the mistake of her life if she does not put up a kick that goes right then and there. It is her one chance not only to secure a happy life for herself, but to cure the man of a vice. If she does her duty as wife and housekeeper and mother, she has a right to her share of the family income, and she should demand it as her profits of the partnership.

Half of the matrimonial troubles have their rise in the financial question. A deal of women's temper, and many of their follies, are occasioned by the way they smart and writhe under the indignity of having to go to their husbands like a beggar for every cent they spend. This is humiliating enough when the man is generous, but when he makes the woman feel not only that she is a dependent, but one who is unwillingly supported, she might well envy the lot of any mendicant that rattles a tin cup on the street corner. No woman has a right, for the honor of her sex, to occupy this sort of a servile position. And she need never do it if she only had the grit to kick. In these days there is no woman who can not earn a living, and if a husband does not think that the pleasure of his wife's society and her services as housekeeper, homemaker, seamstress, nurse, mender and general caretaker are worth her food and clothes and a little spending money freely given, he has so little affection for her and so little appreciation of her that she does well to look out for another job with less labor and better pay. The threat of the wife to go on a strike will bring the stingy man to terms every time.

As for woman's gentleness being a reformatory agent, it is a fake cure that never works. Did you ever think why women are better morally than men? It is because women are taught to forgive men everything, and a man never forgives a woman anything. Probably there are just as many women with a taste for liquor and a love for gambling as there

are men. A man indulges in these vices because he knows his wife is going to be gentle and patient and make excuses for him if he gets drunk, or spends the money that ought to have bought his children food and clothes playing the races, but a woman knows very well that if she were to come home intoxicated, or with a "debt of honor" to pay, she wouldn't be met with any glad sweet smile. She would be hauled into the divorce courts, and that knowledge keeps women straight. You may see the same principle work out in relation to man where the woman has the courage to apply it. For the fear of his wife is the beginning of virtue with many a husband.

Precisely the same thing may be said of a woman in regard to her children. It is the patient, uncomplaining mothers who are always neglected and mistreated, and it is the mothers who assert their rights to authority and deference and respect who get the full measure of their children's love and consideration. Always and everywhere it is the kicker who gets the best of things and moves things along, for, after all, the world is nothing but a football that has to be kicked to the goal. Dorothy Dix.

Where the Ribbons Are Made.

Twenty million dollars' worth of ribbons come from one French town. That town is St. Etienne, which contains about 75,000 ribbon looms. The number of ribbon manufactories is about 170, including those of the suburban districts. Within the last few years electric motor power has been distributed not only to the large ribbon factories of the region, but also to every weaver who works at home. Hitherto the weavers, who generally possess from two to three looms, did all the work by hand, but nowadays hand made ribbons may be considered a work of the past. The output has consequently increased and the wages are a little better than some years ago. One reason for St. Etienne being prominent as a ribbon maker is that its water is chemically pure and excellent for dyeing purposes, producing to perfection the delicate tints. The second reason is that the weavers are artists in their trade. Handed down from father to son, all the secrets of the industry, the delicate manipulation of the threads on the looms, and the various combinations of the design to obtain the most artistic effects are and will remain the distinctive features of the St. Etienne ribbon making. The weavers are sober, intelligent men, absorbed in their trade and occupying exceptionally neat homes with three rooms apiece, one big room for three looms, one combination kitchen, dining room and bed chamber, and the third a bed chamber proper holding the choicest household effects.

Why the Jap Seems To Be Slant Eyed.


A Jap looks like a Jap because he has a Mongolian eyelid. A fold of skin covering the corner of the eye near the nose is rare in adult white

people, but exists naturally among the Japanese, and is called the Mongolian fold. In the majority of cases this fold runs obliquely inward and downward from the upper lid so that the inner corner of the eye is not round as in white faces but sharp. When the fold is large it spreads to the inner part of the lower lid, in which case the upper lid does not cross the corner, the transparent, external coat of the eyeball, horizontally but obliquely, giving to the eye the distinctive expression met with in the Japanese. Another peculiarity of the upper lid in the Mongolians is the lack of development of the groove below the eyebrows. The skin covering the upper lid is loose, so that when the cartilage is raised the skin is thrown into a fold. When this fold is well developed it droops slightly over the margin of the lid. This interferes with the eye-lashes, directing them downward instead of forward.

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Tradesman Company - - - Grand Rapids, Mich.

CLARKE'S HARD LUCK.

A Hoodoo Vanquished by a Woman's Cleverness.

Written for the Tradesman.

"John," said Clarke's pretty wife, after breakfast one morning, "I shall want some money to-day. I must get ready for the visit promised mother, you know."

John looked worried. Things were going badly at the grocery on the corner, and he needed every cent he had to meet bills with. He wanted his wife to make the visit, but did not see how he could spare the cash at that time.

"Can't you postpone the visit?" he asked.

"Oh, John!" gasped wifey.

"I've got a lot of bills to meet, and every dollar looks like a cart-wheel to me now. If you could only wait a few weeks."

Wifey wrinkled her pretty brows. This visit to mother had already been twice postponed in the interest of unpaid bills. If John had been working for some one else for \$12 a week, she thought, she would have had better clothing and more money to use for herself.

"It won't cost so very much," she said.

"At least \$50, I presume?" asked John.

"Oh, a little more than that, dear, for I haven't had any new clothes lately, and you don't want me to go to the old home looking shabby, do you? Besides, the carfare there and back is about \$30."

Clarke sank dejectedly into a chair.

"You must have the money, I suppose," he said, "but I shall have to stand off some of the bills, or get more money at some bank. I don't know what's got into everything. I haven't got half the trade I had a year ago, and it seems that I've got all the bad pay people in town, at that. I'm surely up against a streak of hard luck."

"What seems to be the trouble with your trade?" asked wifey.

"Oh, I don't know. People who used to do business with me now go to Barr's. I've tried to find out what's wrong, but I can't."

Wifey looked out of the window and beat time on the carpet with one slipped foot. Her father had been a grocer, and she had worked in his store for a year or two before her marriage with Clarke. Her father had made money, and she thought that her husband ought to do equally well, as he was a friendly sort of a man and had a fine business location.

"I've had to cut down on clerk expenses," continued John, "until it is hard work getting anything done. I've only one clerk left, and it looks as if I wouldn't need him much longer. I'm all to the bad."

"I'll put off the visit, dear," said wifey, "and help you out at the store. Perhaps I can learn where the trouble is. You know I was star clerk at father's."

"Indeed, you won't come to the store," said John. "Nice thing that would be! What would all your so-

ciety people say? Not for mine, dear!"

"I have not any society people, John," said wifey. "I haven't the clothing to go out much, and people stay away after two or three calls. I've been thinking since we've been talking that I may have lost some of your trade by not returning calls. Anyway, before I come down to clerk for you I'm going to fix up in my nicest and pay every call I owe. Now, don't say a word. I'm going to help you out at the store, you despondent old dear!"

And wifey made her calls as per agreement and then went to the store in a gingham apron and waited on customers, keeping her eyes open every minute for the cause of the poverty of the concern. A few scenes, sketched from the next few days, will describe what she found:

"I want these goods sent up before 10 o'clock," said a stylishly dressed woman, the very first morning after the new clerk appeared. "I'm going away at 10 sharp, and the vegetables will freeze if left outside, while the dogs and cats will get at the meat."

"Very well," said John, "I'll have them up there long before that."

Wifey noticed that it was five minutes to 10 when the delivery boy started off with the order. When he came back he said he had left the goods without knocking on the door to see if the people were at home—just left them on the back porch.

That night, just before closing time, a red-headed man burst into the store with a bushel basket swung across his paunch. He was perspiring from the unwonted exertion of carrying the load the basket held, and his eyes flashed angrily.

"Here's your stuff," he said, putting contents of the basket on the floor. "You were told not to leave it at all if you couldn't get it to the house before 10 o'clock. You left it after my wife had gone away. The vegetables are frozen and the dogs have been at the meat. Here's what's left of the order. Give me my money."

John was about to put up an argument, but wifey stopped him with a look, paid over the money, and walked doorward with the customer, now showing signs of repenting his rough conduct.

"I know how it is," she said. "Women can't stay at home all day waiting for slow delivery boys. I'm sorry, but the mischief has been done."

"See here," said the red-headed man, "I guess I was a little bit ugly over the matter, and I'm sure leaving the store a loser, so here's the money. Duplicate that order and send it up in the morning."

The next day a couple of girls, members of two fine families, whose trade was worth a lot to any dealer, came in and ordered sugar for some special purpose of their own.

"We must have cane sugar," they insisted, "and have it on time. We're going to have a party to-night, and we've got to make a lot of fudge

and sweets. You'll break our hearts if you disappoint us."

"All right," said John, smilingly, "you shall have the best there is, and have it on time. Don't worry over it."

As soon as the girls went out John started to put up the sugar. He threw the scoop into the barrel and frowned.

"It's always the way," he said. "I haven't got a pound of cane sugar in the store. Sold the last I had yesterday, and was going to order more by 'phone this morning. Just my luck! Now, I haven't time to send for more, and this must go up—this old beet stuff. Perhaps they won't know the difference."

Wifey saw that John had not yet learned his lesson and said nothing. The next morning two very angry girls entered the store.

"You spoiled our whole party," one of them said to John, "by substituting beet sugar for cane. Everything was ruined with that old blue stuff. You may just send your bill and we'll find another place to trade."

Wifey didn't feel like trying to square this just then. She knew that when the grocer spoils a party by inattention to business the girls who are the promoters are not the ones to argue with. She squared with the fathers later on, however.

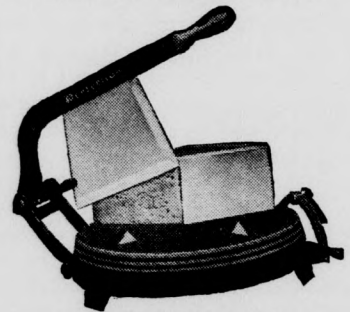
John entered the store one morning in a rage. He found the furnace fire out and some of the potatoes frozen. He was at fault, for it was one of his duties to see that the

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furnace was all right before leaving for the night. While he was mourning over the frost-bitten vegetables a boy came rushing in.

"Send us some potatoes that are fit to eat!" he shouted. "Dad bought some of Howe, and they're no good. Send 'em over in time for dinner."

John measured out a bushel of the frost-touched tubers and sent them over about 11 o'clock. That afternoon, after some of them had been boiled for dinner, and a meal spoiled, they were returned and dumped on the floor with angry words.

"You can't work off your frozen stuff on me!" said the man.

Incidents of this character were of frequent occurrence. Goods were not sent as ordered, and they were not sent on time. John promised anything and everything in order to make a sale, and then neglected to perform his part of the bargain. He sent stale goods to men who owed big bills, saying that anything was good enough for them, forgetting that the way to lose a bill is to make the debtor angry. He did not keep his stock up, and often sent articles "just as good," as in the sugar case.

"John," said wifey, one day after a particularly exasperating incident of wrong goods sent out, "we're losing ground every day. I wish you would make that long promised visit to mother and let me run the store. I can fix things, I think, so you can go."

"What can you do here that I can not?" demanded John.

"I can keep faith with customers," replied wifey. "I guess that will cast the hoodoo out of the store. I think that if I deliver on time, and send the goods ordered, I can change that streak of hard luck to good luck. The trouble with the store, John, is that it is not dependable. You think you have done your duty as a merchant when you take in the money. Another thing, John dear, I can keep the stock up, which you don't do. If you'll make the visit to mother, I think I can find the expense money for you!"

"So you think you've found the hard-luck seed, eh?" asked John.

"I know that I have," was the reply. "You are not dependable. I, for one, wouldn't wait your slow deliveries, and no woman will."

"Say," said John, with a blush—a real blush!—"why not try the new system together?"

And they did, and it won out, too! Alfred B. Tozer.

Pat's Donkey.

At a certain railway station in the North of Ireland a farmer was waiting for the train with a donkey he had purchased. On the arrival of the train at the station the farmer asked the guard where he would put the donkey. The guard, who was in a hurry, replied, "Put it behind," meaning to put it into a horse van. Pat tied the donkey to a buffer, and then got into the carriage himself. As the train was flying along at express speed, Pat, turning to a companion, said, "By gosh, boy, Neddy's footing it now!"

The Smooth Dime as a Business Bringer.

Written for the Tradesman.

"I'm sorry, madam, but I can't accept that dime," said the butcher to a woman customer. "It's worth pretty smooth."

"Well, I received it here," was the emphatic answer, "and I think you ought to take it back, seeing that I got it from you."

"Oh, in that case I'll take it," answered the man with the cleaver.

"Well, that's one on you," remarked the man about town as the woman disappeared through the door of the market with her bundle of meat.

"Oh, no, it isn't," retorted the butcher, as he winked at the clerk who had paused in his occupation of putting up orders to hear the conversation. "I'll let you into a secret if you'll promise not to tell anyone."

The man about town took the required oath and then the butcher divulged his secret:

"It's just this way," he said. "That smooth dime that I just took back has been the means of bringing a great deal of trade. In fact, I think that it is partly responsible for much of the patronage which I now enjoy."

"I received it nearly a year ago and it looked just like any other dime to me, for I took it, with some other small change, in settlement of a small account and didn't notice it particularly when I received it. If I had known what a mascot it was to prove I believe I would have treated the man who gave it to me."

"I didn't find out its commercial value until after I had tried to pass it half a dozen times. I noticed that whenever I gave it to a customer he would return for more meat in order to get rid of it, as it is so smooth that I do not believe that any other tradesman in town would take it. I always make a fuss about taking it back and am always reminded that I gave it out."

"I keep a good stock and sell at fair prices and when a person comes in the second time, through the medium of the smooth dime, they have a chance to find it out. I try to pick out those persons who have plenty of money and those are the only ones I ever give that dime. I wouldn't give it to a poor person because it might be all they had. But I'll tell you now that that dime has been one of the greatest business bringers I ever had." Charles R. Angell.

Pineapple Cider.

Pineapple is the new fashion in Australia. A beginning was made lately with the industry at Toowoomba with three tons of small pines. Ninety gallons of cider were manufactured and put aside for maturing. The pineapple cider, it is declared, will make a magnificent sparkling summer drink, and when a bottle is uncorked the aroma of the fruit penetrates the room. It is proposed to manufacture six grades from a concentrated essence which can be taken by travelers in a flash for mixing with water to a mild-cider for home and field.

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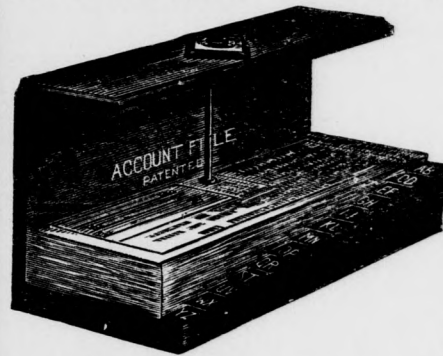
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HARDWARE

Electric Cooking and Heating.

There is no question about the utility of electricity for heating and cooking and also for various other uses to which it may be put in supplying the required heat for many separate items entirely removed from connection with stoves or ordinary heating devices, and moreover it appears to be an ideal source of heat for all modern requirements. The matter of availability, however, puts electricity out of the question for heating, cooking and lighting to a very great extent, because of remoteness of supply, and where supply is available the cost, which as yet greatly exceeds that of even the best or ordinary fuels, naturally retards its general adoption. It is possible, of course, that the greater development of the science of electricity may bring about revolutions in its cost, its portability and availability that may place it within the reach of everybody and permit its economical adoption for the uses that are now known and for very many other uses now undreamed of.

The electric heater is ideal. It is compact and neat in appearance and is easily turned on and off, thus admitting of regulation of temperature for each individual room. It is connected by simple wiring which is more flexible than steam piping. The wires take little space and can be run anywhere, while steam pipes are bulky and apt to leak, and necessarily heat the spaces through which they pass. It is safe to say that the electric radiator, although deriving its heat indirectly from steam, is no less efficient when the losses due to leakage and radiation are taken into consideration. Two types of electric heaters have been made, the luminous, consisting of large incandescent bulbs, or glowers, in front of a copper reflector, and the non-luminous air heater, in which heat is distributed by natural circulation of air through special resistance coils. The luminous type gives quick heat by means of radiation, and with its pleasant glow is an attractive substitute for the open fire. The non-luminous heat is, however, better adapted to continuous service in heating rooms or spaces.

Another service to which electricity may be put is in furnishing water for the convenience of the electric shaving mug, one or two-quart water heater, or the electric washbowl fed from a small tank in which a heating unit is immersed, will readily be appreciated. The washbowl is primarily designed simply to take the chill off the water, but the shaving mug and small water heaters will furnish boiling water in a few minutes.

For cooking and laundry work a number of standard devices are offered. There are the chafing dish, disk stove, egg boiler and coffee percolator or broilers, frying pans, com-

bination cookers, tea kettles, water urns, and continuous flow water heaters, as well as several sizes of ovens, which, with the absence of live coals and the facility of temperature regulation, at once commend themselves as safer and more efficient than any other form of stove. To meet all requirements for ironing or pressing in the laundry, sizes of flatirons from three to twenty-four pounds can be supplied.

Two distinct forms of heating elements are used—cartridge and quartz enamel units. The former consists of a thin tape of special resistance metal, wound edgewise, insulated with a fireproof cement and then inserted in a mica lined brass tube capped with a cement plug, through which the leading-in wires are brought. The quartz enamel unit is made up of a resistance wire wound in a coil of small diameter which is then coiled into the form of a flat spiral with mica insulating strips between its convolutions and held against a layer of quartz grains imbedded in enamel on the bottom of the heater. Both heavy units are practically infusible and indestructible, but can be readily replaced if damaged by accident. Great care has been taken in the design of the heating devices to insure the most efficient application of the heat and at the same time to give proper radiating surface so that nearly all the apparatus may be left in circuit indefinitely without fear of burnout.

All the smaller devices are portable and fitted with flexible cord and plug, by which they may be connected to any lighting circuit in the same way as a portable lamp.—American Artisan.

How Pluck and Wife Served to Help the Inventor.

Austin Kimble, of the great West Side of Chicago, was a steam engineer in a stationary engine room. He drew the union wage for his work, was happily married, and lived within his income. But he had an active brain and mechanical work appealed to him. He was without technical education of any kind and he wanted to know something about electricity.

Now if there is a line of work against which the expert electrician warns all non-technical experimenters, that line is electrical engineering. There are reasons, too. Chief of these is that the young experimenter may make his discovery honestly enough. He builds a motor, for example, and it does good work. But in the great engineering plant, with the history of electrical engineering on the shelves of the drafting room, some designer may be able to show this young experimenter that seven or ten years before an expert built a motor so far superior to this honest discovery that the honest inventor has no possible chance with his creation.

Resolved To Solve Problem.

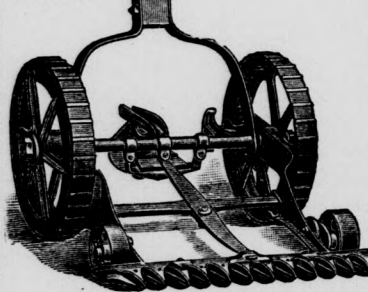
But young Kimble was wiser than most of these competitors in the unknown field. When he discovered that he could do most of the things that the ordinary electrician is doing

every day with wires and current, he began to enquire as to the things that could not be done. One of these impossible things told him in the correspondence school where he had entered was that a motor having a variable speed could not be built. It was a characteristic of the electric motor, they said, that whether it was run at maximum or minimum speed, the same quantity of current was necessary. Also there were difficulties with the indirect current as supplied so largely away from the central portions of the largest cities. The correspondence school told Kimble these things; the department of electrical engineering at Lewis Institute repeated them.

"Then I'll build an alternating current motor that will run by the indirect current system," said Kimble to his wife.

Kimble quit the job of stationary engineer. He had saved a little mon-

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Grand Rapids, Mich.

ey. He rented a barn about 12 feet square, equipped it with a bench and lathe, and borrowed an old steam automobile to furnish power for the lathe. Mrs. Kimble was interested in the work and Kimble, with the remains of an old motor and using a broomstick as the shaft for the motor's armature, began to build the motor of variable speed, which, run at its minimum, would consume only the minimum amount of current. And that current should be from the indirect system, adapting the motor to any village or town where electric energy was for sale.

Everybody Predicted Failure.

"You'll never do it," said his friends. "Some of the biggest manufacturing concerns in the country, with the highest engineering talent that can be employed, have worked years at it and have failed."

But Kimble went ahead. He needed help occasionally in technical construction. He had interested Prof. Philip Woodworth, of Lewis Institute, and the Professor had arranged to give him a course in electrical engineering. But even the Professor could not tell him the things he wanted to know about the alternating current motor, for in the history of electrical engineering there was no such motor known.

Mrs. Kimble's interest in the experiments deepened. She became a mechanic's assistant in the barn machine shop with its automobile power plant. Union hours in this workshop were forgotten. Day and night were alike in opportunity as long as eyes would remain open and the money for the experiment was close. As a first shop assistant Mrs. Kimble had charge of the winding of the armatures.

This first motor, with a steel shaft replacing the broomstick, ran well. It stood alone without the formerly inevitable controller, took the indirect current that is supplied Chicago west of Halsted street, moved at any required speed, consuming only the amount of current corresponding to that speed—in sort, it was a success. True, it had cost several hundred dollars, but the jeweler in West Twelfth street who paid \$20 for it was mightily pleased, and the same jeweler is using that same machine after more than three years.

Had To Borrow To Win.

Patents for the protection of the Kimble discoveries were necessary, and patents cost money. Most of the Kimble money had gone into that first motor which had sold for about \$280 less than it had cost. So Kimble had recourse to his credit and borrowed money.

Another motor neared completion and a customer was found for it out in Maywood. It was a printer's shop, fought by electricity from an indirect current supplying that village. This printer wanted a motor for one of his job presses, and Kimble coupled it on, running a belt direct from the motor to the belt wheel of the press. Further than this, Kimble devised a foot lever for the control of the current, so that in operating the press the printer had both hands free. And this motor did not cost more than

three or four times its selling price! The Kimble fortunes were looking up!

One day—surprise of surprises—a man came to the Kimble barn saying that he wanted to buy a motor if it would do the work that he had heard claimed for it! A customer looking for a motor! A demand established for a Kimble motor which six months before never had been heard of in the history of electricity as a motive power!

The Kimble began working harder than ever. There was more night work, and as the motor designs took shape the work of winding was easier and more certain. But Mrs. Kimble, first assistant machinist, began to lose color. The work was too hard and confining, and Kimble hired a man. Kimble himself was feeling the strain of the work. For the building of a one-speed motor, driven by direct current, any electrical engineer could tell him what to do and what to expect of the machine. For the building of the Kimble variable motor, adapted to the indirect current, Kimble only could tell what was known of the machine, and Kimble himself knew only as he tried and tested his mechanism.

Orders Crowd Fast.

But after a little more than three years Kimble knew a good deal more than he ever knew before of these motors. Two years ago when he rented a second floor in the Canal street district and put in lathes and milling machinery for three men, he felt that he had made a bold move. But orders came in, and the three assistants in the shop have increased to eight assistants until the big shop is crowded too closely for elbow room.

Young Kimble who three years ago was running a stationary steam engine over on the West Side will be listed in the next national census as an employer of labor, and the number of these employes will be far above the average number of employes in the listed manufactories of the United States. Hollis W. Field.

Oriental Etiquette.

A peasant named Ali, according to a good Oriental chestnut, needing badly a donkey for some urgent work decided to apply to his neighbor Mehmed, whose donkey Ali knew to be idle in the station that day.

"I am sorry, my dear neighbor," said Mehmed, in reply to Ali's request, "but I can not please you. My son took the donkey this morning to the next village."

"I assure you," insisted Ali, "I shall take the very best care of him, my dear neighbor."

"Can you not take my word?" demanded Mehmed, with a show of anger. "I tell you the donkey is out."

"But"—At this point the donkey began to bray loudly. "There! That is the donkey braying now."

"Well," said the justly indignant Mehmed, "if you would rather take my donkey's word than my word we can be friends no longer, and under no circumstances can I lend you anything."

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.

Per 100 Drs. of Powder Shot Size Gauge \$2 90 120 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 1/4 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 1/4 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 5 50 1/2 Kegs, 12 1/2 lbs., per 1/2 keg 3 00 1/4 Kegs, 6 1/4 lbs., per 1/4 keg 1 75

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 7 1/4 c. 6 1/4 c. 5 1/4 c. 5 3-10c BB 8 1/2 c. 7 1/2 c. 7 c. 6 1/2 c BBB 9 c. 8 c. 7 1/2 c. 7 c

CROWBARS Cast Steel, per pound 5

CHISELS Socket Firmer 70 Socket Framing 70 Socket Corner 70 Socket Slicks 70

ELBOWS Com. 4 piece, 6 in., per doz. net 65 Corrugated, per doz. 1 00 Adjustable dis. 40&10

EXPANSIVE BITS Clark's small, \$18; large, \$26. 40 Ives' 1, \$18; 2, \$24; 3, \$30 25

FILES-NEW LIST New American 70&10 Nicholson's 70 Heller's Horse Rasps 70

GALVANIZED IRON Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28 List 12 13 14 15 15 17 Discount, 70.

GAUGES Stanley Rule and Level Co.'s 60&10

GLASS Single Strength, by box dis. 90 Double Strength, by box dis. 90 By the light dis. 90

HAMMERS Maydole & Co.'s new list dis. 33 1/2 Yerkes & Plumb's dis. 40&10 Mason's Solid Cast Steel 30c list 70

HINGES Gate, Clark's 1, 2, 3 dis. 60&10 Pots 50 Kettles 50 Spiders 50

HOLLOW WARE Common dis. 50

HORSE NAILS Au Sable dis. 40&10

HOUSE FURNISHING GOODS Stamped Tinware, new list 70 Japanese Tinware 50&10

IRON

Bar Iron 2 25 rate Light Band 3 00 rate

KNOBS-NEW LIST Door, mineral, Jap. trimmings 75 Door, Porcelain, Jap. trimmings 85

LEVELS Stanley Rule and Level Co.'s dis. 50

METALS-ZINC 600 pound casks 8 1/2 Per pound 9

MISCELLANEOUS Bird Cages 40 Pumps, Cistern 75 Screws, New list 87 1/2 Casters, Bed and Plate 50&10&10 Dampers, American 50

MOLASSES GATES Stebbins' Pattern 60&10 Enterprise, self-measuring 30

PANS Fry, Acme 50 Common, polished 70&10

PATENT PLANISHED IRON "A" Wood's pat. plan'd, No. 24-27 10 80 "B" Wood's pat. plan'd, No. 25-27 9 80 Broken packages 1/2 c per lb. extra.

PLANES Ohio Tool Co.'s fancy 40 Sciota Bench 50 Sandusky Tool Co.'s fancy 40 Bench, first quality 45

NAILS Advance over base, on both Steel & Wire Steel nails, base 3 00 Wire nails, base 2 40 20 to 60 advance Base 10 to 16 advance 5 8 advance 10 6 advance 20 4 advance 30 3 advance 45 2 advance 70 Fine 3 advance 50 Casing 10 advance 15 Casing 8 advance 25 Casing 6 advance 35 Finish 10 advance 25 Finish 8 advance 35 Finish 6 advance 45 Barrell 7/8 advance 35

RIVETS Iron and tinned 60-10 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 Oneida Community, Newhouse's 40&10 Oneida Com'y, Hawley & Norton's 65 Mouse, choker, per doz. holes 12 1/2 Mouse, delusion, per doz. 1 25

WIRE Bright Market 60 Annealed Market 60 Coppered Market 50&10 Tinned Market 50&10 Coppered Spring Steel 40 Barbed Fence, Galvanized 2 85 Barbed Fence, Painted 2 55

WIRE GOODS Bright 80-10 Screw Eyes 80-10 Hooks 80-10 Gate Hooks and Eyes 80-10

WRENCHES Baxter's Adjustable, Nickeled 80 Coe's Genuine 40 Coe's Patent Agricultural, Wrought 70-10

TOWN PLANNING.

Generic Features Which Should Be Observed.

Topsy, if we may take that estimable girl's word for it, "just grewed." But Topsy was mistaken. The placing of every nerve cell and of every muscular fiber in her somewhat ugly little body was regulated by a law as immutable as anything of which the world has knowledge. Function ruled, and every organ grew true to its function, until even poor Topsy was as accurately constructed as the most favored of women.

Towns should grow even as Topsy grew. Each organ in the future functional life of a town should be insisted upon at the very outset—the town's points of entrance and of exit, its highways and byways, its civic center, its educational centers, its lung-like parks, playgrounds and public squares. When all of these things are properly arranged from the start, slums, without light or air, narrow, noisy streets and streets that lead to nowhere, destruction—and reconstruction at great expense—will become things of the past.

The attention now being given to this subject is hardly less than world-wide. European countries are, as a rule, far ahead of America, and in England the movement has reached an interesting point in the organization of the Association of Municipal Corporations, which has drafted a scheme for a town planning bill to be submitted to Parliament. The investigations of this Association show that the ratepayers of England have had to pay no less than \$150,000,000 in the past ten years for destructive work alone. The City Engineer of East Ham, a rapidly growing suburb of London, says that the expenditure of \$2,500 only five years ago would have saved a probable expenditure of \$750,000 which the municipality is now being forced to consider for the purpose of properly widening its main thoroughfare. It is the old story of "what might have been." The problem of the cities is universally one of destruction before construction may even be considered; while towns have it in their power to grow right and to grow healthy and wealthy by so doing.

The site of a new town should be selected. Thousands of American towns have a purely accidental site, a crossroads, a waterfall, a mine or a mere sawmill being the sufficient cause for their particular location. But the new move towards the land, with its manifold advantages, and the desire of intelligent manufacturers to move their factories to sites where they may be surrounded by the homes of a happy and healthy working population must cause many new sites to be selected. If the selection and planning are done with judicious care the new, modern, planned village may easily become the hope of the future, for such villages will exert an influence far beyond their own immediate population and territory. They will become in America what Bourneville, Port Sunlight and Garden City are in England: the school

for the town, and even city, makers of the future.

The site should not be in a swamp, nor on a universal hillside, nor on a mountain top. Streets with a grade sufficient to insure drainage are preferable to perfectly level ones, but the grade should not be ten times the practicable. The contour of the land, the water supply and, in locating factories, the prevailing wind are prime objects of consideration. Having selected the site and located the factories on the side opposite that from which the prevailing wind comes, a number of public utilities should be looked after. The source of a water supply and its perpetual freedom from contamination; a system of drainage that is efficient, capable of expansion and that does not contaminate the air and water of other towns; the main high land, any natural promontory or hilltop, for the perpetual use of the people, as was recently secured by Greenfield, Mass., when it took 100 acres of Rocky Mountain; at least half of the shore of all lakes or waterways for parks, boating, skating; a system of parks and playgrounds so as to put something within easy reach of every man, woman and child; a system of main ways leading from the chief areas of residential development to the business and civic centers; a system of residential streets, with carefully guarded by-laws as to congestion—these are some of the things that ought to be considered before a single sod is turned.

In general, the radiation of the main streets, on the plan of the starfish, is the best; but there may be all sorts of variations to suit the lay of hills, radiating valleys or even one large valley; but radiation in some form should always be secured, rather than the checker board plan. These main ways should be wide enough to accommodate a heavy traffic, street cars, wide sidewalks and rows of trees, with preferably some parking between the sidewalk and curb. This insures trees and lessens noise and dust for residences or stores along the way. The main expense of paving should be devoted to these streets, as they properly carry the traffic. The purely residential side streets can each take care of its personal traffic with a much smaller cost of construction, while a cheaper form of construction is even preferable, being less noisy, not so hot, and better for the growth of trees.

American towns have uniformly made the mistake of allowing their lakes, ponds and waterways to be rendered hideous with railways, factories, bare and paintless ice houses and many other things, which some of the more energetic of them are now having to buy up and destroy at enormous expense. Such holdings, if taken at the start, along with all parks and boulevards, could be had at the cost of farm land; the people would have from the start the benefit of their use, and they would pay for themselves many times over through the increased taxable value of the abutting property. When a railway, factory or other obstruction

to the popular use of a waterway is constructed, the property so held alone becomes expensive while the abutting property remains the cheapest and the least desirable in the town. There is not a single argument against an early, uniform and generous development of parks, playgrounds and waterfronts, and scientific early planning.

The civic and educational life of a town should also receive early attention. The civic and larger educational centers should be at or very near the meeting point of the main converging ways. There is no convenience in having the town clerk's offices, the assessors, the town treasurer, the police, the fire department and the department of education in widely remote parts of a town, and yet they are often found so located. It is difficult to find an American example where this thing has been properly done. Brookline, Mass., is approaching it territorially, but with a medley of architecture which destroys the ideal. The new city of East Ham, above mentioned, gives one of the nearest approaches to the ideal, where all the offices mentioned, together with the library, the public baths and the municipal electric road system, are comfortably housed in a group of buildings of a uniform and pleasing style of architecture.

Every town should establish rigid regulations in regard to crowding. The time to do this is before slums have been developed. Our towns, of practically every size, are making sui-

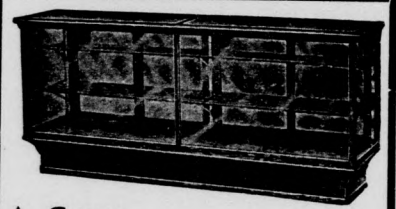
Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.



A Case With a Conscience

is known through our advertising, but sells on its merit.

The same can be said of our DEPENDABLE FIXTURES.

They are all sold under a guarantee that means satisfaction.

GRAND RAPIDS FIXTURES CO.
Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

FRANKLIN
Automobiles

Light weight with strength and high power, at medium price. Sounds very simple—but you find it only in a Franklin.

Come and see the advantages.

ADAMS & HART
47 N. Division St. Grand Rapids

cidental mistakes along this line. Their boards of trade are resonant with appeals to manufacturers of all kinds to come and locate with them. They go so far as to offer free sites, selecting quite commonly lands that belong by right to the community at large, and bonuses in many other forms. This they do without a thought as to where the additional number of working people which the venture will necessitate are to be accommodated. The people are literally injected into a town already overcrowded. Misery, vice and crime, to say nothing of untold disease and suffering, increase, and the bewailing citizen does not stop to think that his desire for increased profits is the cause, as it generally is. "More people make more business" is seldom properly interpreted into a far greater proportionate increase of the work of the hospitals, the courts, the prisons and the charities.

Towns, therefore, should be planned and should be made to grow to a plan, which may be a thing of beauty and a joy for all the people, for the town is made for all the people and not for the promoter.—Edward T. Hartman in Charities.

There Are Others.

"I'm going to start a grocery out in Berlin," he said to the senior partner of the wholesale house, "and I thought I'd give you a call."

"Glad to see you, sir. We shall be very glad to fill your orders. Yes, sir; this house will do well by you."

"I was told you would, but I should like to ask you a few questions."

"A thousand if you will. Always the best goods and the lowest prices."

"Do you own an auto?"

"I have owned one for eight years."

"Ride much?"

"Every day."

"Ever arrested for speeding?"

"Fifteen different times."

"How fast were you going?"

"From twenty-five to forty-five miles an hour."

"And what speed did you swear to before the judge?"

"To ten, of course."

"Then you are a liar, and I don't care to open an account with you. Good-day, sir."

"But, hold on," said the wholesaler, as the other was walking out, "are you going to stay in the city over Sunday?"

"Yes, I thought I would."

"Going to attend church somewhere?"

"Yes."

"But you can't, you know. All the ministers own autos, and where the wholesale grocers lie thirty miles an hour the ministers lie forty, and run over some old woman besides."

More Than Innuendo.

"I shall expect you not to wear my clothes," said the lady of the house.

"You needn't worry on that point, madam," retorted the new maid. "I wouldn't even patronize your dress-maker."

Spendthrifts may be so called because they have nothing in common with thrift.

WINDOW CARDS

Should Bear a Word or Two Besides Price.

Written for the Tradesman.

The other day I was talking to a man who clerks in a large clothing store in the overcoat department.

I had previously noticed quite a crowd of men in front of one of their large windows, which was entirely given over to a fine display of men's overcoats. There must have been as many as twenty-five or thirty on exhibition, all different and all light weights for spring wear. There wasn't a coat in the window but had a price ticket neatly attached, and not alone the price was given but also a bit of information as to the name of the design, the style of cut or some special point in regard to shape of collar, cuffs or pockets.

"So you remarked that many people study the cards on our overcoats now in the window," said the head of that department, with a pleased smile.

"Well," he continued, "that's the very reason we had in view in putting more reading on the cards than merely the price.

"Few people are there but what care to know a great more about a garment than what it is going to 'stand them in.' Of course, there are some who pay little heed to anything but the cost to them, but the majority of men like to know the name of the maker, also that of the material, and as well something as to the durability and whether the coat will be likely to soon go out of style.

"Naturally, old people care little for style. Comfort and cost mean infinitely more to them; also the 'good wear' to be gotten out of a garment is a paramount quality.

"With the younger element—the 'spruce sprigs of gentility'—style counts for everything. If an overcoat be not modish they 'will none of it.' They may want to get a garment as reasonably as possible, but they will not sacrifice style to cost. Everything about the fit, length, style of cloth, and all the other et ceteras of newness must be 'comme il faut.' No makeshift will suit their finicky tastes where modishness is concerned. Lastingness 'cuts small ice' in their calculations.

"But to go back to the cards in the windows:

"It was I who originated the idea in this store. Before I came with this company such a thing as putting with garments in the window any card but the price was unknown. Either they deemed that unnecessary or else the firm and the window trimmer never gave it any thought. I know how it is with myself in the matter of shoes, and I argued out the same as to overcoats and other garments. I persuaded the man who has the windows in charge to try the experiment of putting a little besides just the price on his tickets. He acceded to my request. To-day he wouldn't pursue any other course. I don't mean that he shall put a lot of wording on the cards—that would be al-

most as bad as none at all—but just a hint as to some peculiar feature worth mentioning, as, for example, the words, 'Note the cuffs' or 'Observe the collar.' These are unobtrusive, and yet they call attention to special ideas that very often are the clinching argument with the purchaser. The phrases, of course, must be crisp, must be catchy; staleness must be particularly avoided."

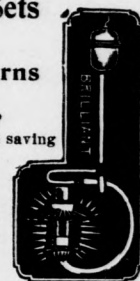
I quite agree with these expressed views of this clothing salesman and think that they are good for any house to adopt. Jo Thurber.

Diamonds Harder Than Steel.

The diamond is the hardest mineral in existence, although metal tantalum, used for electric lamp filaments, comes very near it. Although so hard, the diamond is very brittle, so that a sharp blow will often fracture it. But Sir William Crookes, who has devoted much time during many years to the scientific study of the diamond, has shown that if a good one is placed between the steel jaws of a hydraulic press, and the pressure is applied without jerk, so as to avoid fracture due to brittleness, the jaws may be made to meet without the slightest injury to even the edges of the diamond, the hard steel closing round it and taking an impression of the much harder diamond just like so much wax. This experiment, no doubt, in the hands of a skilled scientist would be all right, but we would not advise readers to try it on with their diamond rings.

The Sun Never Sets where the Brilliant Lamp Burns

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



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

Now

Is the time to put in a stock of our famous

"Sunbeam" Horse Collars

For Spring Trade.

Ask for Catalog

Brown & Sehler Co.
 Grand Rapids, Mich.

WHOLESALE ONLY

Obey the Law

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

Gasoline, Naphtha or Benzine

in conformity with Act No. 178, Public Acts of 1907, which went into effect Nov. 1. We are prepared to supply these labels on the following basis:

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

Tradesman Company
 Grand Rapids

THE MILK SYNDICATE.

Touching Benevolence, With the Consumers Being Touched.

Written for the Tradesman.

There were nine milk dealers in Adderville, and the nine divided the town into nine districts. Each dealer had his territory, beyond the limits of which he dare not sell milk. If the honest consumer wanted to buy milk, he was told whom to buy it of. If he lived in Milk District No. 5, and had a row with dealer No. 5, and quit patronizing him, he could not get any milk at all, unless he went to the nearest grocery or creamery and carried it home in a pail or a pitcher.

The milk dealers certainly had Adderville down to a frazzle. If a farmer came to town to peddle his milk from door to door they bought his entire supply at a price which made the selling of it by the pint or quart look foolish and unprofitable. The country around the town wasn't favorable to hay or pasture, and so most of the milk supply was shipped in over the D., A. M. & C. Railroad. Nature seemed to be boosting the milkmen's cinch to the limit. This D., A. M. & C. line was the only one within forty miles of Adderville, and the President of the company was the father of the most offensive milk dealer in town.

The people paid seven cents for their milk for a long time. They used to carry it down to the banks and deposit it, it was so precious. At least, that is what I have heard. Of course no one would lie about so inconsequential a thing as a pint of milk. One sad day the stock market, or the bucket shop quotations, or something, went wrong, and the President of the Milk Dealers' Benevolent Association called a meeting of the organization. The next day the price of milk was eight cents a quart, and if you bought only a pint you had to pay a nickel for it.

And, even at that, the dealers arranged to get along with fewer wagons. They decreed that the customers, to save a wagon on each route, should wade out to the street in the snow and take their milk from the hands of the driver, who sat in his rig by the side of a little oil stove and gave the laugh to the people who were paying him his salary, indirectly. So the residents of Adderville paid eight cents a quart for their milk and stood in the snow while the driver measured it out to them.

But there was a prosecuting attorney—that is the foolish name by which the county attorney is known in some states—in that county who had a grudge against the milkman on his route. There had been some trouble about tickets, or something of that sort, and the official was in a rage. This was fine for the people. Anyway, it brought the combine to the notice of the attorney, who at once caused the arrest of the nine men for conspiracy in restraint of trade, or something sounding equally well and looking equally patriotic in print.

"I'll show the rascals that they can't run this town," said the offi-

cial, and he did, for the conspirators were rushed before the local court and fined \$50 each.

The milk consumers shouted. The attorney might have been elected judge if there had chanced to be an election about that time. The nine men were sore. They met that night in a little back room, with a faithful servant guarding the door, with the window shades drawn closely, and conversed in whispers.

"We've got to get our money back," said the son of the President of the D., A. M. & C. Railroad.

"I see you getting it," said a disgusted milkman who had paid for a \$10,000 farm in two years' time.

"You bet I'll get mine back," said a man who was comparatively a beginner in the business and wore only a scant dozen diamonds.

"How?" echoed the others.

"I have a scheme," said the son of the railroad President. "A scheme that will make these people sit up and take notice."

"What's the answer?" asked the new member.

"We'll put milk up to nine cents," was the reply.

"And we'll be playing checkers with our noses," said the man with the 10,000 farm, "and I'm too busy to engage in any such non-productive games."

"We will not," said the son of the President. "We'll fix this thing so that we can eventually get ten cents a quart for our milk, and still be beyond reach of the blessed law."

"But how?"

All the milkmen asked the question.

"By uniting in one company," said the son of the President, who, being the offspring of a railroad man high up in official circles, knew a thing or two about peeling pelts off Jaspers who put themselves in a position to be skinned by marrying and rearing families for the support of the State.

"I'm not going into the new firm," said the new man. "I'm going ahead on my own hook. You watch me."

He went ahead on his own hook, and the other members of the combine did watch him. They watched him until the dealers, working under orders, wouldn't sell him feed for his starving cattle, until the man who held the purchase money mortgage on his farm foreclosed, and the banks arrested him for misrepresenting his property. They would have watched this victim of the combine a little longer, only he fell under a train that was carrying the President of the D., A. M. & C. to Adderville to assist in the formation of the Consolidated Benevolent Milk Company. Then they gave him a fine funeral, and the attorney for the railroad proved to the satisfaction of the court that the decedent was really guilty of assault and battery on the railroad's right of way, and that in consequence his family was not entitled to any damage money. In fact, the attorney for the corporation made a virtue of the fact that the railroad did not sue the family for musing up its scenery.

The other dealers went into the new firm, and had no trouble in buying feed for their cattle, or in get-

ting their paper at the banks extended, which shows that it is best to keep in with the big push.

Every member of the new company wanted to be manager and hold a controlling share of stock, and there was likely to be a row until the President of the D., A. M. & C. bought a block of stock that gave his son control. Then the astute President lifted tariff rates on milk until he had the stock paid for from the fresh air of heaven, and presided at the meetings with becoming dignity.

When milk went up to nine cents a quart the county attorney thought he smelled applause and second term. He approached the manager of the Consolidated Benevolent and accosted him thus:

"You fellows are at it again, and I'm going to have you pinched."

"Go ahead and pinch," said the son of the President of the D., A. M. & C. "How are you going to show that a company can combine with itself? You look to me as if you weren't getting sleep enough. Go and take another nap."

"I'll show you," said the official.

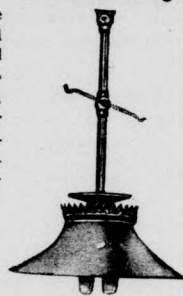
"Go ahead and make expense for the State if you want to," said the manager. "For my part I can't see why they let you out of the incubator before you were finished."

"I'll show you," foamed the official.

"Get busy, then," said the provoking manager. "You'll find that we are doing pretty well in the milk business; in fact, that we've got a game that has the Michigan peach-

Save Your Money

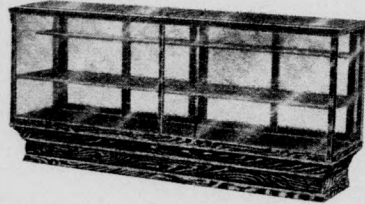
Stop wasting it on those expensively operated lights. An Improved Hanson Lighting System gives 100 per cent. better light at 50 per cent. less cost to operate. Let us send you descriptive catalog telling all.



American Gas Machine Co.
Albert Lea, Minn.

BUSINESS BUILDERS

That Save Your Money



Why do you pay 25 per cent. more for your show cases than we charge? Every case that leaves our factory is guaranteed to be better built with highest grade of material—beautiful in finish and design. We are anxious to prove all our claims to your entire satisfaction, and if not as represented we guarantee to pay freight both ways. Catalog and prices upon application.

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

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

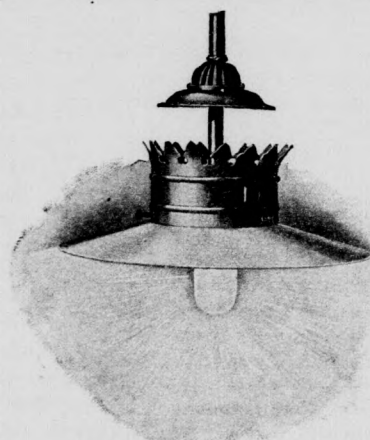
For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.

The Eveready Gas System Requires No Generating

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



EVEREADY GAS COMPANY

Department No. 10

Lake and Curtis Streets

Chicago, Ill.

crop blasted in the bud. Now, go ahead and sell your papers, sonny."

Then the county attorney went ahead, and the Consolidated Benevolent hired a high-class attorney and charged expenses to consumers until the books looked like milk would soon be nineteen cents a quart. The suit was carried up through a line of courts that was longer than a postal card endless chain.

"What you people want," said the judge, at last, "is competition, and not litigation. This company is in the full enjoyment of its holy right to sell in the dearest market, and that is all there is to it."

"And now," said the seven stockholders who were not in on the ground floor, when the next meeting time came, "we'll take our 20 per cent. dividends. The case is settled, and we're it."

"We have decided," said the President, "that the dividends must be passed for a couple of years, owing to the fact that the President and Manager have drawn out all the surplus to pay for this litigation."

"That is very true," said the manager.

"But we haven't even received pay for our milk," said the other seven, "to say nothing of profits. Cash up or we'll have you up before the cadi."

"It is to be regretted," said the President, winking broadly at the manager, "that there are numerous bills which this company can not pay. You may consider yourselves lucky if your property is not attached for the salaries yet due to your hard-working President and Manager."

So the seven went to law and paid what little they had left to learned attorneys, and the Consolidated Benevolent lifted the price of milk to ten cents a quart, and the D., A. M. & C. kept out competition by ways known to the men who make tariff sheets on railroads. All of which goes to show that business will not mix with sentiment, and that the really, truly business man never plays favorites.

Alfred B. Tozer.

The Prevalence of Camphor Eating.

It is surprising what a number of camphor eaters there are among the well-to-do classes. The idea seems to prevail that this article, taken in small and regular doses, gives a peculiar clear creaminess of complexion and scores of young women buy it for this very purpose. The habit is, moreover, very difficult to cast off, for camphor produces a mild form of exhilaration and stupefaction, and in many instances where very large doses have been swallowed the habit has become a sort of slavery. These camphor eaters all have a dreamy, dazed and very listless air, and in most of them there is an ever-present longing to sleep, or at least to rest. Extreme weakness generally follows the taking of regular doses, and cases have been seen where it has been almost difficult to tell the effects from those of alcohol.

It is always safe to be sorry for the self-satisfied.

The Purchasing Power of a Smile.

You may leave your pocketbook at home; you may run out of cash; your credit may be impaired; but one asset you need never be without—your smile.

It's a real purchasing agent—not figurative at all. It's the equivalent of coin, currency or clearing house checks. Ten cents and a smile will buy a bigger plate of beans at the lunch counter than the same dime without a smile. Ten dollars and a smile will often locate a bargain which would never have been seen without the illuminant; and ten thousand and a smile has, you may be sure, carried through many a big deal, when ten thousand and a scowl would have failed.

It must be a real smile, though; counterfeit smiles are just as worthless as counterfeit dollars, and even if you do succeed in passing off a spurious smile it is sure to be detected in the end and cause loss and humiliation. That's quite as it should be, too. There's less excuse for a false smile than a false dollar, for a fellow might be hard up, and have nothing but a counterfeit dollar, but there's no reason on earth why he shouldn't always have a real smile.

Of course, there are smiles and smiles. There are penny smiles and dime smiles and dollar smiles and eagle smiles. Paradoxical as it may seem, they are all of equal value, being coined of the pure gold of human sympathy. There's the smile with which you repay the baby for amusing you with his broken toy—a bright new penny smile of full face value; there's a smile for the messenger—a big bright dime smile—while he warms his fingers and toes at the radiator that smile warms up his heart also, and gives him strength and courage to face again the freezing air outside. There's the quarter smile you give to the cabby with your fare; it cheers him on his long, lonely drive back to his station. There's the dollar smile for the new clerk struggling with unfamiliar duties. And there's the double-eagle smile for the wife who greets you in the evening with a cheery welcome and some evidence of special thoughtfulness.

It's a pity the smile currency can not be expanded by act of Congress or some other efficient means, for it always passes at par, and sometimes at a surprising premium.

Occasionally you get up in the morning when the air is damp and the clouds are lowering. You feel cross and cranky and out of sorts with everybody, and everybody seems to feel the same toward you. There is your chance, man! That's a certain sign of a stringency in the smile market, and the real, genuine sunny 1908 article, with the eagle of genuineness on one side and the goddess of good will on the other, ought to be worth about 80s.

You can't hoard your store of smiles and expect them to increase. Place them in circulation day by day; make them work for you and for the general good. Coin a new one every time it is needed. By and by, when you want them most you find them

trooping back to you laden with acts of courtesy and kindness and good will—the compound interest on your investment of the currency of cheerfulness. Tasso Vance Orr.

The Part He Preferred.

Joaquin Miller, the poet of the Sierras, is something of a recluse and rarely comes into San Francisco, but when he does he is made a good deal of a lion. On his last visit he was one of the guests at a rather formal dinner at a friend's house where he stayed over night. His hostess had known the poet since her childhood, so she felt privileged, next morning, to discourse to him of the beauties of the Parisian gown she had worn the night before—beauties which seemed to have escaped his observation.

Mr. Miller listened to all that she had to say and remained silent.

"But didn't you really like the dress?" pleaded the lady.

"Well," replied the poet. "I did like part of it well enough."

The lady brightened.

"Indeed?" she said. "What part?"

"The part you had on," answered the poet; and that ended the discussion.

If you would find folks you must first be yourself.

Cameron Currie & Co.
Bankers and Brokers

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

Michigan Trust Building

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

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

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

ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999 BELL 424
411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

**Successful Progressive
Strong**



No. 1 Canal St.

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

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

**Commercial and Savings
Departments**

**THE NATIONAL
CITY BANK
GRAND RAPIDS**

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

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

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

THE VILLAGE DRESSMAKER. How She Bore Up Under Disap- pointment.

Written for the Tradesman.

Agnes Telford had a snug little savings account in the Keyville bank. Seven hundred thirty-five dollars and eighty-seven cents stood to her credit in her brown bank book after she made her last deposit.

Sometimes a multimillionaire tells just how, by hard knocks and contending against all kinds of difficulties, he managed to scrape together his first thousand dollars.

The story of how Agnes had accumulated that seven hundred and thirty-five dollars will never be fully told. If it could be it would be a painful narrative for the sympathetic

hearer. Agnes is a dressmaker and she made the money, every dollar of it, with her needle.

Now Keyville is not a metropolis and Agnes is not a clever Madame who designs swell gowns for wealthy and fashionable customers and turns over the cutting, fitting and making to subordinates and apprentices. If she had Madame's originality and could command Madame's prices, Keyville would not be the field of her operations.

In fact, the good ladies of the little village do not have specially designed costumes; but the more well-to-do "hire their sewing done" or, at least, "put their good dresses out." And Agnes, by a close study of the fashion periodicals, can get up their tailored suits and calling

dresses and extra waists in such a way that they look stylish and pretty to Keyville eyes and give satisfaction to the wearers who are her patrons.

She it is who makes the graduating dresses for the Keyville Commencement, and before every wedding she is busy for weeks sewing for the bride.

If she would she could tell you of the difficulties she has in persuading Mrs. Sam Kerfoot to keep to plain, inconspicuous styles and quiet colors. The lady in question is four feet eleven inches high, weighs one hundred and seventy-five pounds and has a waist measure of thirty-four inches. Still she doesn't know but she can wear bright plaids and have her goods made up in any style

which she may take it into her head to choose from the fashion book. There are thin, bean-pole women in Keyville, and they present to the over-worked little dressmaker almost as serious a problem as the fat women. Every one-sided shoulder, every hard-fitting neck, every hip that is lower than its mate—Agnes knows them all. And the over-fastidious women, and the captious, fault-finding women, and the sharp-tongued, sarcastic women, who make some piece of work upon which most painstaking care has been lavished simply a butt for their ridicule—Agnes knows all these. What village dressmaker does not?

Agnes is not a great talker, nor is she given to dilating upon her wrongs and hardships. So, perhaps,

Spring Styles in Jackets and Skirts



Practical suit of brown Pekin stripe panama. The jacket is "Prince Chap" style with coat collar and sleeves. Lined with brown satin. Full thirteen gored pleated skirt.



Tan covert box coat twenty-six inches long. The covert cloth used in this jacket makes it an exceptional value.



Tailored jacket of fine black broadcloth. This elegant but neat model is seven-eighths fitting with strapped seams and has long Tuxedo collar and fancy cuffs inlaid with black satin. The collar has a facing of white pique. Twenty-seven inches long, lined with white satin striped silk.

Fancy box pleated skirt in black voile. This model is very full and attractively trimmed with wide and narrow taffeta bands. Makes a very desirable garment.

Courtesy of Percival B. Palmer & Co.

she could not convey to another any adequate idea of the anxiety and nervous strain which she must undergo over every piece of work from the time it is brought to her, a harmless, innocent-looking roll of goods, until it goes out from the little front sitting-room, which constitutes her shop, a fully finished garment.

What an endless amount of cutting and fitting, of basting, of seaming up on the machine, of shirring and whipping and felling and hemming, of tucking and arranging folds and sewing on trimming, of hard and unremitting toil and worry of body and brain, has gone into that seven hundred and thirty-five dollars and eighty-seven cents in the Keyville bank. How much of eyesight and youthfulness does it represent! How much of frugality and watchfulness of expenditures, how many sacrifices of innocent pleasures and needed recreations! The Keyville ladies can not afford to pay high prices for their sewing. No wonder the little dressmaker's thimble finger has long been shaped by its silver case, and her fore finger worn away by the constant pricking of her needle!

Agnes was only 18 when she began to sew. She was always careful and saving, but she had a hard struggle. When she was 24 her father was taken sick. After three years' illness he died. There were bills to pay, but she met them all and in time erected a humble monument in the village cemetery to his memory. Her mother was never strong and Agnes made a living for both. Years passed along and at the time of this story Agnes was nearly 40 years old. With all her hard work and few pleasures she had kept brave and sweet-spirited. It never occurred to her, any more than it did to her neighbors and employers, that she was a heroine. Many such a one is to be found along the humble by-ways of life, as well deserving of high honors as the celebrity who has a funeral at St. Paul's and burial in Westminster Abbey.

Slowly, very slowly, she had accumulated her little fund of savings. Sometimes she had lent out some of her money. But of late, as the notes had been paid, she had deposited the money in the bank and declined to make further loans, for the reason that she and her mother had made a plan to sell their home and move to the town in Illinois where Agnes' brother lived. It seemed an almost perilous undertaking to these two home-keeping women to launch their little bark upon untried waters. Both were anxious to go, but as yet no opportunity to sell the property had presented itself.

Agnes was not a financier. When she had any time to read she chose some interesting story and did not bother her brain with stock reports or monetary conditions. That it might be better to put her money into some good bond never occurred to her. She wouldn't have known what kind of a bond to buy if it had. They always treated her well at the bank, she received a little in-

terest on her money, the President greeted her very politely and cordially, and she never questioned either his honesty or his financial wisdom. She had no way of knowing that he was speculating with her hard earnings.

The financial stringency came on and one morning the bank closed its doors. Upon investigation it was found to be insolvent. When all the assets had been scraped together the bank could pay 55 cents on the dollar. Agnes Telford lost three hundred and thirty-one dollars and fourteen cents.

At first she was almost stunned by the blow, but soon her native courage and self-control asserted themselves. She lost only a few hours from her work. Mrs. Lew Hudson's skirt was promised for Wednesday night and she must hasten to finish it. She talked with Mrs. Hudson about the failure.

"Really, it is not so bad for me as for some of the others. There is Aggy Henderson now, taking on like a mad woman and trying to kill herself. Then there is Mrs. Archer, with those two little children, and all she had in the world was her husband's insurance money, and every cent of that was in the bank. Mother and I have our home and I can work."

Yes, Agnes can work. How much longer her frail little body can stand the strain to which it has been subjected so many years no one can tell. That there must be a breakdown before long seems inevitable. And that those slender earnings should be cut nearly in half seems so cruel!

Because of this great loss she will allow herself fewer holidays and her pleasures and luxuries will be more meager than ever before. Her confidence has been sorely shaken and she does not know what to do with the money she has left. However she may invest it she will feel uncertain and anxious about it.

* * *

Every bank failure discloses heart-rending stories of those who have trusted their little all to the supposedly honest and sound management of the institution that has gone to the wall. Many of these stories are far more pathetic than the one here given.

It is scant comfort to those who have lost to be told that the percentage of bank failures is very small and that, looking at it in a broad way, our banks are very well managed indeed and are entirely worthy of confidence.

Each bank failure shows plainly that there are, in every community, people who possess the virtues of frugality and thrift, who are willing to make great sacrifices in order to provide for a rainy day and competence in old age, but who do not know what to do with their money after they get it, other than to entrust it to the care of some banker. These people can not find for themselves suitable forms of investment, nor are they, in most cases, qualified to judge regarding the soundness of securities.

There is a crying need for places

where people can deposit their savings with absolute safety. Two methods are advocated for supplying this want. One is the establishment of postal savings banks by the Government. The other is to make the banks we now have safe by compelling them to insure in favor of depositors. It would seem that the problem presented is not so complicated as are many phases of the financial question, and it is earnestly to be hoped that agitation will be continued until the desired result is fully attained. Quillo.

The man who can carry all his religion in his head never lets it bother his hands.

Your estimate of others is often a verdict on yourself.

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. Tonia St.

CASH CARRIERS
That Will Save You Money
In Cost and Operation
Store Fixtures and Equipment for Merchants
in Every Line. Write Us.
CURTIS-LEGER FIXTURE CO.
265 Jackson Boulevard, Chicago

W. J. NELSON
Expert Auctioneer
Closing out and reducing stocks of merchandise a specialty. Address
152 Butterworth Ave. Grand Rapids, Mich.

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.

Our
Spring Lines

are now

Ready

for

Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan



Window Display Is Good Advertising.

"Do you see that woman staring at my window display?" remarked a State street merchant the other day, pointing to a well-dressed woman who was carefully scanning tempting rows of footwear in the window. Her eyes wandered up and down as if comparing different styles and prices, but always coming back to a certain pair of shoes upon which her eyes fastened with evident pleasure. The merchant chuckled as he went on to explain:

"I have seen her in front of that pair of shoes three different times this afternoon. The first time she casually glanced at them, lingering just a minute. Half an hour later she returned and hovered about once more, this time clearly interested in the shoes and pondering their value. She went away abruptly, and here she is again, this time, you see, making a final effort to justify her first desire to buy them.

"Her half hour's absence is easily explained. She has been studying other windows up and down the street in search of further means of comparison. Women are cautious buyers, as a rule. They look narrowly at an article before they buy it, and compare it with what they see elsewhere. But back they are sure to come to hover like this woman in front of some fetching bit of style, their faces often alternating in expression between evident pleasure and close calculation. The inward parley is funny to watch. But here comes the woman, as I thought."

She came in and sat down, indicating by a gesture that she wanted to see the shoes she had looked at in the window.

Desire Must Be Created.

Desire is the most potent avenue of approach to people's pocketbooks, and the eye is father to desire. It is the eye which first covets what is afterwards wanted and bought. To catch the eye, however, is not enough. A window display may be attractive and still be a mere display, creditable to the store, interesting to look at—but not a salesman. Selling things by dumb show is a more difficult art than by word of mouth. No gestures are possible—no personal appeal. The window full of shoes must be made to enact a drama of appeal themselves, by their posture and juxtaposition. The shoes must be made to talk alluringly without speech. It is impossible to tell anybody how to do this. It is the window trimmer's art.

Then, just as every actor needs a stage setting to make his meaning clear, so no part of the window facilities should escape unused in appealing to a passing audience on the street. Prices should be attached to every article. Never mind about cheapening the display. It is not a

tableau you are offering the public, but a selling argument first and last. The woman who is looking for a \$100 coat is just as keen about price as her work-a-day sister with a \$20 limit. A tempting bit of merchandise at a price within reach turns the trick. In this connection it is also a good practice to paste fine proofs of your newspaper advertisements on the window panes. Such publicity costs nothing and greatly increases the returns, if done in good taste.

Now and then a neat card in the window, hung so as to arrest passing attention, can be used effectively as a challenge to look more closely at values. A West Side department store has made telling use of the window card in announcing bargain days in advance. The card is illuminated after dark with a border of electric lights. It has an enthusing effect in favor of both the store and its bargains.

Back Up Newspaper Display.

In advertising a retail business, especially a small store, every resource must be utilized to clinch the results. Your message should be impressed again and again. It should come from different sources, corroborating one another. Newspaper advertising, which is first and most important, should be backed up with window display, store display, posters, street car cards, letters, etc.

In this way a cumulative effect is secured, which makes a "big" impression on the public. It usually takes several appeals to bring people into your store. They do not sit down and determine what they should do by cold reasoning. They act on the impulse—or, rather, on a series of impulses, all in the same direction.

Newspaper advertising in a metropolitan daily pays well if properly done. There is no more effective means of pulling business than by systematic advertising in the press. Much of its effect, however, is lost by neglecting to round out the campaign with the little "clinchers," so insignificant in themselves, so important in the aggregate.—John Benson in Chicago Tribune.

Curious Collection.

The most curious collection of boots, shoes and slippers is stated to be in the possession of an Englishman, Mr. Roach Smith. Besides specimens of every successive age, beginning with the boots of a bishop in 721 A. D., he has several to which an historic or romantic interest is attached—e. g., the shoes of most of the beauties of Charles II.'s court, including the Duchess of Cleveland, the Countess of Muskerry, and la belle Hamilton (afterward Comtesse de Grammont), with those of Miss Jennings and Miss Stewart (the original of the Britannia on the guinea), stolen, according to the labels, by Rochester and Killigrew. There is an entire compartment devoted to some of the shoes crowned by the Societe des Petits Pieds, over which the member with the smallest foot presided until she was displaced.

It's not the things laid on it that make the life larger.



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.



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

Herold=Bertsch Shoe Co.

Makers
of the original

H. B. Hard Pans

Grand Rapids, Mich.

Greyhound Brand Tennis Shoes

Also made in the Bal (high cut) pattern.



(Greyhound Oxford)

A Canvas Shoe with Black Rubber outsole.

Men's, Boys', Youths' and Women's sizes, either Bal or Oxford, made in White, Brown and Black canvas top.

Misses' and Child's in White, Brown, Red or Black Oxford.

Write us for further particulars and prices.

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Mich.

Why Leather Does Not Decline Faster.

It is quite common to hear complaints of buyers that they are not able to get leather at any considerable reductions from the rates they were compelled to pay before the money trouble struck the country. During the darkest days, when the bankers were protecting their reserves, hides, being a cash commodity, dropped to panic prices, but the instant loans were again obtainable, the raw material markets recovered and ever since have been on the up grade, despite the inevitable decline of quality at this time of year. But the low rates named to tempt buyers when trading was at a standstill were noised abroad, and all branches of the trade at once began to talk about lower prices for all leather and leather goods.

The only adequate answer to the question why leather did not decline more rapidly is, that the market was saved by the fact that stocks of the kinds of leathers buyers wanted were in limited supply. Tanners admit that ultimately they may be compelled to abate their terms to a considerable extent, but for the time being they are aided by circumstances in maintaining values. For months before the bank stringency tanners operated with extreme conservatism, and leather buyers bought the smallest quantities they could possibly get along with. It is admitted that raw material is cheaper and that the leather markets are dull, but the situation was saved, as we have shown by the fact that stocks were not burdensome.

There is a curious psychology in the rise and fall of prices. The average buyer will accept slight evidence as convincing when lower quotations are predicted, but is incredulous in the face of indisputable argument that prices should be higher. When hides slumped from five to six cents a pound there was instant and almost general belief that leather would drop like a plummet. Few persons took time to listen to the statements of tanners that almost no hides were bought at panic quotations, and that the instant money became easier hides and skins recovered from one to two cents of their lost price, as well as declining half a cent in intrinsic value.

A large Western shoe manufacturer, who for years has been generally recognized as an expert leather buyer, perhaps unconsciously epitomized the situation when he said: "I have heard a great deal of talk about lower prices for leather, but thus far have had mighty little luck in picking up bargains. The other day I went over the cost of several of leading lines and discovered that I was paying about as much money for leather as before the panic. There have been instances where low prices were quoted, but when I came to examine the stock I actually had to tell the tanner that I would prefer to pay the old price if he would only guarantee to give me the former selection."

These sentiments were not expressed with a view to influencing

shoe prices, for the reason that there were no shoe buyers present at the time. Indeed, there were several tanners in the group who observed the discomfiture of the shoe manufacturer.—Shoe Trade Journal.

Get Into the Limelight.

There is a certain stamp of business men—all of us have met him, even in the retail shoe business—who seems to think he and his shoes are so desirable that the buying public know it, and lets it go at that. He makes no effort to force his name before those who buy shoes. He is satisfied to sit on the dock and wait for his ship to come in.

But the somnolent one usually finds some early-rising chap charters a tug, steams out to sea and secures the cargo.

Nowadays folks spend mighty little time in looking up names and addresses. They buy their shoes from certain dealers because they have seen their name repeatedly in print. This is a rapid age and no one is disposed to look for someone not known.

Get into the limelight.

Let the public see and know where you are, and what your business is.

Talk to them as if they never had seen you and you wished to meet them "face to face" and that you alone could sell them the best of everything in footwear, and that you could enlighten them on their needs and save them time and money, besides giving them just what they wanted, because that has been your lifelong study and business, your sole object been to please.

The crowd follows the crowd; that is an expression that you have heard thousands of times, and what does it mean to you as a shoe dealer? The question should not perplex you in the least. Think it over. To draw a crowd or a good run of customers to any store it must have a busy appearance, and furthermore it should have an air of prosperity. The proprietor, the clerks and everyone connected therewith should be neatly dressed and careful about their general make-up and manners. The public has no patience with anyone that is careless and indifferent in dress and manners.

Knowledge of human nature and how to attract is equally as important as knowing what they want in footwear and merchandise.

The crowd following the crowd are going to make your trade. They abide by the old theory that the man that does the best business gives the best satisfaction.

Busy and prosperous appearances go a surprisingly long way in pleasing the public, and it becomes a topic of talk among the town folks and they send others to the store. Naturally business is good, and this is the time you should be making money.

There is value in a smile. Greet every customer with one, and educate yourself to make each smile internally felt as it is externally shown.

The individuality of a man is the individuality of his business. The

store becomes inseparably connected with its head in the minds of the customers. If the impression is pleasant and agreeable then the store is the same.

Advertising, too, is a matter of impression. To make the public believe your shoes are good the illustrations of your shoes must be made to look good—the impressions must be pleasing.—Shoe Trade Journal.

Real Honesty.

A story is related of a young man who was recently married to the daughter of a wealthy merchant. The groom did not have a penny, but he was honest. He was so honest that he would not even prevaricate in the marriage ceremony. He was repeating what the minister said.

"With all my worldly goods I thee endow," read the minister.

"With all thy worldly goods I me endow," repeated the groom.

This was real honesty.

Occasion of His Distress.

The following conversation is said to have taken place in a Boston elevator:

Old Lady—Don't you ever feel sick going up and down in this elevator all day?

Elevator Boy—Yes'm.

Old Lady—Is it the motion of the going down?

Elevator Boy—No'm.

Old Lady—The motion of going up?

Elevator Boy—No'm.

Old Lady—The stopping?

Elevator Boy—No'm.

Old Lady—What is it, then?

Elevator Boy—The questions fool women ask.

**MAYER Special Merit
School Shoes Are Winners**

MICHIGAN SHOE COMPANY

Wholesale

Shoes and Rubbers

TELEPHONES { State, Main Home, City 248 = = Detroit



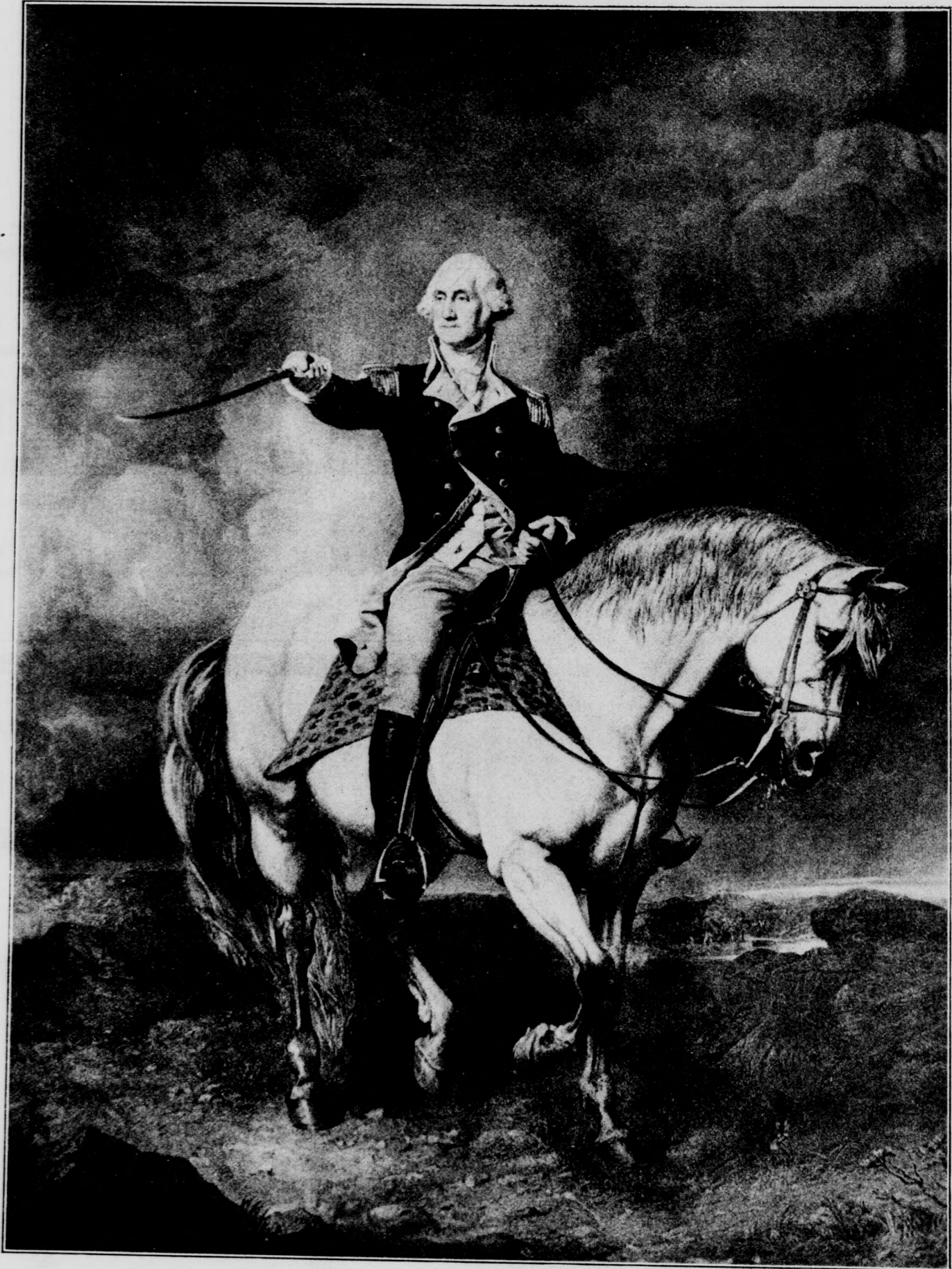
**Trade Follows
The Line of the
Least Resistance**

Our standard of shoe making begins where merit does and ends with the best.

Shoes that are easy to sell are those containing the greatest proportion of wear and comfort that can be sold at a moderate price. And those are the kind we make.

**Rindge, Kalmbach,
Logie & Co., Ltd.**

Grand Rapids, Mich.



First in war, first in peace and first in the hearts of his countrymen.

Wheat in the Arctic Regions.

Where are the prophets who, not much over half a century ago, predicted that wheat would never be raised in paying quantities west of the western boundary of Ohio? Where are the experts who, less than a third of a century ago, said that wheat could never be grown, except in infinitesimal quantities, north of the United States' northerly line? And where are the many of each class of doubters? But they have vanished like the snows of yesterday.

A barrel of flour manufactured in a mill up in the Peace River country, from wheat grown on the spot, has just reached Winnipeg. The place where it was grown is 650 miles west of Hudson's Bay, and in a beeline is 700 miles north of the United States boundary. It is only 400 miles south of the Arctic Circle. In the neighborhood of 90,000,000 bushels of wheat were raised in Canada in 1907, where, in the lifetime of thousands of persons who are still in middle age, it was thought that 10,000,000 bushels, or even 5,000,000 bushels, could never be grown in any season. There are persons connected with the Hudson Bay Company to-day who remember the time when the prospect of ever being able to raise wheat up in Manitoba would have frightened the officials of that big monopoly. Wheat growers would have been about the last persons the Hudson's Bay Company would have wanted to see. Those fur traders were anxious to keep farmers out, so as to allow the beavers, the buffaloes and the rest of the furbearing animals a whole empire in which to roam and multiply.

But although the Hudson Bay Company has got out of much of its old domain, and although wheat is growing on much of its old hunting grounds, the fur supply keeps up to a high figure annually. The United States is still the largest wheat grower among all the countries. It raises only a fifth, however, of all the wheat which is now produced by the world annually. Russia raises about two-thirds as much wheat as the United States, and some of it is grown in Siberia, at a latitude far north of the line at which, until a comparatively recent time, anybody supposed that cereal could be produced. We may yet be able to make Alaska of some consequence as a wheat producer.

What Happens When Advertising Stops.

A writer in the Philistine uses the now almost forgotten Mammoth Cave of Kentucky to point a moral regarding the necessity of continuous advertising. As an example of what advertising publicity could do for even a wonder of nature the Mammoth Cave at one time occupied a class by itself.

Up to about 1870 the cave was well advertised. A visit to it was considered a sort of finishing touch to one's education, and a person who could not talk intelligently about it had no standing in polite society.

Records kept at the Mammoth

Cave Hotel from the time it was opened in 1837 show that while the place was being advertised in various ways the number of visitors was many times what it is now, when the publicity promoter knows it not. In 1844, for instance, when the population was less than twenty millions, instead of the eighty odd millions of to-day, those who came to see the natural curiosity numbered on an average ninety-three a day. They traveled hundreds and thousands of miles—for many crossed the Atlantic to behold it. Sixty-one years later—in 1905—the average was less than a dozen a day.

The public simply has been permitted to forget that Kentucky's Mammoth Cave exists. The man who owned it died in 1869 and his thirteen heirs, scattered all over the country, simply devoted themselves to spending the income that they derived from the two dollars a head admission fee. They thought the financial stream would keep on running without any expenditure on their part for advertising. They have been disappointed, of course.

As soon as the advertising was abandoned the people became indifferent about the cave, and finally it figured no longer as one of the great show places of the world.

In the language of the Philistine, caves are not necessary to human happiness until some man by astute advertising fills men and women with a desire to see them, and when the advertising ceases the desire ceases also.

Liberal advertising is essential to success. The story of the Mammoth Cave of Kentucky is only one of thousands that prove the truth of this.

And do not forget, also, that when there is a let-up in business the man who advertises his wares more than his competitor is going to get the orders and make money.

He Didn't Know It.

"Didn't the late financial stringency affect you much down here?" he asked of the Arkansas squatter who had brought him out a gourd of water to drink, says an exchange.

"Not a bit," as the reply.

"Didn't you feel the scarcity of money?"

"No, sah. When I went to town to trade, I says to Sam Robbins:

"Well, Sam, how's coon-skins today?"

"Jest the same as ever, Bill," he replies.

"And how's eggs?"

"Jest the same."

"And butter?"

"Jest the same."

"And terbacker?"

"No change."

"And whisky?"

"Same old price."

"Then gimme a plug and a quart."

"That's the way it was," continued the squatter, "and if there was a stringency or a panic or anything to shake up the bowels of this kentry I never heerd a word about it until it was all over."

What a man is worth intrinsically is the measure of his success in life.

Don't Blame the Grocer

For the short weight flour. He doesn't make the flour and gets cheated just as much as you do when he buys the short weight kind.

If you will stand by the grocer and not buy the kind that is short weight you will soon teach the "short weight" miller that "Honesty is the best policy."

Of course the grocer is morally responsible and he should not sell you flour unless he knows it is full weight, but grocers are busy people and so long as you don't kick they are not apt to because you pay them just as much for the short weight flour as you would for the full weight.

Lily White

"The flour the best cooks use"

Is always put up full weight. That is, 24½ pounds in every eighth barrel sack, 49 pounds in every quarter barrel sack and 98 pounds in every half barrel sack.

Some brands of flour in the market recently have been found short two pounds on an eighth barrel sack. This makes 16 pounds per barrel or 48 cents per barrel with flour selling at three cents per pound.

Buy honest, full weight flour and save that 48 CENTS.

Valley City Milling Company
Grand Rapids, Mich.

Above is copy of our latest newspaper advertisement
VALLEY CITY MILLING COMPANY

AN HONEST FARMER.

It Seemed a Shame To Take His Money.

Written for the Tradesman.

The commission man was out when the honest farmer called at his place of business. The manager and two of the clerks were in at the time, but the manager was out later on. The honest farmer brought in an odor of the stable, and a glance through the half-glass front door showed that his team was outside.

"Do you want any aigs?" he asked, backing up against the door to close it and scuffling the snow from his feet.

"Eggs?" said the manager. "You bet we do."

"Any fresh butter?"

"Sure. We'll take all you have."

The honest farmer opened the door to call out to the youth in the sleigh.

"Bring it in!" he said.

A rough-looking young man came in lugging a bushel basket.

"Look out, there," cried the honest farmer. "Don't you break them aigs. How much be they a dozen?" he asked, turning to the manager.

The manager hesitated. Eggs were worth 20 cents a dozen to him, right there, but he had a notion that he could make a speculation off the farmer.

"How many have you?" he asked.

"Ten dozen."

"Well," said the manager, winking at the clerks, "we've taken in a good many lately, and there're plenty in the market, but we'll give you 15 cents if they are good and fresh."

"Right from the nest," said the honest farmer. "Seems as if I ought to get more'n 15 cents a dozen for 'em. How much be you payin' for fresh butter?"

"Only 15," said the manager, with another wink at the clerks.

"Well, I can't fool around all day," said the honest farmer. "Get 'em out of the basket, kid."

"How much butter?" asked the manager.

"Ten pounds."

"All right. That's \$3 for the whole lot."

He turned to the cash drawer to get the money. The price was so low that he was afraid the honest farmer would change his mind, and take his goods to some other store, where he might have received at least two dollars more for the lot.

"Never you mind the money now," said the honest farmer. "I guess this firm is good for \$3 until I come down again. I've got to pay my taxes next week, and I'll let this money stay right here until I need it. Perhaps I'll bring in some more butter an' aigs when I come in again."

He asked for a match to light his cob pipe and went out to his rig.

"It is almost a shame to take the money," laughed the manager, as the three opened the butter and found a prime article.

"He's easy," said one of the clerks.

"I guess I'll take the stuff home," said the manager, "and charge my-

self with \$3. We get goods from the store at cost, you know."

"Good idea," said the clerks.

So the manager took the butter and eggs home, and nothing was said to the proprietor about the deal. The manager had been with the house only a short time, and was already suspected by the clerks of being a little tricky.

At 4 o'clock in the afternoon of a snowy day, a week later, the honest farmer again made his appearance. The proprietor happened to be out of the city.

"Here I be again," he said, entering the store with a rush and warming his hands at the radiator. "How much for butter and aigs to-day?"

"Prices have gone down," said the manager.

"Gee whiz!" said the honest farmer. "It don't pay to bring stuff into town!"

"This good sleighing," said the manager, "has a depressing effect on the market. How much butter have you?"

"Ten pounds. That is about all we can save up in a week. I don't make my money on butter'n aigs. I've sold my wheat to-day. See here, if you think I'm broke."

The honest farmer unbuttoned his coat, took out a long black pocket-book, slowly unwound a shoestring which held it shut, and exhibited a check for \$80, to which the signature of the Dumont Milling Company was appended.

"That makes butter'n aigs look like 9 cents, eh?" he chuckled, putting the check away again. "Oh, I guess I'll play even on that old farm this year. How much you payin' for aigs to-day?"

"Fifteen cents," said the manager, thinking of another lot of fresh eggs at bargain prices. "How many have you?"

"Ten dozen."

"That will be \$3 more," said the manager. "Do you want your money now?"

"You wait until I come back," said the honest farmer. "I'm goin' out to meet my wife an' get this check cashed. Got to pay my taxes to-day an' give the old lady ten for finery. Costs money to live, eh?"

"You bet it does," said the manager.

The honest farmer rushed out of the store and drove away in his rig.

"That fellow," said one of the clerks, "ought to have a pair of guardians. I don't believe that one could keep track of him!"

"It is a shame to take the money," once more laughed the manager.

"The boss wouldn't like that sort of a deal," said the other clerk. "He wants to do business on the square with every one."

"The fellow got all he asked, didn't he?" demanded the manager, angrily. "I'm going to take this stuff myself anyway, so there is no need of the boss knowing anything about it. The butter and eggs the old sucker left before were prime, I tell you."

Presently the honest farmer returned, and with him was a gray-

haired old lady who walked with a slight stoop, as though her life had been spent over the churn.

"I'll take them \$6 now," said the man. "I was too late to get the check cashed, and I'll have to come down again to pay my taxes. When I come I'll bring in some more butter'n aigs."

"Why don't you get this man to give you the money on the check?" asked the old lady, in a sweet voice. "It will be an awful bother to come down again just to pay the taxes."

"I don't believe he will do it," said the farmer. "People is mighty afraid of checks now-a-days."

"Let me see it," said the manager, thinking of the roll of banknotes in the safe which he had neglected to bank, and also thinking of more butter and eggs at reduced prices. "If it is all right I'll cash it."

The honest farmer took out the check again. It was drawn on the regular blank of the Dumont Milling Company, and looked to be all right.

"It is payable to your wife," said the manager.

"Guess that's right," said the honest farmer. "I had it made that way. She can sign off right now."

The gray-haired old lady wrote her name on the wrong end of the back of the check, and the manager paid it.

"The old man doesn't allow that," said a clerk after the couple had gone.

"I'll take the risk," said the manager, angrily. "They're all right. Who ever heard of a con man going around with a gray-haired woman like that?"

"You didn't pay them for the butter and eggs," said the other clerk.

"I forgot it," said the manager, sourly, "and so did they."

"Who cashed this check?" asked the boss the next day.

"I did, to accommodate a customer," said the manager. "It is all right. If it isn't I'll stand for it. Couple of farmers—man and woman."

"You double-blanked idiot!" shouted the boss. "That is about the limit for you! That pair stole a blank check book from the Dumont Milling Company. They plastered the city with forgeries yesterday! Butter and egg man, eh? Pay taxes, eh? Check in the wife's name? Same old

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

BRUSHES

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

MICHIGAN BRUSH CO.

211 So. Division St. Grand Rapids, Mich.

VULCANITE ROOFING

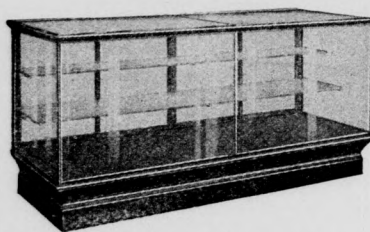
Best Ready Roofing Known

Good in any climate.

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

Grand Rapids Paper Co.

20 Pearl St., Grand Rapids



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

SHERWOOD HALL CO., LTD.

GRAND RAPIDS, MICH.

Our harness are strictly up-to-date and you can make a good profit out of them.

Write for our catalogue and price list.

ENGRAVERS

BY ALL THE LEADING PROCESSES

Half-Tone, Zinc-Etching, Wood Engraving

Portraits, Buildings, Machinery
Stationery Headings, Everything

TRADESMAN COMPANY

GRAND RAPIDS, MICHIGAN

game. They wouldn't come in while I was here. There, my friend, is the slickest pair of swindlers in nine states. You must pay the check!"

When the manager went back to the warehouse to express himself he found the two clerks there.

"It is a shame to take his money!" grinned one of them.

"Shut up!" roared the manager.

"He'll be back after his \$6!" said the other clerk, getting out of the way of the enraged manager. "If you hadn't been so flip yourself you wouldn't have been caught, see? The old man would have put you wise if you had told him about the first transaction. See?"

"Well, of all the slick con games! The butter and eggs, and the taxes, and the gray-haired old lady, with the check in her name! I'm a fool!"

"Correct!" shouted the clerk, dodging a peck measure.

Alfred B. Tozer.

Merchant Now Sells Stamps and Makes Change.

Written for the Tradesman.

"Stamps? No, we are just out."

"Oh, dear, then I'll have to go clear to the postoffice," and the lady who called for a couple of stamps at the drug counter went out with disappointment clearly pictured on her face.

Simpson laughed as he turned to his friend Daniels, who had drifted in from the North only a half hour before. "It's a pesky bore sometimes," said the druggist, "these stamp and change fiends. Why, I could put in half my time waiting on men and women, and sometimes children, who are wanting one accommodation and another. One wants a stamp, another a bill changed—not one in a dozen thinks of buying anything."

"And so you don't always accommodate them, Harry?"

"I did once; it's got to be an old story, however. Let them go where they keep such things—the banks and the postoffice."

"That sounds all right, Harry, and yet—"

"And yet you think it isn't quite the thing. If you had to put up with such annoyances a while you'd get sick of it, too. I am not bothered as much as formerly; people have me learned, you see," and Harry Simpson sat down in a comfortable chair for a friendly chat with his friend.

"How's trade anyhow these days, Harry?"

"Quiet just at present. The money panic, you know—it'll take a year to get over that, and maybe longer."

"Perhaps," acquiesced the other, settling back and closing his eyes, while a smile chased over his face.

"A guinea for your thoughts, Daniels," suddenly spoke the druggist, who found his friend somewhat incoherent in his remarks. "Don't drop to sleep here—"

"I'll try not to do that," and the caller rose to a sitting posture. "My thoughts aren't worth a guinea, Harry, but I'd like to tell you something if you won't get mad."

"Go ahead; you know me better than that, old chap."

"I'll bet a dollar you have stamps

in your desk this minute and that woman tramping three blocks to get one. Confess now—"

"I am never without them, but what do you take me for? I am not going to make of myself a waiter on every Tom, Dick and Harry without even thanks for pay. That woman isn't a customer of mine; she trades at the other drug store. Why doesn't she go there for her stamps?"

At this moment a boy came in with a five which he wanted changed. The druggist was just out of change and the boy passed out, slamming the door.

"Get mad if you want to," growled Simpson, "I don't have to change bills when you never trade here, not as anybody knows of."

"It seems you are somewhat cranky yourself, Harry. But to my story, for it is an incident that happened to a friend of mine up North of which I wish to speak. He had ordered a load of wood by phone; the man who delivered the wood could not make change, so it was up to my friend to call at the office and settle.

"My friend, whom I will call Brown, is a very busy man; it is nearly a mile to the office of the woodyard. Having a little time to spare I volunteered to call at the yard and pay for the wood. Brown gave me a five, the load of wood coming to two-seventy-five. I had to cross a bridge and go out some distance to reach the place.

"A lady in attendance could not change the V. Across the street, and some twenty rods away, was the office of a lumber company. 'You can undoubtedly get change there,' said the office girl. I hurried over. A red-haired miss was in attendance behind the office rail. She was in confab with a man friend and with a toss of her head and an inane grin said she had no change in the place.

"Of course I do not know whether she told the truth. She certainly did not venture to look in the drawer, but continued to chatter with her male visitor.

"Thirty rods down the street was a grocery. I repaired to this. Here was another miss behind the counter. No, indeed, she couldn't change even a quarter. Did I want anything in the grocery line? I saw through her at a glance. Change would have been forthcoming had I bought something. Just the least bit disgusted I turned away. I recrossed the bridge and tramped to another grocery. Here was a long-visaged young man who hadn't seen any small money in so very long he had forgotten how it looked. Then I asked him if he could make change if I bought a sack of flour. He at once grew friendly and said he was sure he could scare up the change. I didn't want the flour; went out disgusted, yet outwardly calm.

"There was a bank in town. It was nearly a mile to that bank, and I realized that I had quite a job on my hands to get a five changed in that town. There were two more groceries, however, on the street, and to the nearest I repaired. No better success here. I half decided to skip the last store, thinking it only a waste of time. Better go at once to

the bank. As I was passing the grocery, however, something in the windows attracted me.

"I can't tell you exactly what it was, only the things on exhibition were so neatly arranged and so tempting that I could not go by. I entered, to be met at the counter by a pleasant-faced woman who asked as to my wants. I produced my bill and, rather shame-facedly I must confess, enquired if she would kindly give me change for the same. 'Why, certainly,' she said in the pleasantest tone imaginable.

"I got four silver dollars and four quarters for my V. I thanked her with a swelling heart and walked out. Say, there was a ray of sunshine followed me like the genial warmth of a summer sun. I stopped on the walk and glanced again at the windows of as neat a little grocery as ever I have chanced in all my travels to see.

"As I walked along the friendliest of feelings for that grocery and its mistress pervaded me. And let me tell you right here, Harry, that were I a resident of that town, I'd patronize the little grocery which had such an accommodating proprietor. I haven't yet gotten over feeling friendly toward the one who accommodated me with change for a V."

"You had an experience sure enough," admitted Simpson.

The visitor rose, lighted a cigar and walked thoughtfully toward the door. He made no attempt to explain the moral of his story, thinking it best to let it sink in by degrees.

Six months later Daniels again visited his friend's store. The first person he saw was the lady who had enquired for stamps on the occasion of his former visit and who had met with a rebuff. To-day she was buying stamps, while Simpson was extremely polite and affable.

"What's this, Harry?" asked Daniels after the lady had gone, "selling stamps again, eh? There's no profit in them, you know."

"That's where you are off, old man," returned the druggist. "You didn't tell me your experience up North for nothing. I have made it a point since that time to accommodate everybody, so far as possible. I keep stamps on hand all the time. Mrs. Ogden has begun to patronize me occasionally, and—well, by gum, trade is looking up!"

J. M. Merrill.

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 7/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	53
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	40
LAMP BURNERS	
No. 0 Sun	40
No. 1 Sun	42
No. 2 Sun	55
No. 3 Sun	90
Tubular	60
Nutmeg	60

MASON FRUIT JARS

With Porcelain Lined Caps

Per gross	
Pints	4 40
Quarts	4 75
1/2 gallon	6 65
Caps	2 10

Fruit Jars packed 1 dozen in box.

LAMP CHIMNEYS—Seconds

Per box of 6 doz.	
Anchor Carton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	4 85
No. 2, Crimp top	2 85
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10

Best Lead Glass.

Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00

Pearl Top—1 doz. in Cor. Carton

Per doz.	
No. 1, wrapped and labeled	75
No. 2, wrapped and labeled	85
Rochester in Cartons	
No. 2, Fine Flint, 10 in. (85c doz.)	4 60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2, Lead Flint, 10 in. (95c doz.)	5 50
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75

Electric in Cartons

No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie, 1 doz. in Carton	
No. 1, Sun Plain Top, (\$1 doz.)	1 00
No. 2, Sun Plain Top, (\$1.25 doz.)	1 25
575 Opal globes	1 40
Case lots of 3 doz.	1 35
565 Air Hole Chimneys	1 30
Case lots, of 3 doz.	1 10

OIL CANS

1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 60
2 gal. galv. iron with spout, per doz.	2 50
3 gal. galv. iron with spout, per doz.	3 50
5 gal. galv. iron with spout, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	5 25
5 gal. tilting cans	7 00
5 gal. galv. iron Nacefas	9 00

LANTERNS

No. 0 Tubular, side lift	4 60
No. 2 B Tubular	6 75
No. 15 Tubular, dash	7 00
No. 2 Cold Blast Lantern	8 25
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	3 50

LANTERN GLOBES

No. 0 Tub., cases 1 doz. each	55
No. 0 Tub., cases 2 doz. each	55
No. 0 Tub. Ruby	2 00
No. 0 Tub. Green	2 00
No. 0 Tub., bbls., 5 doz. each, per bbl.	2 25
No. 0 Tub., Bull's eye, cases 1 doz. e.	1 25

BEST WHITE COTTON WICKS.

Roll contains 32 yards in one piece.	
No. 0 3/8 in. wide, per gross or roll.	28
No. 1, 1/2 in. wide, per gross or roll.	38
No. 2, 1 in. wide, per gross or roll.	60
No. 3, 1 1/2 in. wide, per gross or roll.	90
Cold Blast w/ Bull's Eye	1 40

COUPON BOOKS

50 books, any denomination	1 00
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	3 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	5 00

Umbrellas

and telephones are much alike—you may not use them all the time, but it's worth a good deal to know they are right there when you do want them. To go a bit farther, one hardly needs an umbrella at all. It is more comfortable to stay at home in bad weather and

"Use the Bell"

IT PAYS CALL MAIN 330

ANOTHER CAMPAIGN.

Third Merchants' Week and Trade Excursion.

At a meeting of the Wholesale Dealers' Association of the Grand Rapids Board of Trade, held at the Pantlind Hotel last evening, after the conclusion of an excellent repast, it was unanimously decided to continue the Perpetual Trade Excursion Plan indefinitely and repeat Merchants' Week and the Trade Excursion this season. The proceedings opened with the reading of the following report by Secretary Van Asmus:

Reports from outside of our own State, as well as within its borders, make it evident that the work done by this Association during the past three years has been productive of far greater results than even the most enthusiastic predicted. You have accomplished more than you set out to do because you have not only cemented the trade of Western Michigan to this city as a jobbing center, but you have established Grand Rapids in a class by itself among the hustling trading centers throughout the entire country. Other cities, such as Minneapolis, Milwaukee, Fort Wayne, Toledo, Saginaw and Detroit, have seen fit to pattern their plans for enlarging their jobbing trade along lines established by this Association.

The Perpetual Trade Excursion Plan of bringing country merchants into your stores during the entire year is now four years old. I am loath to say that our records do not show results in this department that are entirely flattering. The fault lies principally with the local houses themselves. Customers come in from the country towns in far greater numbers than receive certificates of purchase, which would enable them to secure rebates of half their railroad fare. The average merchant is entirely too modest to ask you to give him something for nothing, with the result that many get away from your places of business feeling disappointed. Many of them are not acquainted with the plan and, consequently, are none the wiser, but the object of the whole idea has not been accomplished. To make the plan successful every customer coming into your stores from outside should be given a certificate showing how much merchandise he has purchased and if he does not understand the plan it should be carefully explained. The result of this is easily apparent, for it might either induce him to buy more goods from the firm in question or it might send him to some other house to complete the required amount. Last year there were 235 rebates issued, amounting to \$347.86, showing that approximately \$45,000 worth of goods were bought. The figures of the year before show 275 rebates, amounting to \$404.12, disclosing \$53,000 worth of goods bought. This is a large decrease. You can readily see that something ought to be done to strengthen this department of your work.

The 1907 Merchants' Week was successful far beyond your greatest expectations and was far-reaching in its effect of strengthening our wholesale market. In fact, it is very hard to estimate all the benefits you have derived from it. It has served its purpose in many ways. It has brought customers into your stores that you have never had the pleasure of shaking hands with before. It has given many of them a long-wished-for opportunity of personally inspecting your establishments and the goods they contain. It has given you the opportunity of individually sizing up those with whom you have been accustomed to do business

only through correspondence or representatives. It has made road work easier for your men, because it has created a friendly feeling toward Grand Rapids in the hearts of present as well as prospective buyers in this market. It has offset the effect of thousands of pieces of advertising matter received in Western Michigan each day from other jobbing centers close at hand. More than all this, it has shown the wide awake merchants of this territory that Grand Rapids is alive to the possibilities of their business and wants all their orders all the time.

The Committee that had the arrangements for the last Merchants' Week in charge provided accommodations for 900 expected guests and were pleasantly surprised to find that they were called upon to entertain upwards of 1,400. Nothing daunted, they called out their reserve forces, housed them all in two buildings and served an excellent banquet in each

a total cost to each participant of \$34.08. An improvement over the trip of the year before was inaugurated in engaging sleeping accommodations in the best hotels in the three stop-over-night cities, instead of trusting to the facilities for comfort afforded by a sleeping car. The enthusiasm which the party met at every stopping place indicated that the excursion was a success from the standpoint of the hosts as well as the visitors. There are on file in the Secretary's office clippings from newspapers in every town visited, showing with what degree the welcome was extended on every hand. It gave the heads of the firms an opportunity of getting into the stores of their customers and getting better acquainted with individual conditions, which was the primary object of the trip. Four days' association on the train served to promote the acquaintance of those who were enabled to enjoy the outing and in many other ways

this Association. We succeeded in strengthening our position mightily as a market. We made big plans. Some of the things we undertook seemed large indeed, but the statements that you have just listened to, I am sure, bear testimony to the fact that these various plans, large and difficult as they seemed, were carried out to a successful end, and, as a result of our efforts, Grand Rapids as a jobbing center was more firmly fixed upon the map.

Through the energy put forth by our various committees, which found expression in both Merchants' Week and the Trade Extension Excursion, we, without doubt, did more to make Grand Rapids favorably known as a jobbing center than anything that has happened in past years.

It is not my desire to go into detail as to what our Association did last year. I will leave that for those who follow later on the program. What I do want to emphasize is the importance of continuing this work.

During the past year the committees in charge doubtless made some mistakes. It would be strange indeed if they did not. It should be our aim this year to profit by our past experiences and avoid, if possible, any policies that in the past may have proven unwise.

I might also say in this connection that the bulk of the work last year was done by a comparative few. It is my purpose to divide the work this year by placing it in the hands of a larger number of committees. The reason for this is two-fold: It brings more of our members into active service, and it distributes the work, so it will not be a burden to any. I feel safe in saying that the Executive Committee will gladly welcome from members of the Association any suggestions that may assist them in carrying on the work to a more successful end.

The failure to continue this work already begun would mean a step backward for the jobbing interests of this city. We would not only fail to realize the full benefits of the work already done, but it would have a tendency to defeat future efforts along this line.

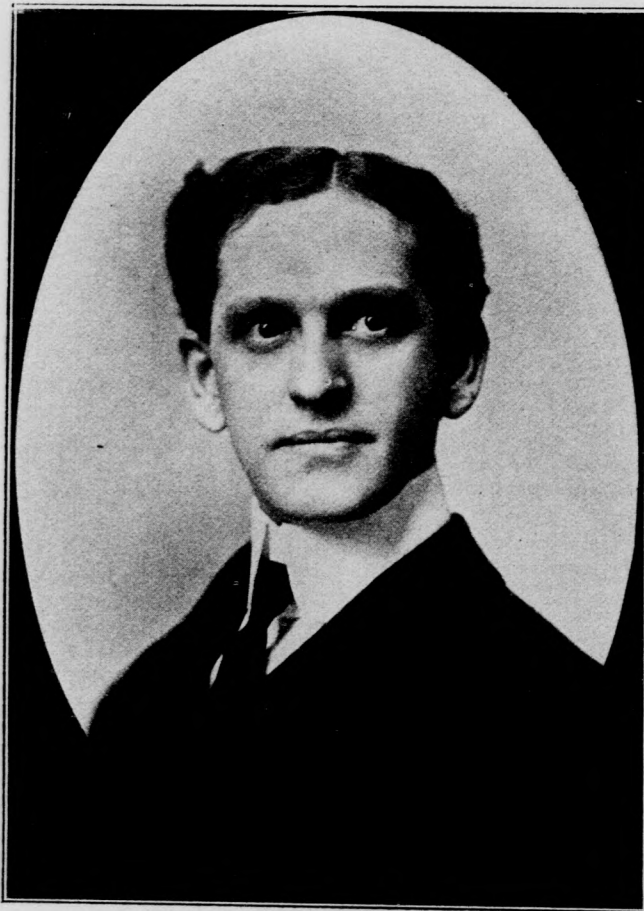
We have a strong organization and, with this splendid body of men I see here before me to-night, anything can be done that you may decide to accomplish. Yes, it means sacrifice. Nothing worth while was ever accomplished in this world that did not involve sacrifice; but when we stop to realize what the results may mean to us, I ask you, seriously, Isn't it worth while? And won't these small sacrifices of time and money that we may be called upon to make seem small indeed?

There is another thing we should keep in mind. The success attained last year should not satisfy us to the extent of feeling it unnecessary to make further effort, but, on the contrary, it should inspire us to go on to greater things.

We have already declared ourselves to the retail merchants of Michigan and shown conclusively by our acts that when the jobbers of Grand Rapids undertake to do a thing, they do it, and do it well.

Let us not get the idea that the work has been finished and that there is no demand for further effort. On the contrary let us keep in mind that the neighboring markets are not sleeping. They are very much awake and fighting for every inch of territory within their grasp. Look at Detroit, for instance—a little slow to start, perhaps, but now fully awake and doing things, due, in a measure, to the activity of our Wholesale Dealers' Association.

I am told on reliable authority that they have recently re-organized their Chamber of Commerce Association (which corresponds to our Wholesale Dealers' Association) with a member-



Heber A. Knott, Chairman Wholesale Dealers' Association.

of four halls and furnished entertainment of such a character as to hold the attention of every one until the last word was spoken. A sum of \$3,116 was raised by assessment from eighty-seven firms identified with the Wholesale Dealers' Association, which amount was sufficient to take care of all the expenses. It is safe to say that not one visitor left the city after passing through the experience of your 1907 Merchants' Week with a feeling of disappointment, but rather hoping that fortune would favor him another year and allow him to repeat that experience.

Nearly equal in importance to the Merchants' Week idea in the eyes of most of the local jobbers is the Trade Extension Tour of last October, extending into territory as far south as Kendallville, Ind. This excursion was participated in by fifty-four representatives of the jobbing interests of the city. Forty-nine cities and towns were visited in four days at

benefits from this feature of the year's work were made apparent.

Altogether nearly \$6,000 was spent last year by this Association. The benefits derived from this are evident on every hand. Our jobbing interests have grown each year until now it is almost safe to say that they exceed half of our total manufacturing output. Grand Rapids stands second to no other city of its size in the country as a jobbing center.

Chairman Knott then read his annual address, as follows:

The Wholesale Dealers' Association of the Board of Trade was born less than five years ago. Like all other organizations, it came into existence because there was a demand for such an association.

It has been a growing child, and its healthy condition at this time is due to proper diet and plenty of exercise. Let it be our aim to keep it so. Last year was a record breaker for

ship of about eighty members, paying into the Association \$250 each, making a fund of about \$20,000 to carry on their work.

I would also remind you of the aggressive work being done along similar lines by Chicago, Milwaukee, Toledo and Cleveland. All of these markets are constant invaders of Grand Rapids territory.

Now the question is: Can we not compete with them more effectually collectively than individually? Is it not better for us to put up a solid, united front than for each house to go it alone?

I regret to say that a number of times during the past year I have encountered this sentiment: "Why should we spend time and money to belong to the Wholesale Dealers' Association? We receive no direct benefits."

I want to say that that attitude of mind will never be responsible for making possible a Greater Grand Rapids.

This is not a day of individualism, but, on the contrary, one of co-operation. Any policy that advances the whole must of necessity advance the individual and, by the joining together and solidifying of forces, nothing can stop us from making the jobbing interests of this city what they are rightfully entitled to be.

A. B. Merritt spoke on the Plan of Work, as follows:

"Where there's a will, there's a way" was never better exemplified than by the accomplishments of the Grand Rapids wholesalers during the last two years. The events of these two years brought about by the co-operation of the wholesalers of this city have attracted wide attention, not only among the merchants who have been our guests during Merchants' Week and whose guests we have been in turn when making our Trade Extension Excursions, but among the jobbers of other large cities who are watching us with jealous eyes, one fixed on us and our doings and the other on the trade we are getting from all this great Michigan territory.

The Perpetual Half-Fare Trade Excursions, Merchants' Week and our own special Trade Excursions have done more to make us a cohesive bunch than anything that has happened within the radius, compass or circumference of my memory, and I doubt if the oldest inhabitant can trot out anything warm enough to scorch the varnish on our escutcheon.

When the idea of Merchants' Week was first suggested, two years ago, it was entirely new and the committee appointed to map out plans and execute them had no criterion to go by and no way of telling whether the future was to bring success or failure. They went bravely ahead, however, and success greater than they had anticipated crowned their efforts. It is always thus with the brave. Faint heart ne'er won fair lady and the good will of a fair lady was never besieged with more ardor, enthusiasm or bravery than was the good will of the merchants of Western Michigan by your Merchants' Week committee. All the art gathered by years of experience in the love-making game was brought out and dusted up for the occasion and that it was effectual is proven by the fact that the coy maiden of trade has plumped herself down in the receptive lap of the Grand Rapids jobber and has filled his pockets with golden coin, which proves that she was a virtuous maiden, and it was a case of real love, and not the fake kind which we are told is chiefly instrumental in making the movement of gold exactly the reverse.

John Snitseler declared that the wise man of to-day is the one who goes after trade and does not wait for trade to come to him.

Lester J. Rindge stated that he was probably the oldest traveling man in the room, having started out on the road selling shoes in 1866. His co-workers in this field at that time were L. H. Randall, Alonzo Seymour and John Kendall. At that time Grand Rapids had only one railroad, the D. & M., which came in here in 1858. The only two sources of getting money were by wheat and plaster. We did not grow much for ten years. Our farming country was up Grand River, Detroit taking all trade East of us. The furniture trade was mostly local. The real big start in furniture business was after the Centennial in 1876, helped on by Nelson, Matter & Co.'s big display. The lumber and shingle trade was first done by rafting down Grand River. The first real lumber business did not commence until the G. R. & I. R. R. went North. Grand Rapids has natural advantages. The business men here, in a large measure, have made the town what it is, and must keep it a going. Advertising is a good deal of a gamble, on which we must take chances. What would seem the very best advertisement does not always bring as good results as other advertising which does not seem as if it were anything nearly as good. We as business men must avoid jealousy and work in harmony.

E. A. Stowe, President of the Grand Rapids Board of Trade, in speaking on "What the Retailer Thinks About It," suggested that it might be well to consider some change in the character of the entertainment for the visitors to the city during Merchants' Week. He declared that the jobbers here must prepare for more visitors this year than last.

In speaking upon the value of the Half-Fare Trade Excursion Plan F. E. Leonard urged that it be continued, but suggested some improvements. He added it might be a good scheme that for a week or so during the year the whole fare of the visiting merchants be paid by the local jobbing trade upon a similar plan as that already in vogue.

R. J. Prendergast offered the following resolution and moved its adoption:

Whereas—The invitation extended the last two years by the wholesale dealers and jobbers of the Grand Rapids Board of Trade to the merchants of Michigan to come to our city to investigate its advantages as a buying center personally and to meet our business men has resulted to the advantage of all concerned; and

Whereas—The merchants of Michigan accepted our invitation in the same spirit of friendship and good will with which it was offered, laying aside their business cares for that purpose; and

Whereas—They expressed themselves as greatly pleased with the heartiness of our greeting and the generosity of our entertainment; and

Whereas—We told them then that we would like to have them come again, and if they would do so we would do our best to give them as good a time as before; and

Whereas—We meant every word of it; therefore be it

Resolved—That the wholesale dealers and jobbers of the Grand Rapids Board of Trade repeat their invitation to the merchants of Michigan

to visit this city during a period to be set aside for that purpose and to be known as Merchants' Week.

Lee M. Hutchins supported this resolution in one of his characteristic speeches and it was unanimously adopted.

Wm. Logie presented the following resolution as the recommendation of the Sub-committee on the Perpetual Trade Excursions, which was adopted:

Resolved—That it is the sense of this Committee and we recommend that the present policy of refunding half fares be continued on the present basis; that to all customers buying new stocks or spring or fall bills round trip fares be refunded, using the same schedule of purchases and distances as is in force at present; that the Secretary be instructed to change the advertisement of the Perpetual Half Fare Trade Excursion which appears monthly in the Michigan Tradesman to conform with the conditions here recommended and that mention of the changes be secured in the reading matter of the journal named, also that reading notices setting forth the advantages of buying stocks in Grand Rapids be secured; also that proper space in the Merchants' Week Bulletin be given to the Trade Excursion provisions and their value.

Resolved—That if the expense is not too great the Perpetual Half Fare Trade Excursion details be advertised at least once in twelve months by mailing to the trade in general circulars explanatory of the plan; also that the cost of such campaign shall not exceed \$150.

Resolved—That a systematic effort be made to impress upon the minds of the members of the Association the importance of calling the attention of their out-of-town customers to the merits of the Half Fare Trade Excursion Plan and of instructing their salesmen to see that every such customer is provided with a certificate of purchase whenever a purchase is made.

Guy W. Rouse set the ball rolling on the fall Trade Extension Excursion with a forceful speech. He was followed by L. L. Skillman, H. C. Angell, Frank Welton and A. W. Brown, when A. B. Merritt moved that an excursion be held in the autumn as usual, which was adopted.

John Sehler reported that 5,000 booklets giving the names of every jobber and manufacturer in Grand Rapids would shortly be issued under the auspices of the Board of Trade.

A. W. Brown moved that prizes be offered for the best window displays by local merchants during Merchants' Week.

A. B. Merritt moved as an amendment that the matter be referred to the Executive Committee with power to act, which was adopted.

Chairman Knott then announced the special committees for the coming campaign, as follows:

Merchants' Week.

Executive—Stowe, Blake, Alvah Brown, Rutka, Snitseler, Hall, Krause, Prendergast, Leonard, Plumb, Logie, Merritt, Rouse, Welton, Angell, Sehler, Walther, Steketee, Hutchins, Chairman.

Finance—Rouse, Steketee, Snitseler, Merritt, Plumb.

Banquet—Leonard, Hutchins, Plumb.

Amusements—Marcus Hall, Clifford H. Walker, A. W. Brown.

Advertising and Printing—Merritt, Hall, Sam Krause.

Transportation—Logie, Vinkemulder, Prendergast.

Programme—Stowe, Rouse, Elgin.

Publication—Sehler, Blake, Walther, Loomis.

Automobiles—A. J. Brown, with power to select his own assistants.

Trade Extension.

Transportation—Logie, Vinkemulder, Prendergast.

Finance—Prendergast, Merritt, Plumb, Snitseler, Steketee.

Advertising—Merritt, Hall, Sam Krause.

Catering and Hotels—Dietrich, Loomis, H. Rutka.

Membership—Rouse, Angell, Prendergast.

The meeting then adjourned.

Had Plenty Kinds of Beer.

They tell in Milwaukee of a subscription book agent who once tried to sell a set of Shakespeare to a wealthy German. After talking for five minutes he was interrupted by his listener, who exclaimed impatiently:

"You want to sell me somedings—no? Vell, vat it is?"

"Shakespeare," said the agent.

"Don't want it! I got Pabst's beer, und Schlitz's beer, und Blatz's beer. I know nuttin' about dis Shake's beer und I don't want any."

Badly Needed.

The professor had been quizzing his psychology class and was evidently somewhat disappointed with the result.

"Gentlemen," said he, as the bell rang for dismissal, "it has been said that fish is good for brain food. If that statement is true, I advise some of the men in this class to try a whale."

It is hard for most of us to be good when we have a chance not to.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

COMMERCIAL TRAVELERS

Some Hard Sales That I Have Closed.

An advertisement by the town of Bumbleton, near Philadelphia, Pa., for bids on machinery for their new waterworks brought a half dozen representatives of prominent houses together one Saturday morning a few months ago.

Williams, who covered the territory for us, naturally looked after our interests. Each man made his little speech, the bids were opened and then they were informed that no decision would be reached for a few days. In the afternoon Williams met the President of the Board, was confidentially informed that our price was low, and immediately wired us, "We win." When the signed contract failed to appear within a few days our manager became anxious.

Enquiry elicited the fact that a strange competitor had appeared and our chances of getting the order looked very slim. I was in the house at the time when the manager asked:

"Ever heard of the J— engine?"

I had heard of it in a casual sort of way, but had never known the company as active competitors; so knew nothing of their product.

"Well, look them up. I want you to go over to Philadelphia to-night and get that order."

One of their catalogues gave me all the information I wanted and a few days later found me before the Committee. Matters were a good deal worse than I had expected. All of the representatives were "hot" after the order and entertaining the members of the Committee constantly.

The J— people were represented by a young man named Ledyard. He was an engaging fellow and possessed considerable of what we call personal magnetism. The thing was easily going his way and the entire Committee had apparently been won over by him.

There was to be a final meeting before a decision could be reached. We waited in an anteroom as one after the other filed in and made his little speech. I practiced every art of the salesman in presenting my arguments and compared our product point for point with that of my competitors, laying special stress on the J— engine. But as I left the room I felt pretty well "down in the gills."

Ledyard had last chance. He came out smiling and confident. The boys had got pretty chummy and he addressed us.

"You fellows might as well go home. You've no more chance than a frog in a well of getting out with this order."

Five of them picked up their grips and left, but our house wants to know "why" every time an order is lost, so Williams and I stayed.

"Got the order?" we asked him.

"No, but you fellows must have been sleeping. This order is to be placed with the man who gets the order for the six 50-horsepower engines here in town. I got that order yesterday. So long!"

Williams answered my look of amazement with:

"Rot! No such order being placed here or I would know about it."

At any rate we instituted a still hunt immediately and learned that the local brick company was indeed to place such an order, but had not yet done so, although the probabilities were the J— engine would be chosen.

The next morning Williams put in some of the tallest work of his life in convincing the brick company that our engine was the right one for their use. His work had good effect. I had two or three long private talks with the brick company, and then a day was appointed to meet the representatives to hear their arguments.

All the salesmen from rival houses, with the exception of Ledyard, were pretty friendly with us, because it gave them a chance at a much larger order which they had known nothing about, and put them in position to get the original plant as well.

Again each man made his little speech before the brick company and we were together dismissed with a short: "We'll decide the matter this afternoon and will telephone you at your hotel."

The competing salesmen tramped off to the hotel again, but Williams and I loitered. After a wait of some two hours, and when the Committee had not yet left their room, I determined to try them again.

"Gentlemen, I have just thought of something I forgot to tell you before and I'd like to have you hear me."

With that I started at the beginning and reviewed the whole situation. I talked steadily for an hour and a half, and when I left that room there was a signed contract for \$10,000 worth of machinery in my pocket. The next day we got the Bumbleton order also.

Ledyard was a nice fellow and while I haven't seen him since then I have wondered whether the lesson will "stick."—K. F. Roops in Salesmanship.

Fight Competitors But Keep Your Temper.

Business is a fight. You can not even stay in the game if you do not fight, you can not succeed unless you conquer. It is a long-drawn-out battle; hence partial victory perches first on one banner and then the other. From start to finish it is a case of "the survival of the fittest." Any time that you are caught with your hands down, you are going to get hit, and it may prove to be the "knock-out" blow.

Never underestimate the other fellow. You may think that he is crazy; you may think that he is on a trip to Europe; but you don't want to let that or anything else

fool you. Eternal vigilance is the price of success. The boy says that he loves to watch "dad" play poker, and he says that everybody in the game has to watch him, and if they don't "it's easy money for dad." So it is with any competitor. There is only one safe way and that is, to keep your natural or mind's eye on him at all times.

There should be no such thing as hatred in business; but one should feel genuine pleasure in conquest.

To outwit a competitor should bring the same pleasant sensation to us that we experience when we "out-point" a rival in any other game. If we love the game we find pleasure in it, even when we are forced to accept temporary defeat. No general ever won every skirmish or every fight with the enemy. No one can win every time; we don't need to, and it is not right that we should; reverses are what make us strengthen the weak points, and we all have them.—J. T. Fisher in Sample Case.

System of Numbering the Work of Forgotten Frenchman.

"It is the hardest thing in the world for me," said a busy man the other day, "to remember the sizes of my different articles of wearing apparel. Collars, shirts and gloves are easy enough because there it is a matter of actual inches, but where they get the hat and shoe numbers is what beats me, and why I have an eleven stocking under an eight shoe is another mystery."

The last puzzle is easily explained. Stockings have always been measured by the inch from heel to toe, but the numbering of shoes was fixed a long time ago by a Frenchman—and it is so long ago that only one New York dealer could be found who knew anything about it. Even he didn't know the inventor's name.

The Frenchman permanently fixed the numbers of shoes for all Europe and America. He arbitrarily decided that no human foot could possibly be smaller than three and seven-eighths inches, so calling this point zero he allowed one-third of an inch to a size and so built up his scale. Consequently a man can not find out the number of his own shoe unless he is an expert at exact arithmetic. And even then he is likely to go wrong, because all shoe experts allow for the weight of the individual and the build of his foot before they try to determine what size of shoe he ought to wear.

As far as women's shoes are concerned the problem is still more difficult because many of the manufacturers instead of keeping to the regular scale have marked down their numbers one or two sizes in order to capture easily flattered customers. For this reason most dealers ask out of town customers to send an old shoe with their order.

The system of measuring hats is much simpler. Any man can tell what size he wears by simply adding the width and length of the inner rim and then dividing by two. Orders can also be sent to the shopkeeper by stating the circumference of the head.

Traveling Salesmanship a Profession.

Salesmanship is the business of the world; it is about all there is to the world of business. Enter the door of any successful shoe manufacturing or jobbing concern and you stand on the threshold of an establishment represented by first-class salesmen. They are the propulsive power that makes that business move.

Everybody has a warm spot in his heart for the traveling salesmen. They are usually extended most cordial treatment wherever they go. Retailers of footwear have selfish interests, but they realize that they are best served by showing consideration to traveling salesmen. Road salesmen are the pioneers and missionaries of commerce upon whom depends the success or failure of almost every commercial campaign. Each season they go forth to battle in the contest for business supremacy. Selling shoes is not an easy profession. It requires tact, skill, industry, patience and brains. Competition is acute and hundreds of salesmen are covering every territory. It is not enough that a salesman has the best goods in his class, but he himself must be specially equipped and trained. He must understand his goods thoroughly, be well posted on the styles and prices offered by competitors.

Every wise dealer welcomes the salesman, whose opinions are valued highly for the reason that he has unusual opportunities to acquire information and study styles. Salesmen frequently are able to formulate ideas that help retailers to make money. That is why they are accorded respectful hearing and courteous treatment by knowing dealers. Traveling salesmen are the motive power in business and retailers of footwear as well as manufacturers and jobbers listen to their counsel. Shoe salesmanship is now more than ever a profession of high standing in the commercial world. As shoe salesmen became more brainy so did the industry improve.

In the wholesale shoe industry there are opportunities that attract men of intelligence, as they see a future in the industry.

Wise is he who knows how to be patient.

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

PILES CURED

...without...
Chloroform,
Knife or Pain
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

Movements of Michigan Gideons.

Detroit, March 24—P. C. Kantz, of Kalamazoo, representing the Alfred Holzman Co., Chicago, finished his trip on his way home last week at Lawton.

H. W. Meeker has been smiling on all the Gideons he has met for months to draw them to the convention. He has winning ways with him, so much so that the Baker Grocery Co., Kalamazoo, is kept constantly busy waiting on customers and filling phone orders—all on account of the smiles that won't come off.

Horatio S. Earle is now a life member of the League of Genial Lights. In fact, he is now Chief Genial Light. He has taken the oath of office and can now confer the "hullo sign." The next degree is Governor. He promises good roads over the entire State, then all Gideons can own and use autos and stop at every station and study out what they never knew about aerial navigation or ought to go and won't.

O. H. Chamberlain, District Agent for the Michigan Mutual Life Insurance Co., of Detroit, has opened an office in Kalamazoo. When he first arrived the floods came and there were much water and little fire.

W. J. Fisk is now rooming at 607 Weatherby building, Detroit, and is always in tune to visit Gideons.

C. H. Surridge, of Kalamazoo, says his wife is the religious shining light for the family.

G. B. Jackson, who sells Arbuckle coffee, raises fruit and a stir in the business world, is now living in Kalamazoo.

W. A. Sheldon, Jr., is one of the Mission aids in Kalamazoo.

Samuel P. Todd, field worker at Alma College and State Field Secretary of the Gideons, was in this city last week looking up college prospects among the students at the Detroit College of Law.

George Winchester writes from Houghton that the first of the month the Old Fellow was put to route. Robert Anderson, of Milwaukee, who is traveling salesman and superintendent of the Bethany Presbyterian Sunday school, with over 200 scholars, aided one week, calling at the homes and getting acquainted with the people, and before leaving offering a word of prayer and inviting them to church and Sunday school. While these brothers called at the homes, Brother Williams got the young people from the various churches and all went up to the jail after morning service and Mr. Anderson spoke with great power and earnestness, bringing his hearers to tears of penitence. The Gideons are warming up so they will soon reach cold climates with warm hearts and earnest service.

D. J. Lewis, of South Haven, representing the Alberlype Company, of Brooklyn, N. Y., finished his trip last week at Bangor and went home last week to get better acquainted with his best girl. In the past he has tried to content himself taking her picture, but of late this does not quite satisfy. Man was not made to live alone. It's lonesome.

State President Watson R. Smith and State Secretary Herbert W. Beals addressed the 4 o'clock Y. M. C. A. meeting at Kalamazoo Sunday and, with members of Kalamazoo Camp, arranged a programme for the seventh annual convention of Michigan Gideons, to be held in Kalamazoo Saturday and Sunday, April 25 and 26, as follows:

Saturday.

State Executive meeting in the Y. M. C. A.

Convention will begin at 2 p. m. at Y. M. C. A.

During the afternoon the usual routine of business, well seasoned with singing, led by C. F. Louthain.

Reading of minutes by the Secretary.

Report of State Secretary and Treasurer.

Recommendations from State Executive Committee.

Report of local camps.

President's annual address.

Unfinished business.

New business.

Election of State officers.

General discussion of Gideon work.

6 p. m.—Banquet.

Toastmaster—Watson R. Smith.

Address of Welcome—W. A. Sheldon, Jr.

Response—John Adams Sherick.

Gideons as Public Speakers—Eugene J. Fogell.

Success or Is Godliness Profitable in Business?—National President Chas. M. Smith.

Response by Mrs. H. W. Meeker.

Sunday.

Devotional exercises at Y. M. C. A. by Gordon Z. Gage, leader.

Singing led by Harry Mayer.

Gideons will attend in body the M. E. church. Special service by the pastor, Rev. Arba Martin.

Hotel meeting at the American House. Singing led by C. F. Louthain and Harry Mayer.

Union Mass meeting at Y. M. C. A., led by C. F. Louthain.

Closing Meeting.

Addresses by C. M. Smith, S. P. Todd and others. Singing led by C. F. Louthain.

W. F. Parmelee arrived home Saturday from New York, weary and worn, but full of the Spirit and his guiding star.

C. F. Louthain and wife are now in Cleveland, letting the sunshine in and then out, selling goods and giving out the Gospel. They expect to return about the first of April. During their stay there Grand Rapids misses these earnest workers for the Master.

The coming of Mr. Chas. T. Bowers, National Field Secretary of the Gideons, was made the occasion of considerable activity in Detroit Camp during the past week.

The labor of the week was rounded out by a rousing rally held in the Y. M. C. A., where the Camp had the privilege of listening to some choice advice given by Mr. Bowers, whose work makes him especially fitted to extend same. Several new members joined the Camp. Back dues were paid up and a good all round time was had, because nearly all participated in it. Music was

furnished by Geo. S. Webb, who sang a solo beautifully. A couple of numbers from the Gideon Quartette were also greatly enjoyed.

Sunday morning found the Gideons at the Tabernacle M. E. church, and the services were conducted by them, both in class meeting and the regular preaching services. Mr. Bowers very creditably filled the pulpit, preaching on the text of the Prodigal Son. He did himself proud and the organization great credit in the able effort he put forth.

Sunday evening he again spoke at the Gospel service conducted at the Griswold House every Sabbath at 7:30 by the Gideons. Here the room was packed and at each service held during his stay results favorable to the organization were accomplished.

Aaron B. Gates.

The Boys Behind the Counter.

Escanaba—C. E. Peterson, who has been employed for several years in the grocery department at the Fair Savings Bank Store, has taken the position of manager of the Cash Mercantile Co.

Kalkaska—Mark S. Freeman, for several months salesman at Cole Bros., has resigned and will move his family to Mancelona, to take a like position in Jess Wisler's grocery store. Mr. Freeman expects to leave April 1.

Alma—John Dolan has resigned his position as pharmacist at Standard's Central Drug store and left Wednesday for his home in Bay City. A registered pharmacist from Flint by the name of J. S. Pittwood has been secured to take his place.

Niles—Andrew Kozloski, of St. Joseph, has taken a position as pharmacist at Griffin's drug store, succeeding J. R. Ghent, who will leave shortly for northern Michigan to engage in the hotel business.

Middleville—J. C. Otto has decided to quit the hardware business and turn his attention to farming. John F. Dryden, of Saginaw, will fill the vacancy in E. J. McNaughton's hardware.

Traverse City—C. S. Arnold, for the past five years manager of the dry goods department of A. J. Wilhelm, was resigned to accept a similar position at Grand Ledge.

Improved Business Outlook at Lansing.

Lansing, March 21—About sixty members of the Retail Grocers' Association gathered last night for their annual banquet at the Hotel Downey, after which all adjourned to the convention hall for informal discussion of matters pertaining to their line of business.

Wholesalers in nearly all lines of business were present and all were greatly encouraged at the way business for the month of March has improved. Sales, many say, have already exceeded those of March, 1907, and the markets are firmer. Collections so far this month are the easiest they have been for four months, which shows that business is not only beginning to stir, but that it is done more on a cash basis.

President Charles W. Reck acted

as toastmaster and the following responded, each giving a short talk on his line of business: M. R. Carrier and B. D. Northrop, wholesalers in spices, extracts, etc.; J. P. Thomas, flour; John F. Betz, cigars; Charles Lawrence, William Barrett, baked goods; James E. Gamble, wholesale grocer; Claude E. Cady, retail grocer; P. J. Vananroy, confections; James H. Copas, Jr., wholesale meats and cold storage.

Two Rulings of Interest To Travelers.

Washington, March 23—Among the informal rulings issued to-day by the Inter-state Commerce Commission, the following are of public importance:

"A passenger traveling on a round trip ticket containing the provision that 'this ticket will be good for return trip to starting point prior to midnight of date punched by selling agent in column 2, final limit,' did not reach the last connecting carrier before the date punched on the ticket. The passenger was required to pay full fare on the last connecting line. Held, that a refund could not lawfully be made."

"Upon enquiry made by a carrier, the Commission holds that it may not confine the right to travel on freight trains to a particular class, such as drummers and commercial agents, but if the privilege is permitted to one class of travelers it must be open to all others on equal terms and conditions."

America's Biggest Man.

Calumet, March 24—This city claims to have the biggest man in the United States. He is Louis Moilanen and though but twenty-two years of age, he weighs 442 pounds, but stands 8 feet 5 inches tall. Mr. Moilanen is back here after extensive tours with various circuses, and Calumet gazes at him dumbstruck. Louis is, indeed, quite a boy. He wears a No. 18 shoe and a No. 8¾ hat, and the cloth required for a suit for him would make two for an ordinary sized man—even a really big sized man. "Big Louis" has stopped growing tall of late years, and while he is destined to get more rotund, he hopes that no more inches will be added vertically to his eight feet five. Mr. Moilanen will go out again next summer with a circus, as that is an easy and remunerative occupation for the big fellow.

The American in London starts for Hotel Cecil, the Englishman in America hunts for St. Regia. The tide of popular favor in Grand Rapids is turned toward

Hotel Livingston



Michigan Board of Pharmacy.
 President—Henry H. Heim, 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, Marquette.

Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

The Camphor Industry in Formosa.

The manufacture of camphor in Formosa is confined to trees of upward of fifty years of age. The camphor bureau prohibits the cutting down of trees of a less age than fifty years. Although investigations as to the number of old trees in the island are not as yet completed, the number of these trees is far less than investigations a few years ago made it appear. Recent investigations warrant the statement that the supply of old trees will, at the present rate of cutting, become exhausted in less than fifty years. The old trees now standing are confined to the mountainous eastern half of the island, in regions for the most part still under control of savage tribes. The work of subjugating these tribes is difficult and one requiring much time. At the present rate of subjugation it will be many years before their territory can be safely exploited. Besides the subjugation of savage tribes, there are other difficulties to be overcome. These mountains are covered with dense jungles, and the work of building roads in order to render the camphor forests accessible to profitable exploitation is one requiring the expenditure of much labor and time.

Since 1900 the government has planted about 3,000,000 young trees and has arranged to add another 500,000 to this number during the present year. It is expected to be able to plant 750,000 each year after the present year. Trees planted in the mountainous districts are set out with the idea of prohibiting their utilization for camphor production for a period of forty or fifty years. Those which are planted on the lowlands are set close together in rows with the idea in view of utilizing their leaves, after they have attained a ten-years' growth, in the manufacture of the crude camphor. The lowlands planted in camphor are designated as camphor gardens rather than as camphor forests. Beyond an occasional clearing of the ground about the young tree it requires no attention in the way of cultivation or irrigation. There are many varieties of worms which tend to attack the young plants, but the government experts report that but six trees out of each 1,000 planted die.

There are two varieties of trees—

the camphor producing tree and the camphor-oil producing tree. The former is the more valuable. It requires an expert to detect the difference between these two varieties in the standing trees. The camphor oil produces but 0.49 of its weight in camphor. The government nurseries furnish young plants to the schools, villages and agricultural societies desirous of planting the camphor trees, and many such have availed themselves of this offer.

It might be said that Formosa, in conjunction with Japan, holds a monopoly upon the production and sale of the world's supply of camphor. Although the customs returns for China show that there were exported from that country during the year 1906 about 12,000 piculs (1,600,000 pounds) of crude camphor, yet the Formosan industry fears no competition from that source. Reports of planting camphor in Ceylon, Florida, Texas and Mexico do not disturb the prospects of the Formosan product in the eyes of the authorities here. These contend that the more camphor trees there are planted the less likelihood there will be of the successful production of an artificial substitute. Artificially produced camphor seems to be a reality, but it is contended that its cost of production is too great to warrant its being made to enter into competition with the natural camphor.

Formula for Ink Eradicating Pencil.

Such a pencil may be made by very cautiously fusing oxalic acid in a porcelain dish provided with a lip, and pouring the melted mass into glass tubes which have previously been greased with paraffin or oil. This allows the pencils, when cold, to be readily pushed out from the tube and cut into suitable lengths. The pencil is used by simply moistening the end with water and gently rubbing the ink spot with it. It is always advisable to follow the application by moistening the spot with a little dilute chlorinated lime solution, and then washing thoroughly with water.

J. Morley.

Formula for a Genuine Egg Shampoo.

The following is a good formula:
 Ammonia water 3 parts
 Cologne water 3 parts
 Alcohol 40 parts
 Water 40 parts
 White of egg, sufficient, or about 1 egg to every 6 ozs. of other ingredients.

The albumen should be beaten up to a stiff foam before being added to the ammonia and cologne water, then add the alcohol and water under lively agitation.

M. Billere.

The Drug Market.

Opium—Is declining.
 Morphine—Is unchanged.
 Quinine—Is very firm.
 Norwegian Cod Liver Oil—Is tending lower.
 Oil Spearmint—On account of small stocks is very firm and advancing.
 Oil Pennyroyal, American—Is in small supply and is advancing.

Crimson Indelible Ink.

The following formula makes an indelible crimson ink:

Silver nitrate 50 parts
 Sodium carbonate, crystal 75 parts
 Tartaric acid 16 parts
 Carmine 1 part
 Ammonia water, strongest 288 pts.
 Sugar, white, crystallized 36 parts
 Gum arabic, powdered .60 parts
 Distilled water, q. s. to make 400 parts

Dissolve the silver nitrate and the sodium carbonate separately, each in a portion of the distilled water, mix the solutions, collect the precipitate on a filter, wash, and put the washed precipitate, still moist, into a mortar. To this add the tartaric acid, and rub together until effervescence ceases. Now dissolve the carmine in the ammonia water, which latter should be of specific gravity .882, or contain 34 per cent. of ammonia, filter, and add the filtrate to the silver tartrate magna in the mortar. Add the sugar and gum arabic, rub up together, and add gradually, with constant agitation, sufficient distilled water to make 400 parts.

Elixir of Calcium and Sodium Glycerophosphates.

Calcium glycerophosphate 128 grs.
 Sodium glycerophosphate 128 grs.
 Glycerin 4 ozs.
 Alcohol 1 oz.
 Lactic acid 45 min.
 Water, sufficient to make... 1 pt.

Coloring and flavoring, a sufficiency.
 Rub the calcium glycerophosphate to a smooth paste with 1 ounce of glycerin, and add 3 ounces of water and the lactic acid. Dissolve the sodium glycerophosphate in 1 ounce of hot water, add the alcohol and the remainder of the glycerin and water, and pour into the calcium glycerophosphate solution.

It is suggested that one can best decide for himself the proper color and flavor desired.

Although preparations made according to this formula have not stood more than a week, the writer thinks that if the compound elixir is a permanent preparation this product will also prove to be so because the simple elixir is based on compound elixir.

Pays To Keep Blank Checks In Sight.

We have found it a good plan to keep blank checks from the different banks of our town on the showcase just in front of our cash register. Quite often this prompts a customer to write out a check instead of having a bill of goods charged. We have noticed, too, that where blank checks are handy the customer will say: "I owe you a little bill also. I might as well pay the whole amount with a check." We have also observed that where these blanks are handy farmers will step in, and after writing checks for their "hands" will often buy goods. Try this plan and notice the results!

—Bulletin of Pharmacy.

Formula for Palatable Emulsion of Cod Liver Oil.

Of the numerous processes for making "palatable" emulsions of cod-liver

oil, the Pharmaceutische Centralhalle gives the palm to the following:

Cod-liver oil 40 parts
 Yolk of egg 20 parts
 Cognac brandy 40 parts
 M. Make an emulsion.

Consult also our back indexes.

Thos. Willets.

Formula for Almond Blossom Extract.

We find the following formula for "almond blossom extract":

Extract of heliotrope 30 gm.
 Extract of orange flower 10 gm.
 Extract of jasmin 10 gm.
 Extract of rose 3 gm.
 Oil of lemon 1 gm.
 Spirit of bitter almond, 10 per cent. 6 gm.
 Deodorized alcohol 40 gm.

P. H. Quinley.

A Sign Swindle.

A man calling himself J. L. Dice and claiming to represent the Sterling Remedy Co. as a sign writer, is traveling through Indiana.

He visits a druggist and states that he has two more 11-foot signs than he needs for Cascarets and will put them up for the druggist, with his advertising on it, for 50 cents. He collects as he goes, but does not put up the work. That is to say, he swindles the druggists.

Avoid Crowding.

The chief fault of the ordinary window display is crowding. Don't try to put your entire stock in your windows, but leave room for an effective arrangement of what you do put there. Too much stuff will defeat your purpose, which is to call attention to the items displayed with enough force to make the gazer want to buy.

Already At It.

"Johnny, where's your sister?"

"Up in her room."

"I quarreled with her yesterday and I am sorry. Won't you go and ask her if she'll make up?"

"She's makin' up now."

Cash in Advance.

"I pay as I go," declared the pompous citizen.

"Not while I'm running these apartments," declared the janitor. "You'll pay as you move in."



YOUNG MEN WANTED—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

Wanted
SECOND-HAND
SAFES

Grand Rapids Safe Co.
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various pharmaceuticals and chemicals with their prices. Includes categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, Oleum, Scilla Co., Tinctures, and Vanilla.

Drugs

We are Importers and Jobbers of Drugs, Chemicals and Patent Medicines. We are dealers in Paints, Oils and Varnishes. We have a full line of Staple Druggists' Sundries. We are the sole proprietors of Weatherly's Michigan Catarrh Remedy. We always have in stock a full line of Whiskies, Brandies, Gins, Wines and Rums for medical purposes only. We give our personal attention to mail orders and guarantee satisfaction. All orders shipped and invoiced the same day received. Send a trial order.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

Peck-Johnson Co. Mfg. Chemists Grand Rapids, Mich. Originators of OVALACTOL The Ideal Tissue Builder and Reconstructant. Carried in Stock by Drug Jobbers Generally

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Spring Wheat Flour

Index to Markets By Columns

Table listing various grocery items and their prices, organized by columns (A, B, C, D, F, G, H, I, J, L, M, N, O, P, R, S, T, V, W, Y).

Table 1: Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Candles, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Cocoa Nut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Fresh Meats, Gelatine, Grain Bags, Grains and Flour, Herbs and Pelts, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table 2: Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Gallons, Carbon Oils, Cereals, Breakfast Foods, Breakfast Flakes, Cream of Wheat, Egg-O-See, Exello Flakes, Force, Grape Nuts, Malta Cuts, Malta Vita, Mapl-Flake, Pillsbury's Vitos, Ralston, Sunlight Flakes, Sunlight Flakes, Vigor, Voigt Cream Flakes, Zest, Zest, Crescent Flakes, Rolled Oats, Rolled Avena, Steel Cut, Monarch, Monarch, Quaker, Quaker, Cracked Wheat, Catsup, Cheese, Acme, Elsie, Gem, Jersey, Riverside, Springdale, Warner's, Brick, Lelden.

Table 3: Limburger, Pineapple, Sap Sago, Swiss, wiss, imported, CHEWING GUM, American Flag Spruce, Boeman's Pepsin, Adams Pepsin, Best Pepsin, Best Pepsin, 5 boxes, 2, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf, Long Tom, Yucatan, CHICORY, Bulk, Red, Eagle, Franck's, Schener's, CHOCOLATE, Walter Baker & Co's, German Sweet, Premium, Caracas, Walter M. Lowney Co, Premium, Premium, COCOA, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Van Houten, Webb, Wilbur, Wilbur, COCOANUT, Dunham's, Dunham's, Dunham's, Bulk, COCOA SHELLS, 20lb. bags, Less quantity, Pound packages, COFFEE, Common, Fair, Choice, Fancy, Santos, Common, Fair, Choice, Fancy, Peaberry, Maracalbo, Mexican, Guatemala, Java, African, Fancly African, O. G., P. G., Arabian, Mocha, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLaughlin & Co., Chicago, Extract, Holland, Felix, Hummel's foil, Hummel's tin, CRACKERS, National Biscuit Company, Seymour, N. B. C., N. B. C. Soda, Select Soda, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Round, Gem, Faust, Shell, Sweet Goods, Boxes and cans, Animals, Atlantic, Assorted, Brittle, Cartwheels, Cassia cookie, Currant Fruit Biscuit, Cracknels, Coffee Cake, Cocoa Nut Taffy Bar, Cocoa Nut Bar, Cocoa Nut Drops, Cocoa Nut Honey Cake, Cocoa Nut Hon. Fingers, Cocoa Nut Macarons, Dandelion, Dixie Sugar Cookie, Frosted Cream, Frosted Honey Cake.

Table 4: Fluted Coconut Bar, Fruit Tarts, Ginger Gems, Graham Crackers, Ginger Nuts, Ginger Snaps, N. B. C., Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers, As. Ice, Honey Jumbles, Household Cookies, Household Cookies Iced, Iced Honey Crumpets, Imperial, Iced Honey Flake, Iced Honey Jumbles, Island Picnic, Jersey Lunch, Kream Klips, Lem Yem, Lemon Gems, Lemon Biscuit, Square, Lemon Wafer, Lemon Cookie, Mary Ann, Marshmallow Walnuts, Mariner, Molasses Cakes, Mohican, Mixed Picnic, Nabob Jumble, Newton, Nac Nacs, Oatmeal Crackers, Orange Gems, Oval Sugar Cakes, Penny Cakes, Assorted, Pretzels, Hand Md., Pretzellettes, Hand Md., Ralsin Cookies, Revere, Assorted, Rube, Scalloped Gems, Scotch Cookies, Snow Creams, Spiced honey nuts, Sugar Fingers, Sugar Gems, Sultana Fruit Biscuit, Spiced Gingers, Spiced Gingers Iced, Sugar Cakes, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Sugar Crimp, Sylvan cookie, Vanilla Wafers, Waverly, Zanzibar, In-er Seal Goods, Albert Biscuit, Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Cocoa Nut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzellettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Unedna Biscuit, Unedna Jinter Waffer, Unedna Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, Holland Rusk, 36 packages, 40 packages, 60 packages, CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddles, DRIED FRUITS, Sundried Apples, Evaporated, Apricots, California, California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, 1/2 c less in 50lb cases, Citron, Corsican, Currants, Imp'd 1 lb. pkg, Imported bulk, Peel, Lemon American, Orange American, London Layers, 3 cr, London Layers, 4 cr, Cluster, 5 crown, Loose Muscatels, 2 cr, Loose Muscatels, 3 cr, 7, Lose Muscatels, 4 cr, L. M. Seeded 1lb, Sultanas, bulk, Sultanas, package.

Table 5: FARINAGEOUS GOODS, Beans, Dried Lima, Med. Hd. Pk'd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50lb. sack, Pearl, 200lb. sack, Pearl, 100lb. sack, Maccaroni and Vermicelli, Domestic, 10lb. box, Imported, 25lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, Sago, East India, German, sacks, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman Brand, Lemon, No. 2 Terpeneless, No. 3 Terpeneless, No. 8 Terpeneless, Vanilla, No. 2 High Class, No. 4 High Class, No. 8 High Class, Jaxon Brand, Vanilla, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Lemon, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Terpeneless Ext. Lemon, No. 2 Panel, No. 4 Panel, No. 6 Panel, Toper Panel, 2 oz. Full Meas., 4 oz. Full Meas., Jennings D C Brand, Extract Vanilla, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 1 oz. Full Meas., 2 oz. Full Meas., 4 oz. Full Meas., No. 2 Assorted Flavors, GRAIN BAGS, Amoskeag, 100 in bale, Amoskeag, less than bl, GRAIN AND FLOUR, Wheat, New No. 1 White, New No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Subject to usual cash discount, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Kansas Hard Wheat Flour, Judson Grocer Co., Fanchon, 1/2s cloth, Grand Rapids Grain & Milling Co. Brands, Wizard assorted, Graham, Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Duluth Imperial, Judson Grocer Co.'s Brand, Ceresota, 1/2s, Ceresota, 3/4s, Ceresota, 1/2s, Lemon & Wheeler's Brand, Wingold, 1/2s, Wingold, 3/4s, Wingold, 1/2s, Pillsbury's Brand, Best, 1/2s cloth, Best, 1/2s cloth, Best, 1/2s cloth, Best, 1/2s paper, Best, 1/2s paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2s cloth, Laurel, 1/2s cloth, Laurel, 1/2s&1/2s paper, Laurel, 1/2s cloth, Wykes & Co., Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/2s paper, Sleepy Eye, 1/2s paper.

Table with 11 columns (6-11) and multiple rows of commodity prices. Columns are labeled with numbers 6 through 11. Each column contains a list of goods and their corresponding prices. The goods include various types of meals, sausages, snuff, gunpowder, clothes pins, and confections. Prices are listed in dollars and cents.

Special Price Current

AXLE GREASE



Mica, tin boxes... 75 9 00
Paragon 55 6 00

BAKING POWDER

Royal

10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

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 36
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 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef
Carcass 5 @ 8%
Hindquarters 7 1/2 @ 10
Loins 8 @ 14
Rounds 6 1/2 @ 8
Chucks 5 @ 6 1/2
Plates 5 @ 5
Livers 6 @ 6
Pork
Loins @ 8 1/2
Dressed 5 @ 5 1/2
Boston Butts @ 7
Shoulders @ 7
Leaf Lard @ 8 1/2
Trimnings @ 6

Mutton

Carcass @ 9
Lambs @ 12 1/2
Spring Lambs .. @ 12 1/2
Veal
Carcass 6 @ 8 1/2

CLOTHES LINES

Sisal
60ft. 3 thread, extra... 1 00
72ft. 3 thread, extra... 1 40
90ft. 3 thread, extra... 1 70
60ft. 6 thread, extra... 1 29
72ft. 6 thread, extra...

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

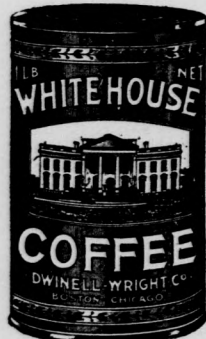
40ft. 95
50ft. 1 35
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 3 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 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 35
Large 34

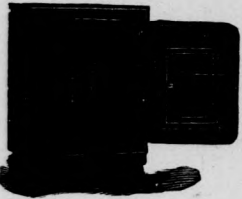
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. 1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 20
Oxford 75
Plymouth Rock 1 95

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 60
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

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 possible 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 subscribers are ready to buy. We can not sell your goods, but we can introduce 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.

Use
Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—One Dayton computing scale, almost new. Cheap. Judson Grocer Co., Grand Rapids, Mich. 617

For Sale—Second-hand Moline wagon elevator, platform 6x12; will raise from basement to second floor; in good condition and slightly used; cost \$110; price \$55 f. o. b. cars Roanoke, Ill. Address Altorf & Co., Roanoke, Ill. 614

Pharmacist—Registered, wants position; long experience. Good references. P. O. Box 51, Marion, Mich. 613

For Sale—A desirable drug business on easy terms. For particulars write Cascara, care Tradesman. 612

An established manufacturing plant for sale. Product always in demand. Brands are recognized and unequalled. All brands a trade-mark that are valuable. Orders continuous, payable every ten days. Address 213 Reed St., Milwaukee, Wis. 611

For Sale—240 acre stock farm, also have other farms of 40 acres up to 560 acres. All of this must be sold at once. A snap for someone. Address the owners, Citizens' State Bank, Cadott, Wis. 610

\$3,000 yearly in the real estate business; experience unnecessary, as we prepare you and appoint you our representative. Particulars free. American School of Real Estate, Dept. T, Des Moines, Iowa. 609

To Rent—At Glenn, Mich., store building 30x70, good well inside, counters, drawers, shelving, large basement. As good location as there is in Michigan. Mrs. Pearl Walkley, R. F. D. No. 2, Bravo, Mich. 608

R. C. B. Minorca eggs for hatching. This breed at the top, will please particular people. Geo. E. Fox, Wayne, Pa. 607

Wanted—A good cheesemaker. Practically new factory, must be well recommended. W. J. Pettit, Stanton, Mich. 606

For Sale—A new Toledo stock and die 2 1/2 to 4 inches, \$40. Address Thos. Cecil, Coldwater, Mich. 605

For Sale or Exchange—Up-to-date clean stock of general merchandise \$30,000 stock. Located in a live town of 2,000 inhabitants in northwestern Ohio. Fine farming country. Store doing excellent business. Owner will trade for a farm or city property or will sacrifice for cash, as he has other pressing business and cannot attend to this store. Address W. Boyd, 29 Baldwin Bldg., Indianapolis, Ind. 604

Manufacturing business, established, clean, wholesale only, no debts, profitable. Good returns past year, \$7,000 cash. Satisfactory reasons. Investigate. M. T. 286 Wight St., Detroit, Mich. 603

T. J. Faucett—C. P. Adams. Faucett & Adams, merchandise auctioneers. Stocks bought and closed out. A1 reference. Faucett & Adams, Howell, Mich. 602

Having enlarged my bakery, I offer a soda fountain costing \$100 for \$55. Used two seasons. John Everhard, Hiram, Ohio. 601

Wanted—To buy, second-hand National Cash Register. Must be cheap. Give lowest cash price, full description and number of machine in first letter. Address No. 600, care Michigan Tradesman. 600

For Sale—Cheap, 41 Package Carriers, 37 Air Line, 6 Barr. All complete and in perfect working order. Ed. Schuster & Co., Winnebago & 11th Sts., Milwaukee, Wis. 615

For Sale—One of these general stocks, \$10,000. Town 700, doing \$45,000. \$5,000 in town 1,500, doing \$25,000. No trades considered. Address M. Develin, Burnetts Creek, Ind. 616

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

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

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—\$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. 585

Wanted—To exchange Grand Rapids real estate for stock of merchandise or farms. Cusick Bros., 320-321 Widdicombe Bldg., Grand Rapids, Mich. 582

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. 584

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.

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, please all. Michaelis Poultry Farm, Marinette, Wis. 517

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 or Rent—Store building 24x80 feet near P. O. in Underwood, McLean Co., North Dakota. E. W. Ladd, Underwood, N. D. 582

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—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

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. 587

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. 588

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—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

100c on the Dollar Guaranteed Leonard and Company

Sales Managers and Auctioneers Bank and Commercial References 68 and 74 LaSalle St. 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 85 per cent. cost building at \$2,500. Enquire of Muzzall & Marvin, Coopersville, Mich. 390

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

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

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

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

SITUATIONS WANTED.

Wanted—Position as clerk by married temperance man. Sixteen years' experience. Can furnish references. A. G. Anderson, Thompsonville, Mich. 552

HELP WANTED.

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.

METROPOLIS OF THE SOUTH.

The history of man upon our globe is chiefly a history of wars. In the course of this history there are many passages made up of the rise and downfall of cities, and their downfall was not caused by wars, but by changes in the routes of the world's commerce.

Commercial cities were often ravaged and burned in the course of the numerous wars that make up so much of human history, and not infrequently they were destroyed by earthquakes, but just as long as they were stations on the great trade routes of the nations they were always rebuilt. But when commerce was diverted to other ports and places by changed lines of communication, then cities that had long been famous in military and civil annals fell into decay, and in not a few instances ceased to exist.

When the commerce between Southern Europe and Persia and India was carried upon almost endless caravans of camels across the wide expanses of Western Asia, Babylon was the world's chief city. We hear of it in both sacred and profane history for nearly two thousand years. The products of the East and West were brought overland through the various cities of Asia to and from Tyre and Antioch, on the shores of the Mediterranean, and thence into Europe by way of Byzantium, now Constantinople, or by ships across the waters of the Mediterranean.

When Alexander the Great opened ways for shipping through the Persian Gulf and the Red Sea, Babylon fell into a rapid decline, because water transportation took the places of the interminable caravans of camels. Finally, when Tyre, Carthage and the marine empire of the Phoenicians were destroyed by the Romans, Alexandria, Constantinople and Venice became great commercial cities, holding dominion over the world's trade until Columbus and Vasco Di Gama discovered the New World of the West, and opened the route to India around the Continent of Africa. Then Constantinople, Alexandria and Venice went into decay, and Liverpool, Havre, Hamburg and Antwerp, all on the westernmost coasts of their respective countries, and New York, on the easternmost of the New World, became the great marts of Western commerce.

And so they have remained to the present day, but already commercial forces are in operation that are steadily, if slowly, working vast changes which are later to be developed with great rapidity and into vast volume. They are even now exerting their effects, and are being recognized by those who have eyes to see. Nearly one-half of the total foreign commerce of the United States is carried on through the port of New York. The imports of \$830,000,000 and the exports of \$683,000,000 for the calendar year 1907 aggregate \$1,513,000,000, or 45.2 per cent. of the total oversea trade of the country. This is a gain of \$642,000,000 in comparison with the business of 1897. It is a larger foreign business than was done by the

entire United States in 1894, only thirteen years earlier. It is nearly four times the commerce of Japan, nearly twice that of Russia, and about 75 per cent. that of France. In 1897 the port of New York handled 47 per cent. of the commerce of the country, but the drop to 45.2 per cent. does not put that port into the decadent class.

During the last ten years the imports through the port of New York have increased \$364,000,000 while exports have increased only \$278,000,000. A like condition obtains at nearly all of the ports of the Atlantic seaboard. In 1897 the exports from those ports formed 70 per cent. of our total; in 1907 they formed only 60 per cent. of the total. Other harbors, notably Galveston and New Orleans, are handling a much larger percentage of our outwardbound merchandise than they did ten years ago. Galveston now ranks second in importance as a port of shipment of American merchandise to foreign lands. Ten years ago it occupied the fifth place. Exports from Philadelphia doubled during the decade, while shipments from Baltimore were the same (\$99,000,000) in 1897 and 1907, and shipments from Boston increased only \$1,000,000, from \$104,000,000 to \$105,000,000. The gain at New Orleans was \$65,000,000 and at Galveston \$136,000,000.

The imports still come largely to Atlantic ports, although there is a drop from the 83 per cent. of 1897 to 80 per cent. in 1907. New York is by far the most important port of entry, handling 58 per cent. of the incoming merchandise in 1907. This is a shrinkage from 62.7 per cent. in 1897. Next to New York, with its imports of \$830,000,000, stands Boston with \$123,000,000, and next to Boston comes Philadelphia with \$81,000,000. Receipts at Gulf ports increased from \$18,000,000 to \$62,000,000, and at Pacific ports from \$51,000,000 to \$91,000,000. The gain in Atlantic ports was a trifle less than \$500,000,000, of which \$364,000,000 appears in the New York account.

It is probable that the coming years will see a further shrinkage in New York percentages of both export and import. When the argosies from the Far East, from South America, from Australia and the Asiatic oceanic archipelagoes shall come steaming through the Panama Canal they will naturally seek the nearest great port of the United States, and the fifty million people in the Southern States, with their teeming agricultural products and their enormous manufactures, will necessarily create a city as great in population and in wealth and importance as there is to-day on the shore of New York Bay. Whether it will be Mobile or New Orleans or Galveston time only will reveal, but all of the information now in possession of the Tradesman leads to the belief that the crown will rest on the brow of New Orleans.

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

TWO TYPES OF MEN.

In 1895 Charles R. Sligh became interested in the manufacture of bicycles and induced a factory at Columbus to remove to Grand Rapids. He took an active part in the management of the business and invested a large amount of money in the enterprise. The business was not successful and, when it failed in 1897, it owed \$65,000, very largely to Grand Rapids creditors. A portion of this money was secured by mortgage on the plant, but the merchandise creditors had no security and had nothing to look forward to but a total loss of their claims. During the years 1899 and 1900, however, Mr. Sligh paid every claim, dollar for dollar, although he was under no legal obligation to do so. He naturally felt a moral obligation on account of his being connected with the business. Mr. Sligh is now a candidate for Mayor of Grand Rapids, and if the disposition to pay 100 cents on the dollar and meet every obligation which confronts him in man fashion counts for anything in this world, he will be overwhelmingly elected.

The opposing candidate on the Republican ticket is a man who has acquired a very considerable fortune as a gambler and the owner of a gambling house. He has never been distinguished for his public spiritedness nor for his disposition to voluntarily reimburse his victims. It is stated in police circles that where a man was disposed to squeal over his losses at the card table the Deacon usually reimbursed him, and it is claimed in legal circles that the Deacon would never fight a claim of this kind, but would always settle with the victims of his gambling house or bucket shop rather than face trial in court. The same is said to be true whenever he was arrested for running a gambling establishment. He pleaded guilty and paid his fine and costs, realizing that such expense cut very little figure in his total receipts.

There should be no question as to which man should be elected under the circumstances. If there is any honesty in Grand Rapids voters and any integrity among Grand Rapids citizens, this city will no longer be disgraced by having at its head a man toward whom the finger of scorn and contempt is being pointed by every one at all familiar with his record.

KIND OF ROADS NEEDED.

There is always a great deal of talk about good roads and their value. Just as soon as the frost gets out of the ground there will be a great deal more, because there will be splendid object lessons hub deep. The picture of a firm foundation on a highway never looks more attractive than to those who are wallowing on a walk over roads that seem to be bottomless. Michigan is awakening and doing more than ever before in this direction. Important as it is to have new roads built, it is equally important to have some proper provision for their maintenance and preservation.

If good roads are to be kept, much more attention must be paid to their maintenance. There is nothing finer to drive over than a macadam road when it is new and in good condition. The difficulty is in keeping it good. It is asserted by the experts, and proven all summer long, that automobiles do more to destroy good macadam roads than almost anything else. Their rapid flight sucks up the top dressing and whirls it as dust over all who come behind, or if the wind is blowing it is driven to the side of the street. It may be possible to limit the speed of the whiz wagons on the highways, but they can not be kept from using them. An automobile has the same right on the macadam road as a wheelbarrow and does a hundred times more damage. The brief life of macadam under existing conditions is suggesting to many the desirability of finding some sort of pavement, of the asphalt variety probably, which can be laid for long stretches in the country, at prices within reasonable reach. An automobile can do no harm worth mentioning to a pavement. The trouble is that such asphalt as is laid in cities is too expensive for that purpose, but, once laid, it is less costly to maintain under all kinds of traffic. If the whiz wagons are to be whirling over all the good roads at top speed some one should hasten to invent a pavement that will stand that sort of wear and tear.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, March 25 — Creamery, fresh, 25@29c; dairy, fresh, 20@24c; poor to common, 17@20c; rolls, 20@23c.

Eggs—Strictly fresh, 15½@16c.

Live Poultry — Springs, 14@15c; fowls, 14@15c; ducks, 14@15c; geese, 12@13c; old cox, 9@10c.

Dressed Poultry—Springs, 14@16c; fowls, 14@15c; 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, 70@75c per bu.; mixed, 65@70c. Rea & Witzig.

Learning to be content with what we have is what jolts most of us.

BUSINESS CHANCES.

Wanted—Registered druggist, references required. C. E. Van Avery, 734 Portage St., Kalamazoo, Mich. 619

Fine factory plant for sale cheap. New two-story brick building, 70x40 on G. R. & I. R. R., 30 miles from Grand Rapids. Address No. 618, care Tradesman. 618

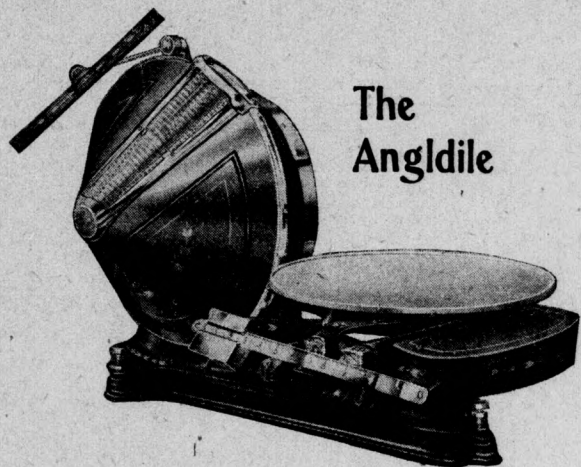
Shoe Store For Sale—Clean stock of ventories \$3,000 will sell for \$2,500. Good shoes and fixtures in resort town, in-trade the entire year. A money-maker. Good country and foreign trade. Reason for selling, failing health. Address No. 621, care Michigan Tradesman. 621

Young man wants steady position as book-keeper; is experienced; has good education. References, former employers. State salary. Address L, Box 4, Fife Lake, Mich. 620

Will sell my stock of general merchandise located in Ithaca, Mich., county seat of Gratiot county, at a bargain if taken at once. No trades considered. Write F. W. Balch, Ithaca, Mich. 623

A Chance In A Lifetime—The latest cement or concrete building block patent for sale cheap. You can make over 500 per cent. on your investment. A rare opportunity. Address Building Block, Box 59, Kingston, Wis. 622

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.

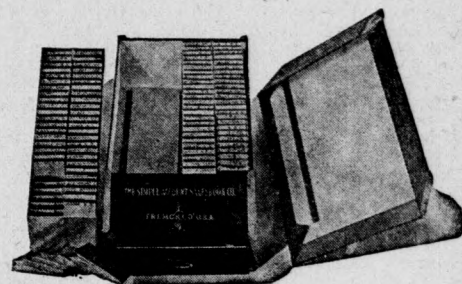
Let us convince you.

Angldile Computing Scale Company

Elkhart, Indiana

Take a Look at

The New Keith Fire-Proof Credit System



It's made right. It looks right. It works right. It is so scientifically constructed as to be FIRE-PROOF. It is of metal construction throughout and, having no delicate springs or hinges, will last a lifetime.

It is SELF-INDEXING.

No waste of time searching for an account.
No bringing forward of WRONG PAST ACCOUNT.
No customers impatiently waiting to settle their bills.
No MIXING ACCOUNTS.

It is ONE WRITING.

No valuable time spent in POSTING TO LEDGER.
No MONTHLY STATEMENTS to get out.
No OVERTRADING and BAD BILLS as a consequence.

It has an INDIVIDUAL BOOK for each account.
No LOOSE SLIPS to be lost, destroyed or manipulated.
No DISPUTE with customers.
No FORGOTTEN CHARGES.

You need it. It pays for itself.

The Simple Account Salesbook Co.

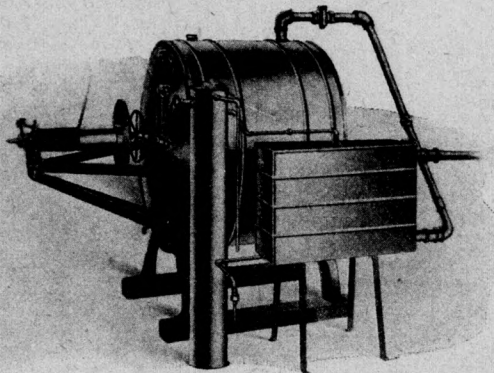
Sole Manufacturers and Manufacturers of Counter Pads for Store Use
1062-1088 Court Street

Fremont, Ohio, U. S. A.

Why have trouble with your lights and with trouble pay double the price necessary when

The "Ideal"

will give you twice the light with only half the expense?



We guarantee your gas to cost less than 50 cents per 1,000 cubic feet. No generating, no heat, no regulator; always ready, not only for light but for fuel. Every store, church and dwelling is incomplete without an Ideal Gas Machine. Write for catalog and prices.

Ideal Light & Fuel Co.

Reed City, Mich.

Grand Rapids Office, 362-363 Houseman Bldg.

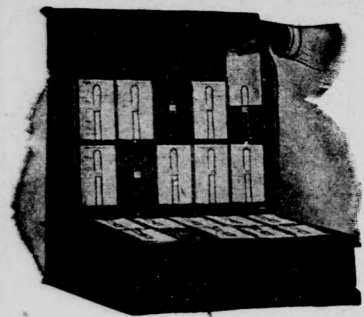
W. R. Minnick, Michigan Sales Manager

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.



Turtle Eggs and Store Accounts

The turtle hides her eggs in the sand and leaves Nature and Sunshine to hatch them out.

Many merchants hide their accounts in three or four books and expect Nature to bring in the cash to settle them, and when a customer comes in to settle the merchant is compelled to look through the different books before he can tell to a certainty just how the account stands.

DON'T BE A TURTLE.

Don't wait for the Sun to collect your accounts.

Keep them on the McCASKEY ACCOUNT REGISTER which shows the customer just exactly HOW MUCH HE OWES YOU every time he makes a purchase.

Then you will find your MONEY COMING IN faster than it ever did before.

You don't have to hunt through books to find the accounts.

It's QUICK. It's ACCURATE. It's SENSIBLE.

If you do a credit business, let us explain the McCASKEY SYSTEM to you. Our 64-page Catalog is FREE.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

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

Agencies in all Principal Cities



WHITE HOUSE

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE



THE KIND THAT SUITS

JUDSON GROCER CO

GRAND RAPIDS, MICHIGAN
WHOLESALE DISTRIBUTOR

A Wonderful Increase

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

Dayton Moneyweight Scales

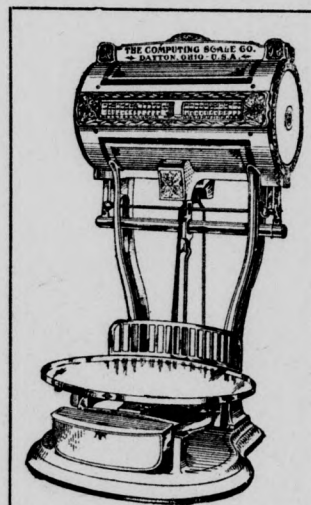
The subject of "Saving Profits" comes closer to the heart and pocketbook of the retail merchant when trade is dull than when prosperity is at its highest. Merchandise is sold at a closer margin and in smaller quantities, but the average of loss in the use of old style scales does not decrease in proportion.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

40 Per Cent. Gain

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

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

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



The new low platform No. 140 Dayton Scale

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



Moneyweight Scale Co.

58 State St., Chicago