

MICHIGAN TRADESMAN

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Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 1, 1908

Number 1280



"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

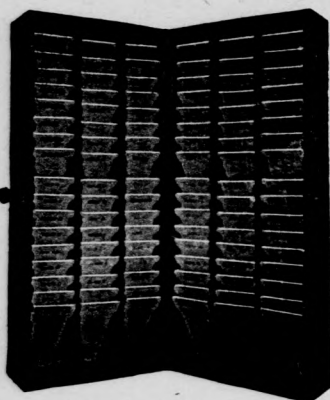
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It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It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

It is a common remark that in face of the metropolitan importance assumed by the New York people for themselves and their city, they are the most egregiously provincial and narrow-minded of all the inhabitants of this vast country.

Says a writer, evidently a Westerner, in Scribner's for April:

It is not so remarkable that New Yorkers should know so little of the West as that they should know so little of what is going on beyond the Bronx. A New York paper not long ago said that the people of that city were hardly acquainted with the names of those who administer the National Government and make laws for it. Washington, it seems, is too far away. A Tammany picnic is of more importance than the passage of a tariff law. Straight across the country from Washington to San Francisco there is the greatest interest in what is done or talked of in the Nation's Capital. But there is practically no interest in such things in New York unless Wall street is in some way affected. Not long ago an important church gathering, of a National character, was held in Brooklyn. It received practically no attention from the papers of the big city. Possibly this was because it was held in Brooklyn. Had it been a meeting of New York clergymen to condemn Bishop Potter's late subway saloon the papers would have "played it up strong."

Because the West is newer as to its civilization and settlement it must not be measured by the statistics and the travelers' tales of fifty years ago. Chicago, a thousand miles west of New York, in 1860 had but little more than one hundred thousand population. In less than half a century it has become the second city in the Union, with two million people and vast commerce and industries that are developing so rapidly that in fifty years more Chicago will be the first city in population and productive importance, while the metropolis of to-day will simply be the chief ocean gateway for the Atlantic trade, as New Orleans or Galveston will be that for the Gulf and the South Pacific continents and islands, while San Francisco will perform that office for

the commerce of the North Pacific countries.

When it is realized that only one-third of the territory of the Great Republic is east of the Mississippi River, and the other two-thirds are west of it, we begin to get some idea of the vastness of the region which was acquired by conquest and by treaty from its French and Spanish owners, and whose history is almost an unbroken record of gorgeous romance and daring adventure.

The American people are all the better for their infinite variety, and because the inhabitants of the West and South have aroused a sort of pitying contempt in the bosom of their New York brethren the country is all the better for the variety. Says the writer quoted above:

We must preserve the "infinite and paradoxical variety," and the lights and shades which contribute so largely to the picturesqueness of American life. It is not well that the Yankee should be like the Southerner, or the Southerner like the Westerner. The leveling and assimilating forces may spoil our whole National life. Differences there ought to be. Indeed, it is through these that men should be able to enter into sympathetic relations. A living society tends to variety—variety, indeed, means life. Even the folkways of different sections work out into different forms. This is no plea for uniformity or conformity. There is too great a passion for uniformity as it is—uniform text books, uniform examination papers, uniform divorce laws, etc., some of which are good. But they all indicate a tendency toward a rather dull and stupid sameness. Where there is progress there is always unlikeness. To lose variety may be to lose life.

Men should love their homes, their states, their sections; and if they live as they should they will take their color—the only sort of local color that amounts to anything—from them. But each can appreciate the other, understand the other and learn something from the other. Thus there shall be "diversities of gifts," but but "one spirit." In this sense nationality can hardly be too strongly developed. We can not know even our own section unless we know something of the whole of which it is a part. Without this knowledge a man can hardly realize how great America is, or how much it means to the world. Therefore it is that we can not afford to limit ourselves, as certain people in the East seem content to do.

The development of this Great Republic is to its heart and center. At the present moment it seems to be westward and southward, but the great rich heart of the continent it occupies will be the center to which the results of the surrounding activities will converge, and these activities will dominate the three seas which bathe its shores and the trade which is carried on their waves. When the Republic shall, by the forces of social and political evolution, become an empire the National

Capital will be removed to the great central valley. Such a nation can only be governed from its center.

CHANGING THE CALENDAR.

"Thirty days hath September, April, June and November," etc., is a time-honored resource for people who are trying to locate days of the month, and now two Englishmen, Alexander Philip and Robert Pearce, have begun a campaign by introducing into the British Parliament a bill for the reform of the calendar.

The theory held by these gentlemen is that the present calendar is annoying in its peculiar irregularities of 30, 31, 28 and 29 days for certain months and their proposition is to place New Year's Day in a class by itself, to be called New Year's Day, 1909, 1910 or 1911, and so on, without reference to any month and then the intercalary day—February 29 every fourth year—is to be designated as Leap Year. Thus it becomes possible to assign the remaining days of the year so that there shall be ninety-one days in each quarter. Losing New Year's Day, January would have but thirty days, July and October would give a day each to February, June would receive a day from May and August would spare a day to September, so that under this arrangement the months' proportion of days would run, 30, 30, 31, 30, 30, 31, 30, 30, 31, 30, 30, 31—two thirties and a thirty-one to each quarter.

There is another point in the reformation proposed by Messrs. Philip and Pearce, which is that each day of the month will fall upon the same day of the week year after year, so that a bronze tablet showing days of the month and days of the week upon which they occur will serve forever or during the lifetime of the tablet, the only change necessary being the figures designating the years as they come. This feature, calling down the protests of lithographers, engravers and job printers all over the British Empire will probably kill the bill. And this will also put a quietus upon a long week-end holiday because the plan proposes that Christmas Day shall invariably fall on Monday, thus assuring all English clubs and other employes each year a session of leisure extending from noon on the preceding Saturday to the morning of the following Tuesday.

Two candidates for the position of Library Commission have been announced—Geo. G. Whitworth and Wm. H. Eastman. Both are educated and cultured gentlemen and the interests of the library and museum will be entirely safe in the hands of either gentleman.

Money makes many a man go to the Devil.



Pulling Power of the Show Window.

The "silent salesman" should be a leading feature of every dealer's store. And now, when there is somewhat of a tendency for consumers to "hold off" and postpone the day of buying, it should receive more than the usual attention.

Window advertising, as a real trade maker, is wonderfully neglected, particularly in the country and smaller towns. This is difficult to account for, because it is so easy, so inexpensive, so quick with its harvests of sales, and so profitable without that the natural inference would point to its being overworked rather than being comparatively neglected.

One of the greatest stores in one of our greatest cities owes its growth to persistent window advertising, frequently changed.

The methods of this store could be easily followed by any country dealer because of its simplicity and inexpensiveness. This store does not have elaborate and costly trimmings and background, involving much work and large expense, nor does it display a complete and varied assortment of goods to tempt prospective buyers.

Instead, it is partial to exhibiting one article at a time in a striking and unconventional manner, and this very simplicity seems to attract unusual attention.

On one occasion tooth brushes comprised the complete exhibit; and these were piled up in a common garden wheelbarrow, with a card announcement to the effect that this week tooth brushes would be offered at bargain prices, and anyone requiring a tooth brush now, or in the near future, would act wisely by stepping in and buying.

A dealer equipped with some plain cardboard and a little lettering ability, and with a determination to feature his show window to the best of his ability, can obtain the interested attention of most of the people in his town, and if he will display the goods which the people want at the time, with sufficient price concession to interest them, he will bring many people in his store to purchase bargains, many of whom will buy other things at regular prices before they have departed.

No expense is required to inaugurate a window campaign, and no training is necessary, except a keen and active interest and some ingenuity to plan striking and interesting effects.

The result would probably be so satisfactory that before long it would seem expedient to reconstruct the

show window in a commodious manner, thus providing ample room for this valuable feature to realize its utmost possibilities in business getting.

The dealer who possesses no show window should do the next best thing by the artistic display of goods, and by the abundant use of catchy show cards, extolling the goods in epigrammatic sentences.—Implement Age.

The Man on the Stand.

Miss Lydia Conley, a Wyandotte girl, is the only Indian woman lawyer in the world. She is a member of the Kansas bar. She tells this story of a man she put on the stand to testify in his own behalf concerning land that was filched from him. The other side had a finely doctored case.

He, as soon as he was sworn, turned to the justice and said: "Squire, I brought this suit, and yet the evidence, excepting my own, is all against me. Now, I don't accuse any one of lying, Squire, but these witnesses are the most mistaken lot of fellows I ever saw. You know me, Squire. Two years ago you got me a hoss for sound that was as blind as a bat. I made the deal and stuck to it, and this is the first time I have mentioned it. When you used to buy my grain, Squire, you stood on the scales when the empty wagon was weighed, but I never said a word. Now do you think I am the kind of a man to kick up a rumpus and sue a fellow unless he has done me a real wrong? Why, Squire, if you'll recall that sheep speculation you and me—"

But at this point the Squire, very red in the face, hastily decided the case in the plaintiff's favor.

How To Get Poor Quick.

Do not try to save your loose change. It is too small an amount to put in the savings bank. It would not amount to much anyway, and there is great comfort in spending it. Just wait until you get some worth while before you deposit it.

Do not try to economize. It is an infernal nuisance to always try to save a few cents here and there. Besides, you will get the reputation of being mean and stingy. You want everybody to think you are generous.

Just look out for to-day. Have a good time as you go along. Just use your money yourself. Don't deprive yourself for the sake of laying up something for other people to fight over. Besides, you are sure of to-day. You might not be alive to-morrow.—Success Magazine.

Trunk Display With Pictures Stimulates Travel.

When it comes to a trunk exhibit the window man can have matters all his own way. He can make a successful trim now if he never did before in his life.

Of course, this is presupposing a good large space at his command—the larger the better, as he will experience no difficulty whatever in filling it. Really, though, when it comes to arrangement, the trimmer will quite naturally think that he must be careful not to have a bare look about the window and may fall into the error of crowding in too many samples of this merchandise. Let him strenuously avoid such an appearance; let him use few samples, if anything.

If a row of these is put across the back, tilted, with the lid of each resting against its nearest neighbor, it gives an odd effect. On top of the trunk ends place a tray, and on top of that another one. The trunks in this row must be all alike, and be very large, to impress the beholder with massiveness—really a case of "In numbers there is strength."

In front of this row, the units of which should be evenly separated from each other, set several extra fine specimens of the trunkmaker's art. Let these, also, be open, and tilt the trays against the trunks, disposing them similarly.

In the center of the window space stand your two finest trunks of all, that have compartments for all kinds of garments and stout tapes and webbings galore with which to strap things securely down. Have one of these for ladies and the other for gentlemen. For the latter a wardrobe trunk would be preferable. If clothing were placed neatly in these trunks, with the straps properly fixed, it would be a great inducement to buy. Men like things convenient because, as a rule, they don't court bother. Women like them because they appeal to their inborn love of order. Especially will commodious cubbies for hats delight them; so if an elegant and perishable hat be *ot* view, surrounded with crumpled white tissue paper on all sides but the top one, the average feminine will at once adopt means to possess herself of this accommodating receptacle for her belongings when going *atraveling*. Not much of anything is capable of making a woman madder than to arrive at her journey's end with her clothes—outside and in—all ajumble, her hats crushed into an unrecognizable mass, the little odds and ends all gone aglimmering through the rest of the stuff, for which she has to hunt, with no idea where to search.

A trunk that is a trunk, nowadays, is a marvel of adaptability and compactness, in every way illustrating the old saying, "A place for everything and everything in its place."

If two or three fetching pictures of people on trekking bent—people who "know how to travel"—are in evidence so much the better. They will give a somewhat "human" interest to the exhibit. A picture of folks apleasuring always excites an

intense desire in others not so fortunate to "go and do likewise." I never go to a station to "speed the parting guest" without a wild longing to follow the clang of the clapper. And a jolly journey-picture will incite almost as strongly as the roar of an outgoing locomotive that riotous rebellion in the breast of the enforced stay-at-home.

* * *

Few merchants realize the endless resourcefulness of common string or rope. A spider web, either flat or cone shaped, with the vertex of the latter the farther from the glass, may be made to entirely fill a big window, and at regular intervals along the cords you can tie a great variety of objects, all of one sort or a conglomeration of many kinds. Whatever is employed have the string and the articles a sharp (but harmonious) contrast in color, so as to show off to best advantage. I never yet saw a cord cobweb that did not arrest the attention of everybody passing.

Print a card and attach it in the vertex saying:

See
What
We've Caught
for
You
!

A mesh of rope in squares right up against the glass could have small goods dangling in every square, with the same things in bunched quantities in the background. This conceit is novel enough to strike the public fancy. Anything that shall create a temporarily strong impression on the people who shall tote the dealer's bread and butter and the jam or other delicious concomitant.

The card accompanying this meshed front might read:

On
the



These
Are
Great Bargains.

Circumstantial Evidence.

"You say you met the defendant on a street car, and that he had been drinking and gambling," said the attorney for the defense during the cross-examination.

"Yes," replied the witness.

"Did you see him take a drink?"

"No."

"Did you see him gambling?"

"No."

"Then how do you know," demanded the attorney, "that the defendant had been drinking and gambling?"

"Well," explained the witness, "he gave the conductor a blue chip for his car fare and told him to keep the change."

Valuable Medical Discoveries.

"Doctors say that cold weather affects the nerves."

"That's so. When it is below zero I feel a peculiar nervous timidity about getting out of bed in the morning."

THE EIGHTH ANNUAL.

Best Banquet Ever Held by Kalamazoo Grocers.

Kalamazoo, March 26—Attended by Kalamazoo business men and their wives to the number of 200, the eighth annual banquet of the Kalamazoo Retail Grocers' Association at Elks Temple last night was a great success.

A Greater Kalamazoo and increased business and prosperity for the residents and business men of the city were foretold by the speakers on the after-dinner programme, who saw a rapid growth in business in the near future. They spoke seriously as well as wittily.

Grand Rapids, Battle Creek, Jackson and other Michigan cities were represented by a number of grocers and other business men, who took good advantage of the occasion to become better acquainted with Kalamazoo business men.

A picnic of the Grand Rapids and Kalamazoo grocers this summer was suggested by Fred Fuller, of the former city, and met with general approbation. Other speakers took up the suggestion, and the movement will probably result in a joint outing this summer.

The Elks Temple banquet hall was prettily decorated in red and green and dainty pink carnations were the favors for the banqueters. An excellent spread of five courses was served.

Seated at the banquet tables shortly after 8 o'clock the members of the Kalamazoo Grocers' Association and their guests feasted and made merry until a late hour. The programme of speaking and music was entertaining and from start to finish held the close attention of the two hundred people. During the serving of the dinner Warner's orchestra rendered an excellent programme of musical selections.

Henry Schaberg, President of the Kalamazoo Association, welcomed the visiting grocers and other guests at the banquet. He told of the organization and growth of the Kalamazoo Association and explained the benefits which both grocer and customer derived from the society which the grocers of the city had organized.

Illustrating his remarks with one or two witty stories Mr. Schaberg closed by introducing the toastmaster for the evening, Morris H. Desenberg.

He paid high compliments to Kalamazoo grocers and their Association, spoke encouragingly of the business outlook and the growth of the city into a Greater Kalamazoo.

Speaking for the wholesale grocers Mr. Desenberg said they believed in Kalamazoo and expected to see the city prosper and grow, backed by its energetic and capable grocers and business men.

The toastmaster announced that William Judson, of Grand Rapids, President of the National Wholesale Grocers' Association, had been detained at home unavoidably and introduced E. N. Dingley, of this city.

Mr. Dingley spoke of Kalamazoo and its hospitality and prophesied that in a few years Kalamazoo will

be the second city in the State.

To the members of the Grocers' Association Mr. Dingley handed out several compliments and stated that the organization had great power in building up the city as well as the American citizenship. He spoke of the social as well as business benefits which are derived from helping one another and urged the grocers to do their best to promote things which are good and tend to bring out the highest there is in man and woman.

Walter K. Plumb, Manager of the Sears branch of the National Biscuit Co., explained the absence of E. A. Stowe, President of the Grand Rapids Board of Trade, who has attended six of the eight banquets held by the Kalamazoo grocers, and then waded into the subject of Credits. Mr. Plumb said that credit dated back into the book of Genesis in the Bible and told how it had come down through the ages. He stated that it was impossible to do business without credit and then went into its necessity in the grocery business.

"Be careful of your credits," he said to the Kalamazoo grocers. "I realize that it is hard to hold down on your credits as good business would dictate, in hard times, and you can not and should not do it. The main asset of credit is honesty."

Mr. Plumb warned the grocers against a desire to increase business which would overcome their judgment in the matter of credits, but told them to be fair in dealing with the honest customer, as they expected the wholesaler to be with them.

The ladies of Kalamazoo were highly complimented by Mr. Plumb, who also followed the other speakers in holding out glowing prospects for the city.

B. R. Barber, Manager of the Lemon & Wheeler branch in Kalamazoo, made a few remarks, filling the place of Samuel M. Lemon, of Grand Rapids, who was detained by illness. He thanked the grocers and business men for their treatment during the short time he had been in the city. He stated that he had found Kalamazoo to be one of the best cities in the State. He told of the prophecy of Mr. Lemon that within a few years Kalamazoo would be next to the best in the State.

Fred Fuller, of Grand Rapids, President of the Michigan Retail Grocers' Association, after indulging in pleasantries at the expense of several well known grocers and traveling men, expressed his pleasure over the attendance of the wives of the business men.

He advised the women to send their husbands to attend the Association meetings, which, he said, were a benefit in every way. He told in a few words of the work of State and local Associations and how the State organization planned a mutual insurance organization and an improvement upon the credit systems now used.

Eugene Welsh complimented the grocers on the success of their banquet. He said that the grocers of Kalamazoo ought to be satisfied with business conditions, for "the grocery

business is not the worst business in the world. It's got traveling on the road beaten."

Mr. Welsh spoke of the friendly feeling existing between Kalamazoo and Grand Rapids grocers, and seconded a suggestion by Mr. Fuller that the grocers of the two cities join in a picnic this summer.

In his inimitable manner Mr. Welsh told stories of his experience in the grocery business and brought roars of laughter by a story about "Dutch" Arnold, which was greatly appreciated.

Manley Jones, of Grand Rapids, the versatile Celtic traveling salesman, told of the improvement in business conditions which the Grocers' Association had brought about. As a sample of the honesty of Kalamazoo merchants he said he had sold many hundreds of thousands of dollars' worth of groceries here in twenty-five years and in that time had not lost \$100, a record which could not be equaled.

In the after-dinner programme excellent vocal solos were rendered by Edwin Landon, Arthur Van Bochove, Clyde Baker, Clarence Emery and John Van Brook. Ed. Desenberg gave a piano selection, which was enjoyed.

The Cost of the Dress.

The Timminses had been married about a year, and during that time Timmins had never had to stake Mrs. Timmins to a single gown, wrap, hat or anything for her wardrobe. Her fond parents had fitted her out with a trousseau that held out through the first twelve months of their marriage, just like the champion of an endurance test.

But at last things began to fray about the edges, and unless something was replaced here and there by and by Mrs. Timmins saw that she wouldn't have any more wardrobe than an actress owing a three weeks' board bill. The first thing she needed was a gown for receptions and the like.

She mentioned this ever so casually one evening at the dinner table while Timmins sat munching idly on a cracker.

"I think I'll look at something tomorrow for a winter gown," she remarked, just as if it wasn't of any more consequence than that she had a notion to eat another pickle.

"Duds wearing out, hey?" responded Timmins, agreeably.

Timmins had known this was bound to come, and he was not a tightwad anyway, but he had heard so much before he was married about the cost of financing a woman's wardrobe that the moment was one he had vaguely dreaded. Now that it had come he made up his mind to be generous.

"Well, you had better get whatever you need right now, before the winter's over, and get some good out of it," said he magnanimously.

The following evening she brought home enough samples to work up into a highly successful crazy quilt, and spread them over the davenport near where he was sitting reading his paper.

"Do you like this one?" she enquired, picking up a dark blue sample with green jiggers in it.

"Sure. That looks like the real thing to me, all right," said Timmins. "What'll they set you back for that one?"

"It's only \$21," replied Mrs. Timmins, smilingly.

Timmins was agreeably surprised at the cheapness of the proposed new garment.

"Twenty-one of 'em, eh? Gee, that ain't so worse! I supposed from all I had heard the boys handing out around the office and the club that a woman couldn't buy a Mother Hubbard wrapper for that. That just shows what a lot of knockers a fellow bumps into, especially if he is about to tackle the matrimonial," he remarked cheerfully. "It's pretty, too, and I'll bet you'll look the candy in it when it's all put together. Go in' to have it made up nifty like, aren't you?"

Some fourteen or fifteen days later the new gown came from the dressmaker's plant and Mrs. Timmins owned to its being a dream. Timmins agreed that it was about the proper caper.

"Fits you, too," he commented proudly; "just looks as if you'd been poured into it."

"And here are the bills for it," added Mrs. Timmins, handing him over a couple of slips of paper.

One was from the big dry goods firm, \$21 for dress goods. The other was from the dressmaker and included such items as \$24 for making up the gown, \$19 for lace and the like, and—altogether the bills footed up to \$76.40.

"The lace and truck sort of run the cost up a leetle bit, hey?" observed Timmins weakly. But he dug up like a little man.—Washington Post.

He Endorsed the Check.

A clergyman whose circumstances were poor was made the custodian of a large donation in the form of a bank check. On his taking it to the bank to have it cashed, it was immediately passed back to him by the paying teller, with the curt injunction:

"This check is made to order and must be endorsed."

"Eh?" ejaculated the uninitiated clergyman. "Indorsed?"

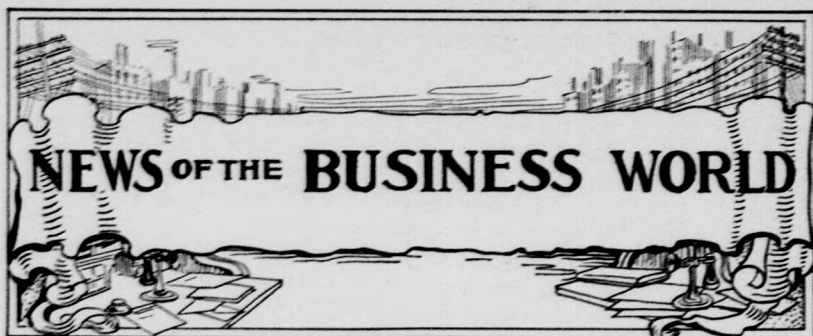
"Yes, sir; across the back."

"Oh! ay." And with a pen and all his soul the clergyman wrote across the back, "I heartily endorse this check."

Bar Dogs From Stores.

Members of the South Bend, Ind., Retail Grocers' Association, at a meeting a few days ago discussed the proposition of putting up the bars against dogs in the stores of the members. There were no restrictions placed on the size, color or pedigree of the canines, but the bar sinister was placed against the habits of "Fido," "Rover" and "Sport," who have been taking liberties in stores which did not meet with the approval of the patrons.

You are not a disciple if you are afraid of discipline.



Movements of Merchants.

Rockford—E. J. Miller, recently of Grand Rapids, has opened the Central cigar store.

Kellogg—Alva Miner has sold his stock of general merchandise to J. S. Terry, of Allegan.

Port Huron—The Port Huron Lumber Co. has increased its capital from \$20,000 to \$30,000.

Three Oaks—D. H. Beeson has put in a stock of groceries in connection with his drug stock.

Ludington—R. J. Tanner and A. Robson, of Reed City, have purchased the meat business from August Johnson.

Reed City—W. J. Owen, of Midland, has purchased the bazaar stock of Mrs. M. Haynes, formerly owned by Mrs. Eiler.

Paw Paw—L. E. Griffith, of Kalamazoo, has purchased the Frank Merrill cigar manufactory. He will continue the business.

Owosso—F. D. Rockwell, who has been employed in the meat market of Loomis & Osmer, will open a meat market in the near future.

Plainwell—The Business Men's Association is preparing for a general grand spring opening, April 10 and 11, similar to the successful event held last year.

Standish—W. C. Gottmeyer, who has been proprietor of the City meat market for seventeen years, has sold out to Frank Osier, who will continue the business.

Athens—E. C. Johnson, the dry goods dealer, has added a line of groceries. The stock was furnished by the Kalamazoo house of the Lemon & Wheeler Company.

Hurontown—Nicholas Fink will discontinue the saloon business in which he has been engaged for the past five years and embark in the grocery business after May 1.

Charlotte—The furniture and undertaking firm of Wisner & Densmore has been dissolved and will be continued by W. G. Wisner under the firm name of the Wisner Furniture Co.

Jackson—C. G. Brown, of 152 Main street, has sold his stock of dry goods to T. Bergy and A. Klaase, of Chicago. The new firm will do business under the style of the Bergy-Klaase Co.

Lamont—Harry Weatherwax has purchased the claims of all the stockholders in the Michigan Pearl Button Co., and proposes to enlarge the plant and conduct the business on a larger scale.

Marshall—Lewis K. Cook has sold his stock of groceries to Wm. Maxwell, of Kalamazoo, who will dispose

of what goods he can at auction and ship the remainder to his store at Kalamazoo.

Holland—C. Klaasen & Co., the River street meat market firm, has sold its stock to John Zwiers, of Chicago. John Van Eyck, one of the former owners, will be employed in the market.

East Jordan—The meat market firm of Hanson & Steffes has been dissolved by the retirement of Dick Steffes. The business will be continued under the style of the John Hanson Co.

Richland—Kenyon & Fisher have purchased the fixtures of H. C. Bresee and added a full line of groceries. The stock was furnished by the Kalamazoo house of the Lemon & Wheeler Company.

Harbor Springs—G. W. Melson has sold his interest in the grocery firm of Melson & Billings to Jas. H. Billings, of Fennville. The new firm will do business under the style of Billings Bros.

Muskegon—Geo. Rasmussen, proprietor of the Pine Street Clothing Co., has removed his stock of clothing and furnishing goods from 150 Pine street to Ravenna, where he will continue the business.

Corunna—Cloyse Lewis has purchased the Pettibone & Fenner stock of harness. Mr. Lewis originally intended to engage in the hardware business in the store adjoining Reynolds & Hoyt's drug store.

Onaway—W. H. Moore and wife, of Harbor Springs, have purchased the five and ten cent department of Steele & Co.'s grocery and hardware store. They will add a line of furnishing goods and millinery.

Muskegon—Chas. F. Wilcox has sold his interest in the Wilcox & Barnaby cigar shop and pool room to his partner, Mr. Barnaby. Mr. Wilcox intends to devote his attention entirely to the cigar trade.

Ionia—Ed. H. Smith has sold his interest in the Thompson Produce Co. to Glenn Smith, of Greenville. M. L. Smith and Gleen Smith, constituting the new firm, will continue the business under the style of the Ionia Produce Co.

Detroit—A corporation has been formed under the style of the Russell Millinery Co., which will carry on a general millinery business. The company has an authorized capital stock of \$2,000, all of which has been subscribed and \$1,500 paid in in cash.

Peacock—Mrs. A. F. Kelley has sold her hotel and general stock of merchandise to Mrs. A. A. Bartlett, of Tekonsha. The mercantile business will be conducted by her son,

Henry, of the former firm of Williams & Bartlett, of Tekonsha. Mrs. Kelley retires for a much needed rest.

Alma—J. L. Miller and sons who purchased the stock of groceries in the Church block, formerly owned by Davis & Renner a year or more ago, will hereafter be known as Miller Brothers. J. L. Miller, who is well-known to our readers retires from the firm at that time in order that he may give more of his time to other lines of business. The new firm will be composed of Roy and Ralph Miller.

Traverse City—John C. Morgan & Son have merged their cold storage and produce business into a stock company under the style of the John C. Morgan Co., which will engage in the manufacture of vinegar, cider and apple products and the dealing and storing of all kinds of fruit, farm products, fuel and merchandise. The company has been capitalized at \$30,000, all of which has been subscribed and \$6,000 paid in in cash and \$24,000 in property.

Stanton—John W. S. Pierson after thirty-two years of untiring application as active manager of the business of John W. S. Pierson & Co., hardware dealers, feels the necessity of some relaxation from the exacting demands of that position, and has accordingly sold a controlling interest in the corporation to Elmer S. Stebbins and Charles L. Meach. The other stockholders are P. T. H. Pierson and L. W. Hunsicker. Mr. Pierson retires from the active management of the business, but still retains a portion of his stock.

Manufacturing Matters.

Manistee—The R. G. Peters Salt & Lumber Co. is installing the first of a pair of combination skidding and loading machines.

Grand Marais—The sawmill of the Marais Lumber Co. has started sawing for the season. The mill has been overhauled and placed in excellent condition.

Detroit—The Rae Electric Co., which will deal in automobiles and electric supplies, has been incorporated with an authorized capital stock of \$50,000, of which \$30,000 has been subscribed and paid in in property.

Otisville—The Otisville Elgin Butter Co., which will engage in the manufacture of butter, has been incorporated with an authorized capital stock of \$5,000, of which \$4,500 has been subscribed and \$4,400 paid in in cash.

Vanderbilt—Yuill Bros. have closed a deal for 2,000 acres of timber lands, located five miles northeast of this place. The Mitchell branch of the Michigan Central traverses the timber and it will be lumbered this year. The timber is mostly hardwood.

Millersburg—The Michigan Manufacturing & Lumber Co., of Holly, has 400,000 feet of lumber at this place, cut on contract by James Adams, which is to be moved to Holly by rail. Mr. Adams is cutting 300,000 feet of hemlock for other parties.

Saginaw—Henry E. Lee has merged his lumber and planing mill business into a stock company under the style of the Lee Lumber & Manufacturing Co., with an authorized capital stock of \$20,000, all of which has been subscribed, \$2,000 being paid in in cash and \$18,000 in property.

Detroit—A corporation has been formed under the style of the Jewel Cash Register Co., which will manufacture cash registers and all parts thereof and other machines and appliances made of metal. The company has been capitalized at \$30,000, of which \$15,000 has been subscribed and \$4,800 paid in in cash.

Union City—The factory of the Peerless Portland Cement Co. has resumed operations after being closed down several months for repairs. The entire output of the mill for the coming season has been sold, a large share of it going to Detroit for use in building the big Michigan Central tunnel under the Detroit River.

Hermansville—The pine mill of the Wisconsin Land & Lumber Co. will begin operations within a week. The hardwood mill and flooring factory of this company have been running night and day all winter. The company harvested a large crop of logs last winter and will be able to operate its mills until logs come in next winter.

Detroit—Edgar A. Murray, manufacturer of vermin exterminators, disinfectants, cleaning powders and soaps, has merged his business into a stock company under the style of the Edgar A. Murray Co., with an authorized capital stock of \$5,000, all of which has been subscribed, \$600 being paid in in cash and \$4,400 in property.

Kenton—The big mill of the Sparrow-Kroll Lumber Co. has resumed operations after having been closed down for four months as a result of dullness in the lumber market. During last winter a large quantity of logs has been cut and the mill will run through a long season. Only one shift is working, but a night shift will be added later.

Menominee—Logs are still coming in to the yards of the various mills on the Menominee and mill owners are confronted with the problem of placing them in the yards and ponds. Never before in the history of logging in the Menominee were such high rollways of logs staked up near the mills as this season. Nearly halt the log cut of the local mills came to the cities by rail.

Detroit—The beginning of a return to something like the normal volume of business at the Russell Wheel & Foundry Co.'s plant is shown by an order for 230 steel stripper cars to be used by the United States Steel corporation in stripping earth from the ore on its property on Mesaba range. The cars are for immediate delivery and represent an outlay at the plant of more than \$100,000. The concern has just shipped a steam skidding outfit to British Honduras and several logging plants to the Pacific coast. All departments are running full time.



The Produce Market.

Apples—\$1.75@2 per bbl. for cooking stock and \$2.75@3 for eating.

Bananas—\$1.50@2.25 per bunch.

Beets—60c per bu.

Butter—The market is unchanged. The supply of fresh stock is normal for the season, and the quality is running very good. Held goods are gradually decreasing and the market is healthy on the present basis. No radical change is looked for during the next few days, either in prints or tubs. Creamery is held at 30½c for tubs and 31½c 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. The demand for the berries is not large and supplies are small.

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

Dressed Hogs—Dealers pay 6½c for hogs weighing 150@200 lbs. and 6c for hogs weighing 200 lbs. and upwards; stags and old sows, 5c.

Eggs—The market is unchanged. The receipts are very liberal and the consumptive demand very good. There will naturally be a further increase in the receipts, but without material decline in prices, as the speculative demand for storage increases as fast as the supply. For this reason there will probably be no material change during the coming week. Local dealers pay 13c for case count, holding at 14c.

Grape Fruit—Florida commands \$5 for 80s and 90s and \$5.50 for 54s and 64s. It is a steady seller with a certain class of trade.

Green Onions — 20c per doz. bunches.

Honey—18c per lb. for white clover and 15c for dark.

Lemons—California and Messinas command \$3 per box. The California crop is the largest in the history of the State and lemons are cheap. There is no activity in them and will be none for some time in the opinion of well informed persons.

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. Texas Bermudas are now in market, commanding \$2.25 per crate.

Oranges—California Redlands command \$3@3.25 and Navels fetch \$2.85. Prices are firm, owing to the very heavy movement of the past two weeks or so and a slight falling off in shipments. Consumption has been unusually heavy for some time and receipts have been of unusually fine quality.

Parsley—50c per doz. bunches.

Parsnips—75c per bu.

Pieplant—8c per lb. for Illinois.

Pineapples—\$4 per crate for all sizes.

Potatoes—As the season advances the demand from the South diminishes somewhat as it becomes possible for Southern buyers to secure their seed stock nearer home. The market is steady on a basis of 65@70c, with a hardly perceptible easing in the situation.

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. Large hens and chickens are firmer, and it is hard for dealers to secure enough fine stock to supply the demand, which is steady and of large proportions. Turkeys are plentiful and of unusually fine quality for this season of the year. The entire list shows a firm and healthy tone and the market shows no accumulation of stock.

Spinach—\$1 per bu.

Strawberries—\$2 for 24 pints of Louisiana.

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

Tomatoes—\$3.25 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; 7½8c for good white kidney from 90 lbs. up.

Examination Questions.

The Medical Standard recently published a list of questions compiled by George Ade to test the fitness of a physician to serve an interne in a hospital under the civil service law, from which we select a few specimen questions for the edification of our readers:

(1) Before pulling a leg is it necessary to administer anaesthetic?

(3) What is a joint? Give the location of a hop joint.

(4) Which is the more nourishing food for convalescents—Weiss beer or mixed ale?

(6) According to the laws of hygiene what is the correct poultice for frankfurter sausage—mustard or horse radish?

An Indiana woman whose husband is a candidate for a local office urges his nomination because he is "entirely free from the little vices, the use of tobacco in any form, profanity or intoxicating liquors." She will be wiser after the convention when she sees the other fellow win the prize. Her specifications indicate that she has a model husband, but they are too lofty for the boys who run the political machine.

Three Oaks—The Warren Featherbone Co., which is engaged in the manufacture of dress stays, has merged its business into a stock company under the same style, which will also carry on a general merchandise business, dealing in clothing, building material and other commodities. The company has an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Folks who do the works of religion have little trouble over its words.

The Grocery Market.

Sugar—Both raws and refined are strong and further advances are expected. There are shortages in nearly all sugar-producing countries, and the outlook is strong. No special advance in raws has occurred during the week. However, the demand for sugar is fair and will increase from now on. As far as can be learned, prospects point to a heavy fruit crop, which inevitably means a large summer sugar business.

Tea—The demand is still for actual wants, and prices throughout are unchanged. Low grades are firmly held, and the high ruling prices are curtailing the demand to some extent. Other grades are not so firm, but all are steady.

Coffee—The general opinion is that coffee will advance if there is any change at all. The speculative coffee situation is practically still a deadlock between the syndicate and the speculative public. Mild coffees are steady and moderately active. Java and Mocha are steady and in fair demand. The consumptive demand for coffee is good.

Canned Goods — Tomatoes are steady but quiet. Some off grades are being offered at less money, but they are not wanted by any of the trade generally. Prices on higher grade tomatoes will probably continue firm. Medium grade peas are very strong, with good demand. String beans continue scarce and the market is strong. Baked beans are steady. California peaches are scarce with higher tendency. Apricots are scarce. The remainder of the California list continues steady. It may be said that western coast canned goods are getting very scarce and jobbers' stocks are pretty well shot to pieces. There is none to be had from first hands. Raspberries, blueberries, strawberries and pineapples are very scarce. Market is strong. Standard strawberries are the one exception as they have eased off to some extent. The situation in gallon apples is a little uncertain. Higher grades are strong and firm. Better grades of salmon are strong. Red Alaska is entirely out of first hands. The Alaska fish pack is not due to arrive until November, and when it does arrive there will probably be a lively scramble for it, as present stocks are so short that it is feared they will not hold out. Advances are expected. French sardines are practically out of the market. Domestic sardines are in the same notch as at last report. It is believed that cove oysters have struck the bottom and a steady market is looked for.

Rice—Stocks on hand at present are considerably less than they were at this time last year. Off stocks are plentiful but the higher grades are very short.

Farinaceous Goods—Rolled oats continue steady and the same is true of sago, tapioca and pearl barley.

Dried Fruits — Apricots are unchanged and dull. Currants are moderately active and slightly lower in this country than abroad. Raisins are very weak and sick, with a light

demand. Apples are weak and in light demand. Citron, dates and figs are all quiet and unchanged. Prunes are easy, and the market is decidedly in buyers' favor. There has been no sharp decline during the week, but holders seem quite willing to make concessions. The demand is fair. Peaches are on the down grade, and present prices are many cents below what they were a short time ago. The demand is not large, however.

Syrups and Molasses—Sugar syrup is in fair demand. Prices are unchanged. Molasses has been advanced 2c per gallon more in New Orleans, but this does not mean an advance in the North, especially at once. In spite of the fact that corn has sharply advanced, there is no change in glucose. It seems to be the present policy of the glucose people to hold the price down somewhat.

Cheese—The consumptive demand is fair considering the price. Stocks of storage cheese are small and show a gradual decrease. The week has brought no change in the price of any grade, and probably will not during the coming week.

Provisions—All smoked meats are ¼c higher than a week ago. Pure and compound lard are firm at last week's advance, and if there is any further change it will probably be upward. Barrel pork, canned meats and dried beef are unchanged.

Fish—Cod, hake and haddock are unchanged and dull. Domestic sardines are unchanged in price and quiet. Some packers are reported to have named a price of \$3.10 f. o. b. Eastport for future oils. Salmon is unchanged and quiet, no future price having been made as yet. Prices throughout the mackerel list are unchanged for the week.

Recent Changes in Ohio.

Columbus—The shoe firm of Scowden & McAllister, located at 527 and 529 N. High street, has changed hands, F. C. McAllister having sold out to Scowden & Houx.

Piqua—Clyde Dingman has purchased the meat market of Thomas Jordan.

New Lexington—J. W. Bucknor has sold his bakery to Davis Bros.

Coshocton—Guy Meek has opened a new clothing store.

Two Items From Elkhart.

Elkhart, Ind., March 31—Articles of incorporation have been filed for the Delicatessen Company of Elkhart, with a capital stock of \$10,000.

Receiver M. U. Demarest sold the Fedder Bros. grocery stock at public sale to I. C. Crow, of Goshen, for \$621.46. Mr. Crow formerly resided in Elkhart. It is not known whether he will re-open the store here or take the goods to Goshen.

A Good Idea.

Mrs. Wise—I wonder why Mrs. Dressy always sits on the right side of church?

Mr. Wise—I dare say her hat is trimmed more elaborately on the left side.

No man knows his full power until he turns it on some worthy purpose.

THRIFT.

How It Purchased the Sealskin Sacque.

Written for the Tradesman.

A long straight street through a straggling village with not the slightest ambition or desire to become a town reached from the colonial house, back under ancestral trees, at one end to the honeysuckle-hidden cottage at the other with a box-bordered, brick walk extending from the little front porch straight to the front gate.

The remarkable feature about the homes at both ends of the street was, if the opinion of the people living between these extremes could be depended on, that there were "queer folks in both houses." The Winlands, with their heads up and their noses in the air, proud of the fact that the founder of their "House" had come over in the Mayflower and that "Elm Grove," the name of their country seat, had been planted by their sturdy old Puritan ancestor, never spoke of their royal line; but by every act and deed never failed to proclaim the fact whenever time or occasion furnished the opportunity.

The redeemable peculiarity of this "stuck-up-ishness" was made somewhat palatable by the abundant means and training which went with it—conditions which did not exist at the cottage at the other end of the street, where the Widow Westmay with her son Mark lived, whose possessions were confined to the patch of ground that the cottage stood on and whose social claims depended largely upon the fact that Mark's ancestry also came to America in the same historical vessel; and at this period of the world's history it was little to the purpose that Dick Westmay, the ancient, was one of the crew of the Mayflower, and later had played the part of a Roundhead to the Winland Cavalier apostate at the other end of the street. It must also be put down to the credit of the Wesmays that, aside from the pride of ancestry which Mrs. Westmay insisted on making prominent, the generations had done much for the Westmay descendants in learning and culture, so that when the village gatherings brought the families together the only difference noticeable was one of dollars and cents which at this late day of equality played no part in the life and living of the village.

It was in the old red school house, however, that affairs began to shape themselves. There in that cradle, where the coeducational idea began, the boy Mark saw one morning across the broad middle aisle in the school room little Mary Winland, whose sunny hair and sunnier face became at once the magnet that attracted the black eyes of the fun-loving Mark, who, while he had known her long and seen her often, never realized before how pretty the bright face was.

That was the beginning and there is no need of telling the rest, the one peculiarity, making the common uncommon, being the way the young

people conducted themselves. From the first it was business, with the love feature evidently regarded as a matter of course and thrown in. So one fair spring morning, that like the daffodil comes before the swallow dares, found Mark up and out in the good-sized backyard gathering the rubbish and burning it and locating at intervals the places for the vegetables soon to be up and growing; and when his mother, with wonder in her voice, wanted to know why he was planning a garden of so much larger dimensions, she was, while pleased enough, somewhat surprised to learn that a boy, if he was ever going to amount to anything, has to begin early to manage things, and a big backyard is as good a place to begin as anywhere. To the maternal eye the two-acre garden did seem a little ambitious for a 17-year-old to start with, but she wisely kept her seeming to herself, concluding that no management now or hereafter should ever receive discouragement from her. So the two acres were plowed and planted and the sun and the rain and the boy toiled together and the satisfied mother sat by the back window of the little kitchen, when she could, with her sewing and watched and hoped and prayed that the three strenuous workmen outside might be rewarded with a harvest of more than a hundredfold; and they were.

The mansion at the other end of the street also saw strange goings-on and the manipulations became noticeable that some spring morning, Jane, the housekeeper and the maid of all work combined, neat as a pin and as prim and above all things hating a bother, was surprised to find "Mistress Mary quite contrary" coming in from the kitchen with the tray of dirty breakfast dishes and, arrayed in an "overall" apron, evidently intending to share the morning's work. Jane never minced matters and the moment the tray was put down took by the shoulders the maiden who had borne it and conducted her energetically to the dining room door, through which the heiress of the ancestral estates was expected to disappear, to be seen no more until dinnertime.

At once there was rebellion.

"Jane, you stop. I'm going to learn to be a good housekeeper. Everybody says you are the best one in the State and I'm going to begin now and I want you to teach me. How do you manage to have the glass shine so? Is it hot water, or towels, or soap, or what?"

The look and the tone did the business, and the erstwhile determined Jane, subdued and delighted, watched and directed the maiden's deft fingers as the shining glass, glittering like diamonds, was placed on the waiting tray.

Jane, however, like the rest of her sex, "wanted to know;" and, as the dishwashing proceeded, seized upon the psychological moment for inserting the far-reaching Why? And Mary, pleased with her polished glass, made answer:

"Of course, Jane, it's looking a good ways ahead, but Mark and I

were talking it over and we both think that as long as we are going to be married sometime both of us ought to be getting ready, you know; and so he's learning how to manage his side and I'm going to learn mine. Then, you see, with both working for the same thing we shall have to succeed, and we have both a lot to learn and to do before we can think of beginning."

Well, that from a three-fourths grown girl of 15 is unusual and it more than pleased the practical Jane, who did not hesitate to ask, "What thing are you working for and what is the success you are having in mind?"

"Of course, Jane, you, being one of the family, have a right to know and, of course, you'll keep it to yourself. 'Mayflower folks don't gossip,' as Mamma says; but Mark heard me say during the winter that I wanted a sealskin and that is the first thing we're going to get after we are married; but, dear me! the things that must come first! I've got to go to college and Mark has, too; and that means a lot of money and as long as he is going to be the first in his profession—the law—I shall have to learn to be a poor man's wife and that means that I must learn housekeeping from cellar to garret, so that I can do everything my own self, so that if I should be left a widow I shouldn't be helpless. Don't you hate to wash the iron-ware, Jane? It blacks your hands so!"

"But, Mary, you don't have to wait for your sealskin sacque that long. What your mother is waiting for is for you to get your growth—not a long time now, for you are growing like a weed. Then you have this house and all belonging to it to fall back on, so there is no danger of your suffering—that's what comes from being an only child; so I think what you'd better do is, not to be bothering about things to wear and such; but just settle down to the idea of being just as fine a lady as your mother is and then when the time comes, if it's Mark, why it's Mark, and if it's somebody else, then 'tis. I'll tell you all about the kitchen end of the house, so far as I know, and your mother will see to the rest. You want to go in and have as good a time as you can while there is a chance. There're always breakers ahead; and wait until you get to them, I say."

It is resisting a great temptation not to give here an account of what came near being a slip 'twixt the cup and the lip in the love affairs of Mistress Mary and her devoted Mark, but it is pleasanter, after all, to say that the two, young as they were, clung closely to their one idea, and one sunny June day received, in the colonial house, the good wishes and congratulations of all who knew them.

It is hardly necessary, however, to say that everything but the ceremony was wholly unsatisfactory. "The idea of a girl like Mary Winland, with all that money behind her, going straight from the church to that little tucked-up cottage and staying

there without anything you could call a wedding journey." "Four years in college and a year in Europe and then home to cook Mark Westmay's meals and do his washing!" "A servant? Not she. Not since the death of Mark's mother, four years ago, has that house been looked into, and she and Mark went over and they both washed and scrubbed, for all the world like a couple of paddies." "It's just on a par with the rest. Think of her refusing that sealskin because that's the first thing they're going to buy as soon as they can afford it." "Think of his starving his way through Brown and the law school to settle down in this out-of-the-way place to practice! Mark my words, that two-acre patch will be his only income for many a long year. Good-by, sealskin, say I!"

The little one-story cottage didn't care. It was the "idle wind unrespected," and the two M's—Mark and Mary—made that spot of earth the Paradise from which no angel with flashing sword ever drove them. The honeysuckle clambered and sprawled and swung censers until the whole neighborhood was a sanctuary of incense; the garden and the cellar went into partnership with a bet whether the one could produce more than the other could store, and the "County Herald," without reporting the bet, was "proud to announce that Esquire Westmay on a patch of two acres had taken every prize at the Fair worth taking, and that his worthy wife with one cow had shown that part of the State what real butter is and had received from the Committee higher encomiums for 'The Golden' than had passed from their hands in years."

So it came to pass that thrift from the first dwelt in "the cot at the end of the lane," because from the first the acres outside were taken good care of by the brain-directed hands of the determined Mark and because the little home, under the thoughtful control of a pair of womanly hands that had learned how, was showing in a practical way that happiness first and prosperity afterwards are sure to come where Eve shares the curse with Adam and eats with him of the bread both earn "with the sweat of the face."

It hardly need be said that Mary Westmay's way of housekeeping did not find favor. Disapproval was expressed from the first. "Why! she is doing her own work—washing and ironing and all. Just think of it! An only child and all that Winland estate to be hers the minute her father gets through with it, and she wearing her fingernails off on the washboard! You catch me doing it!"

And so one day at the sewing circle when the same thought was pleasantly expressed, the heiress of her father's extensive domain took occasion to say, as she settled down to her work, "It never looked that way to me. Years ago Mark and I made up our minds that we would earn all that we were going to have. So he began to learn to do what was coming to him and I determined that that sort of a man ought to have for

his wife a woman who could and would hold up her end of the yoke. So I learned how. Washing and ironing have to be done, and the woman surely ought to do it. Cooking comes to her naturally and she ought to be able to do that. A needle is the woman's implement and she ought to know how to use it, from darning stockings to bonnet-making. A real home needs all these things first. After that come the culture and the refinement of books. So I learned housekeeping; so I went to college; so I studied music abroad, and have had some travel; and I am satisfied my little house is all the better for every effort I have made to make it a home for my husband and me. I might have a servant, but I see no reason why I should. I can and do wash my dishes clean without breaking them. I am keeping my little house the neatest—no dirt in the corners or under the beds. I am well and strong and have time to get tired and rested. I thoroughly enjoy doing my own work. And why shouldn't I? Ida Follett asked me the other day, when she saw me hanging out my washing, if my music and German helped me much in washing and ironing. I couldn't help saying that she wouldn't have asked that foolish question if she knew music or could talk German. Help? Of course, they help. It is the province of learning and culture to lighten the burdens of labor, and I fancy that my white clothes come whiter from the suds because I keep time

with my rubbing to the 'Lorelei,' which I like then to sing. Mark doesn't sing German, but, when I told him about it he hastened to tell me that I needn't feel so grand about it, because his hoe always keeps time to the same tune, only he sings the song always in Latin. The fact is American womanhood, if America's best is to be realized, must idealize and then realize the marvelous possibilities of the kitchen. Work there must stop being looked upon as ignominious and the women of the household must come back to the old way of thinking: that the refinements of life located there and carefully followed up will soonest give to the world the best that that world knows."

The second fall following their wedding day Mark came home one evening beaming. He had won an important case, and he tossed into Mrs. Mark's lap a check of commendable size, with "There, Mary, there's your sealskin sacque. We've earned it and let's have it a good one."

What do you suppose that foolish woman said? With a look upon her face "made all of sweet accord," she answered, after awhile, "Mark, the sealskin I want must be large enough for two and I want it fashioned after a design of my own. Let's put this money in the bank and one of these days have a pretty little house of our own that you and I have earned."

For a minute or two one would have thought he was a statue of

stone. Then he came to her side and, bending over her, gave her a kiss that she remembers to this day. The story somehow got out—remember that she is a woman!—and now when strangers in the town ask about "the" house at that end of the village—and they always do—the reply always is, "That house? That is the Westmays'; that is Mrs. Westmay's seaskin sacque."

Richard Malcolm Strong.

When He Missed It.

"This April fool is a senseless thing, as all adults agree," said the man who had a seat at the head of the street car, "but I shall never cease to regret one circumstance connected with the day. I happened to be in Chicago, and as soon as I had eaten my breakfast at the hotel and struck the sidewalk I began to come across April fool things. During the day I walked over packages and pocketbooks galore, but I was not fooled. Along toward night I came upon a small parcel on the walk and had a hunch that it was not a fool package. I was about to pick it up when I saw a woman grinning at me from a window. That settled it and I passed on, and a man behind me secured it."

"But you don't say it was a valuable package?" was asked.

"Sir, it was a package containing a potato-masher."

"Oh!"

"And we'd wanted a potato-masher in our family for twenty years. My wife had used the rolling-pin, a base-

ball bat, the end of a brick and a stove leg as a substitute. One thousand times I had started out to buy a potato-masher, but had returned home without it. Here was one under my feet, but I did not pick it up. It went to another."

"And—and—"

"And we haven't got one yet, sir. And my wife is still using an old stove leg to mash potatoes with, and I'm still calling myself an ass and am down on anybody that believes in April fool. Yes, sir, and there's a dime on the floor, but I'm not going to try to pick it up, because I know it's nailed down."

Taking an Inventory.

Mrs. Verdigris was enumerating her various ailments. "I haven't kept track of all of 'em," she said, "but one of the first things I had was lumbago in the small of my back. Then I had the influenzy awful bad. The next thing was the rheumatiz. Since then I've had neuralgy, nervous headache, sore throat, indigestion, a breaking out on my skin and ever so many other pesky little troubles that I can't remember."

"It would be an interesting list," said her sympathizing neighbor. "Why didn't you take an inventory?"

"I'm not certain but what I did," answered Mrs. Verdigris. "I took ever so many things. I'll try it if you think it'd help me, but unless it's very mild I just know it won't stay on my stummick."

They Move Rapidly—

Post (Formerly called Elijah's Manna) Toasties

They simply melt on the tongue and the "mouth waters" for more. That means repeat orders and heavy sales; the dealer's profit is pleasing.

Alternate cartons of Elijah's Manna and Post Toasties in each case, for awhile, makes the "change of name" easy and identifies the food for dealer and customer—no explanations necessary.

The "toasty" flavor is superior to all other corn flakes, and

"The Taste Lingers"

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, April 1, 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.

FASHION CAN NOT DICTATE.

To look at the illustrations of hats, gowns and what-not in the various publications devoted to matters interesting to women one might wonder where the profit thereof comes to the readers of those journals, because of the individuality which most women demand in their respective articles of wearing apparel. It is an old, old story that many, many women will pay the price for a gown or a hat, as the case may be, take the article home, try it on and then sit down serenely and make the thing over to suit themselves.

For this and many other reasons there is not so much difference between the milliner or dressmaker in the small city or village and those who, living in the city, have dropped the old-fashioned titles for the "Modes" and "Robes" so much more recherche when seen on sign boards. With present day facilities for acquiring information no person need remain long in ignorance as to what Dame Fashion may dictate, and knowing the pronouncement in Paris or New York yesterday the milliner or dressmaker who knows her own clients is able to adjust for them

the fashion in Grand Rapids, Big Rapids or Petoskey to-day.

For example, the big hat redivivus in New York to-day is a public nuisance which will not be tolerated in the theaters and should not be permitted in churches, lecture rooms or anywhere else outside a forty acre lot. And it is absurd to expect the Smart Set decree to exercise any pronounced influence upon the sweet little lady who knows her own beauty and refinement and dresses in harmony therewith, or upon the skilled and enthusiastic milliner or dressmaker who knows her own patrons and is so clever that she will not hazard her own professional reputation and prosperity upon a device so outrageous.

THIRD MERCHANTS' WEEK.

Less than three months away is the third annual festival of the wholesale dealers of Grand Rapids, when they will entertain the retail merchants of Michigan during what, in our Board of Trade parlance, is known as "Merchants' Week." This event has become one of the institutions of Grand Rapids and whereas over 1,200 visiting merchants were entertained last year, as against about 700 guests in June, 1906, it is a foregone conclusion that there will be very close to 2,000 visiting merchants in Grand Rapids during Merchants' Week this year.

The exact date of the function has not yet been set, but it will be carried out during either the first or the second week in June and the Committee on Arrangements is planning in the matter of special entertainment and ample accommodations to outdo the admirable plans so successfully carried out last June. And all over Michigan the retail dealers, knowing from experience that whatever our local jobbers, as a body, undertake to carry out they succeed in doing, are on the qui vive for the good time coming.

What is the benefit of Merchants' Week to the city of Grand Rapids? is a question that has been asked.

The chief value is that it is the very best advertisement of our city and every individual mercantile, wholesale or retail, establishment and of each industry in the city that Grand Rapids receives; our city is more widely and more intimately known and is better liked by the retail dealers in Michigan; they know that as a jobbing center Grand Rapids is second to no city in the State and that the thousand business men constituting the membership of the Board of Trade work in harmony with our merchants in the effort, once each year, to make them truly the guests of Grand Rapids.

Harry Thaw may be a little deficient in the upper story, but he occasionally shows symptoms of good common sense. It is said that in the contract for separation from his chorus girl wife, he insists on a clause providing that she shall not go on the stage or give any public exhibitions. That is the most creditable thing the wayward youth has ever been known to do.

DYNAMITERS IN AMERICA.

It is not strange that in the City of New York, with more than a million of foreign population, embracing many of the criminal classes of Southern Europe and of Russian revolutionists and anarchists, the revolutionary elements should at last have turned upon the city authorities and begun upon the police a war with dynamite bombs.

This country has become the refuge of many thousands of Russians, who are largely Jews and are revolutionists of the most implacable type. The great body of the Jews who have become American citizens are among the most orderly, law-abiding, industrious and prosperous of our population, and, knowing them, we can form no idea of the Russian Jews who have lived always under despotic oppression. A writer in Van Norden's Magazine for April declares, in describing them and the East Side of New York City, where they have congregated, that the average American can have no correct idea of these Russians. He says:

The Russian Jew, hampered on every side, restricted in dwelling place and occupation, denied the pursuit of happiness in almost every way, has had developed the idealistic side of his nature. He it is who furnishes a large proportion of the "intellectuals" of his country—he furnishes the teachers, the journalists, the speakers, the martyrs—as well as the terrorists, who are willing to sacrifice their lives if in so doing they can strike a blow for liberty. The Jew is hated in Russia, not by the poor people who are in his clutches—as in Germany—but by the Bureaucracy, for his mental and moral qualities. The massacres that take place from time to time are not spontaneous outbursts of Judenhetze, but carefully fostered attacks of the Black Hundred, the roughs of Russia, who would attack any class, could they do so with impunity and with the moral support of the government.

The Russian Jew becomes an Intellectual because all other modes of self-expression are denied him. Where the young Englishman indulges in sports, the Russian Jew reads. Where the American goes into all manner of business ventures, the Russian Jew reads. Where the German travels, the Russian Jew reads. Books furnish the Russian Jew not only with his recreation, but with what is greatest of all, his hope. A 20-year-old boy would feel as ashamed if he did not know Spencer, and Huxley, and Darwin, and Spinoza and all the other "heavy" writers, as an American boy would feel if he did not know who had won the baseball pennant or what college held the football championship. The thinkers, who are only names to the majority of youths of a happier land, are the dissipation of the young Jews of Russia.

Even here in America their old habits cling to them. Theoretically they approve of our more healthful and natural way of occupying our leisure time. Practically they can not become used to seeing grown men chase a little ball across acres of greensward or batting another back and forth across a net. With Russia to liberate, and the rest of the world to convert to Socialism, they have no time for it themselves. Their bookishness does not slough off even under the blue sky and in the pure air of the Bowery. The librarians of any library within reach of the East Side will tell you that the most solid books are taken out and studied by the Russian Jews. For

them the "best sellers" have no attractions. Go to the Rand School of Social Science and listen to the intelligence of the questions asked by this proletariat of working men and girls—questions often showing wide reading and deep thinking. To propound one such question in a roomful of young Americans would cause a stampede.

These people can have no idea of human freedom regulated by law, so that all human beings may live in peace in their various communities, enjoying personal and constitutional liberty, limited only by the requirement that no one should infringe upon the rights and property of his fellows. They know only the oppression of powerful privileged classes, and they seek in this country of ours absolute freedom to work their will without restraint. Such are the people who complain that ours is not a free country because there are laws which restrain them, and they sought a refuge where they could have absolute freedom.

It will require long years of residence here before such people will be fit to become citizens, and indeed they do not want citizenship. They want to work out their theories of freedom, which begin with the abolition of all law and the destruction of all existing institutions which are intended for the maintenance of public order and the security of rights and property. The revolutionary societies of Europe have many workers here, and it is certain that divers European assassinations were organized in this country. Now that they are murdering Presidents and priests and are dynamiting the police, it is not difficult to realize that they have commenced a campaign having for its object the destruction of our Republic.

MAPLE SUGAR SEASON.

Thanks to the pure food laws it is possible nowadays to obtain the "real maple," provided one knows how. There are still sugar bushes all over Michigan, smaller perhaps than those of thirty years ago, but more carefully operated. And the retail merchants in the small villages nearby the sugar bushes do a thriving business. They know the men who own and work the "bushes," they have faith in the rectitude of these men and in the genuineness of the "maple" they produce. Thus they buy to the limit. On the other hand most of these merchants are known to individual families in the larger towns or cities from ten to fifty miles away, and these families place their orders for maple sugar sometimes a year in advance. The pure food restrictions prevent successful competition on the part of corn-cob substitutes so that good liberal and reasonable prices for the genuine article prevail. In this way the village retailer is the only middleman, the sugarmaker gets a good profit, the grocer likewise and the consumer gets the real thing in maple sugar.

Love your neighbor as yourself, but don't forget to lock your back door at night.

Courage and caution make a splendid working team.

CHINA AND JAPAN.

The settlement of the Tatsu Maru affair, in which China got much the worse of the bargain, has stirred up a great deal of anti-Japanese feeling throughout China. Not only has the animosity of the masses been aroused against Japan and everything Japanese, but it is being directed against the Chinese government as well.

While China was without doubt unduly humiliated by the uncompromising course of Japan in the recent controversy, impartial critics must admit that the Chinese government did the very best possible under the circumstances. In the face of Japanese power to retake the seized ship and punish China by bombarding one of her ports, there was really nothing else to do but yield and make the best possible terms. By careful diplomacy the Chinese officials drew as much of the sting from the act of yielding to Japan's demands as was possible, and they actually succeeded in securing some concessions, such as the agreement on the part of Japan to prevent further shipments of arms to revolutionists. In attacking their own government, therefore, the Chinese guilds and messes are not, according to strict justice, too faithful officials.

With respect to the threat to punish the Japanese by boycotting their goods there is a greater show of justice. The boycott in Chinese hands is a powerful weapon, as was abundantly shown when China boycotted American goods as a result of the administration by this country of the Chinese exclusion act. That Japan does not relish the application of the boycott to her trade with China is shown by the demand that has been made on the Pekin government by Tokio, that China should discipline her people for the anti-Japanese demonstration and prevent them from placing a boycott on Japanese commerce.

The Japanese government is apt to find it a much more difficult matter to deal with the boycott than they found it to compel China to back down in the Tatsu Maru affair. A boycott is not easily controlled by government regulations. If the Chinese decide not to purchase Japanese goods there is no practical way of compelling them to change their minds. To refuse to purchase a particular commodity is no crime, and it is not apparent in what manner the Chinese government, even if it desired to do so, can control the matter.

Japan has not treated China with that degree of fairness and conciliation that might have reasonably been expected. Trade is not fostered by violent means and by acts of injustice, but by friendly intercourse and friendly relations. If Japan desires to capture her proper share of the vast and lucrative trade of China she will find it more profitable to conciliate the Chinese than to antagonize them. This country learned a lesson along those lines a year or two ago when the Chinese decided to boycott American goods. To overcome the

boycott was found to be practically impossible until the Government at Washington adopted a more conciliatory policy and evinced a disposition to treat the Chinese with fairness and a proper degree of consideration.

Despite her helplessness, in many ways China is making steady progress in revolutionizing her unprogressive methods and she is now able to make a much more effective opposition to outside aggression than was formerly the case. If Japan persists in her arrogant and harsh course towards her big neighbor a spirit of resentment and hostility may be aroused, which in time will give the Island Empire trouble. China is imitating Japan's example and adopting Western methods much more rapidly than most people suppose, and it will not be many years before her military power will have to be reckoned with even in Japan.

RULES FOR BEAUTY.

Most women and some men are ambitious to be beautiful. They have all heard that handsome is as handsome does, but they are not satisfied with any such adage, nor are they to be put off with any such conciliatory formula. They want the beauty that can be seen by whoever passes and takes even a momentary look, preferring it to that beauty which is in the character and must be studied to be appreciated. So desirable is pulchritude that women pay large amounts of money for it, some giving much more than they can afford and all of them giving more than what they get is really worth. A Chicago woman has gone to New York and her message is one of cheer, full of joy for femininity. She has opened a beauty school in the metropolis and with the free advertising she has already had her business ought to be profitable, even if the treatment is not efficient.

This woman from the windy and wicked city, who is sort of an esthetic physical culturist, gives her recipe to the public free of charge, and in a word it is a kind of faith cure in that the pupils are to think beautiful thoughts and the result will be beautiful looks. There are some exercises which go along with it and while the scholars move their muscles the teacher reads fine phrases to them and tells them that beauty is the God given right of every woman. One of the rules is thus stated: "To retain her beauty a woman must always think pleasant, sweet, beautiful thoughts." That is not so easy as it looks for the girl who has to help her mother to keep house or the woman who has to hustle out in the morning to work somewhere to earn the money with which to buy a gown. If it were peace of mind the Chicago woman proposed to provide, some of the regulations are most excellent, such, for example, as "Don't worry over your troubles; conquer them;" "Don't fret over lack of success; attain it;" "Don't envy another's happiness; know that you can equal it." Observance of these simple suggestions will bring that contented mind which is said to be a continual feast,

and if it will bring beauty as well there is all the more reason for living up to the letter and the spirit of the regulations, but it will not help a turned-up nose nor straighten eyes that squint.

The National Biscuit Company, a corporation well known in nearly every city and town in the United States, has for some time made a special effort to induce its employees to purchase its stock. Of its 7,500 stockholders 2,395 are now employees. Under a plan allowing employees to acquire the preferred shares, for which they pay by installments, 7,933 shares have been secured, exclusive of a very large amount of both common and preferred stock, held by the directors, officers and principal managers. To what extent the prosperity of the company is due to this co-operation of labor and capital it is difficult to say, but there is no doubt it has proved a good thing for both the corporation and its employees. The company was organized ten years ago, and its annual sales have increased from \$34,000,000 for the first year to \$42,000,000 for 1907.

An eminent English scientist, in a recent address in Paris, announced the discovery that one disease is the preventive of another that may be worse. In his opinion the gout is often a blessing. The very ills under which many sufferers groan render them comparatively if not entirely immune from other more serious troubles. The more rheumatic or gouty a person is, the less pronounced the tendency to consumption. Tuberculosis in a rheumatic subject and still more in a gouty subject is extremely rare, and when it declares itself makes very slow progress and is frequently arrested. Now, when the twinges remind one that man is destined to suffer, be thankful it is no worse an affliction than long-lived gout.

At a recent wedding in the country near Rochester the absurd custom of throwing rice and old shoes after the newly wedded pair came near causing the death of the bride. As they started in a carriage on their wedding tour, friends sent them a shower of rice and old shoes. The rice frightened the horses, they started to run, the carriage was overturned and the bride, pinioned beneath, was dragged some distance before the groom, who held on to the reins, stopped the team. The wedding trip was abandoned and the bride, painfully bruised, is under the care of a physician. Many railroads have prohibited the ridiculous custom at their stations as a nuisance, and as it is shown to be a danger as well, it should be abolished.

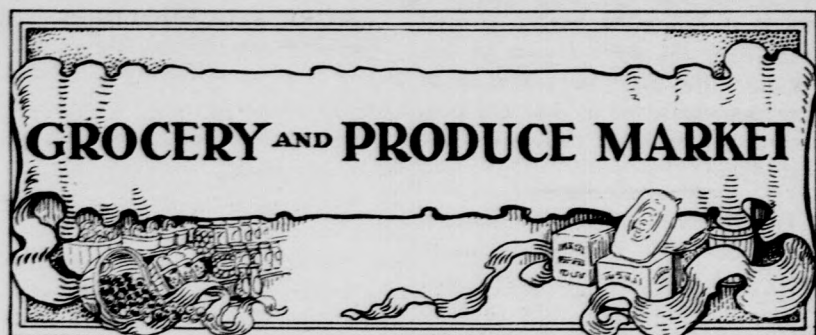
An English court hands down a decision that in the absence of direct evidence of the fact, it is safe to assume that a man who has been missing 128 years is legally dead. No doubt the courts in this country will accept this as good law without asking the full text of the decision.

MORE STOCKHOLDERS.

The other day Senator La Follette in one of those fervid flights of oratory, to which he is so well accustomed and from which he gets so much enjoyment, declared that all the wealth of the country is rapidly being concentrated in the hands of a few enormously rich. He gave a list of a hundred, a catalog, by the way, which must have been prepared some time before, because when referred to some of those whose names were then used were struggling valiantly either in or against bankruptcy. He was trading on the old and much used phrase about the rich getting richer and the poor getting poorer. The phrase is more euphonious than truthful, and there never was less truth in it than at the present time, because that little disturbance which dates back to October and is frequently referred to as the rich man's panic made a lot of trouble for that class in the community, and they had to throw over some of the cargo to lighten the load and get over the bar.

When the rich men were squeezed and had to sell, they hoped for high prices and took low ones. They did the best they could, but with good stocks going on the market in generous amounts the prices broke, of course, and many choice articles were on the bargain table. These stocks were bought up by people of moderate means, who had a little money to invest. They availed themselves of bargain day in Wall street to good advantage. The result is that the corporations have more stockholders now than ever before. It is said on what claims to be good authority that the United States Steel concern has more than a hundred thousand shareholders. The Pennsylvania railroad has over sixty thousand, and the enumeration might go on through the list of railroads and big corporations. Only the other day the statement was published that the company controlling the Bell telephone system has 25,000 stockholders. The number of corporate stockholders has grown marvelously in the last four or five months. There will be, and indeed there is, a marked advantage in this greater distribution. Those who bought and are still buying wisely will have occasion to congratulate themselves, and if their investments are profitable they will want more of the same sort.

Another evidence of good will and of the improbability that the United States and Japan will ever have any fight is the acceptance of the latter's invitation to the American fleet to call at a Japanese port on its way around the world. The United States war vessels will be at the Philippines and it is only a little journey to Japan. The folks who whipped Russia will give the Americans a very warm and enthusiastic welcome. The Japanese are often called the Yankees of the East and Americans are their models in point of ingenuity and enterprise. They will make a special effort to show their good will and kind feelings, which are mutual.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 28—Jobbers generally report a very light demand for coffee. Sales are usually of very small lots—just enough to tide over—and the situation in general is apparently a waiting one. At the close Rio No. 7 is worth 6@6½¢ in an invoice way. In store and afloat there are 3,811,152 bags, against 3,980,558 bags at the same time last year. In a speculative way the market witnessed some quite large transactions for a few days, but yesterday dulness again characterized the market and only 8,500 bags were worked off. In mild grades there has been some decline in rates and a consequently improving demand. This applies more particularly to Central American. East Indias are quiet and unchanged.

With oncoming warmer weather there are signs of "something doing" in the sugar market and jobbers tell of some quite respectable transactions in withdrawals under previous contract. New business is not large enough to be observable. There is some expectation of a further advance in granulated and this may come by Monday. The present rate is 5.30c, less 1 per cent. cash.

There is a little better demand for teas, but sales individually are small. Japans and Pingsueys are attracting most attention. Pingsueys, however, are not doing as well as a short time ago.

Jobbers report a better week in rice. The demand has come from many quarters and quotations are fairly well sustained at the same level as last week. Foreign arrivals fill the gap in low grades.

Not an item of interest can be picked up in the spice market. Jobbers say that sales are about as small as they can be and be anything at all. Quotations show no change in either direction. Zanzibar cloves are quoted at 11¾@12c.

Jobbers tell of a good run of orders all the week for molasses and at the close quotations are very firmly maintained. Stocks are sufficient for all requirements.

There is some improvement in the enquiry for canned tomatoes and really desirable 3s—standards—are well held at about 77½¢ f. o. b. factory Maryland. Off grades are dull and can be found from 72½@75c. Some exertion has been put forth to create business in futures, but as yet the volume of trade is too small to speak of. Corn is mighty quiet and few sales are reported. Maryland, Maine style, is held at 65c. Some "really truly" Maine corn sold for

95c, but the usual price is \$1@1.05. Peas are moving with a little more freedom at unchanged quotations.

Butter shows little, if any, change. Top grades are moving in quite a satisfactory manner and selected creamery is worth 29c; extras, 28@28½¢; firsts, 26@27c; held stock works out at 27@28½¢; Western imitation creamery, extras, 25c; Western factory, 17@21c, as to grade; process, 22@24½c.

Cheese is doing well and quotations are well maintained. Full cream, 16¼c. Little has been done by exporters except in cheap goods and even such sales have been moderate.

Eggs are a trifle lower and not over 18½@19c can be named. Fancy Western, 16@16½c for storage pack and 15½c for regular pack.

One Cause of Dr. Wiley's Downfall.

Assuming that the appointment of a board of five chemists to consider the questions growing out of the enforcement of the pure food laws amounts to a supercession of Dr. Harvey W. Wiley, it may be truthfully said that his undoing is due to a small saccharine pellet. The President likes saccharine pills. To Dr. Wiley they are an abomination, the very name of which is an adulteration, for until a few years ago saccharine was only an adjective. Now it is used as a noun to designate one of the wholesome products of coal tar.

All men who go into the wild places of earth know about the pills. They are an admirable substitute for sugar. Prospectors and hunters can pack around in their vest pocket the sweetening qualities of ten pounds of sugar in the form of saccharine tablets.

One day not very long ago Dr. Wiley was a member of a party of pure food people at the White House. The question of the meaning of the sentence, "Sweetened with saccharine," came up. It is frequently found on canned goods.

"Why, the very name is an adulteration," said Dr. Wiley, who has been a pure food and correct labeling advocate for twenty years. He referred, of course, to the fact that until a few years ago the word was only an adjective, signifying the property of sugar.

"Only a born idiot would think it meant sugar," retorted the President with some warmth. He then told those around him that he frequently carried such tablets in his pockets and ate them with great relish as a substitute for candy. He suggested that that had led to the report among

some folks that he was addicted to the use of drugs.

The fact that the President disagreed with him did not deter Dr. Wiley from an official insistence that the use of the words, "Sweetened with saccharine," was misleading and therefore, a misbranding of the goods upon which they were used within the meaning of the pure food law.

Are You Still Chore Boy?

Away back when you first started you simply had to be all things to all customers.

Then yours was a one man business. As your business grew, have you grown with it?

Probably you have nodded your head in agreement many a time to the statement that the modern business problem is how to avoid waste.

But—is there any more costly form of waste than to use the time and energy of yourself for what could be done by a low priced clerk?

All through your store seek the answer to the question—am I paying more than I should for this particular class of work, either directly or because I do not provide lower priced help that would relieve other help for more valuable use elsewhere?

Think it over—are you still chore boy?—Butler Bros.' Drummer.

Neither Will Tell.

Little Elvira—Mama, when the fire goes out where does it go?

Mrs. Gaylord—I don't know, dear. You might just as well ask where your father goes when he goes out.



Notice!

Low Prices on Buggies, Road Wagons, Surreys. If interested it will pay you to investigate.

Sherwood Hall Co., Ltd.
Grand Rapids, Mich.

Lightning Rods



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

E. A. Foy & Co., 410 E. Eighth St. Cincinnati, O.

FRANKLIN Automobiles

Dead weight makes live expense-bills.

That's what you miss in the lightweight Franklins.

Come and let us show you.

ADAMS & HART

47 N. Division St. Grand Rapids

Big Problems of the Grocery Trade.

Little problems are the ones of most intimate interest to the average retail grocer, but the big problems now in process of solution are the ones which will be likely to affect the whole structure of his business.

The biggest grocery problems of the day involve the relations which exist, or which should exist, between—

The manufacturer and the jobber.

The manufacturer and the retailer.

Or between—

The jobber and the retailer.

The jobber and the consumer.

It is the tendency of the times to eliminate, as far as possible, the profits which are taken out of goods between the manufacturer and the consumer. This is not done to benefit the consumer, but to enrich the manufacturer. Even if the jobber and retailer were both eliminated, the consumer would not be likely to get much benefit. Hence, there is no philanthropy about it. It is purely a case of get rich quicker for some already rich corporation.

Until recent years the jobber's importance to trade has been accepted.

Manufacturers recognized that through the jobber they could find the easiest and cheapest outlet for their goods. The jobbers did practically all of the distributing of manufactured goods. Now it is said that the jobbers do about 85 per cent. of the distributing, and the other 15 per cent. is done by various "buying exchanges" organized by retail dealers who demand of manufacturers the same prices on big orders that are given to jobbers. And these buying exchanges usually get what they go after in the way of price concessions. The buying exchange in Philadelphia is said to supply 1,200 retail groceries, a business so vast that a manufacturer will think twice before turning away trade in order to protect his jobber.

While this clash between jobber and retailer is going on there is a similar clash between the retailer and the big consumer. The big hotel or restaurant goes direct to the jobber for its goods. The big public institution does the same. And they get the same prices that the jobbers allow to retailers. The retailers growl because they say the jobbers are interfering with retail business. The jobbers reply that the big hotel is not a consumer; that it merely buys to sell again in another form; that it is a retailer. And so it goes.

Certain it is that this condition of warfare is not likely to continue indefinitely. If the "chain stores" and "buying exchanges" are able to go to the manufacturer and get goods cheaper than can the other retailers, something will have to be done. Either the retailers will have to eliminate the jobber's profit entirely, or else the manufacturer will have to refuse to sell direct to the chain stores and buying exchanges, and treat such customers as if they were jobbing houses. If it is true that the buying exchanges and chain stores represent 15 per cent. of the busi-

ness, while the other retailers represent 85 per cent., it would seem just and right that the manufacturers should get together and protect the jobber from extermination.

But the jobber should come into court with clean hands by refusing to go after trade which rightfully belongs to the retailer. This is a condition most difficult to bring about. It is doubtful whether it can be brought about. The only way to bring it about is through co-operation between retailers and jobbers. The jobbers can not win their fight without the co-operation of the retailers, and the retailers will not give any aid if they think the jobbers are ready to turn pirate at the first opportunity and grab retail trade. The future will mean one of two things: either co-operation, or the extermination of both jobber and retailer, and the sale of goods direct from factory to consumer.—*Merchants Journal*.

The Simms Parcels Post Bill.

Representative Simms, of Tennessee, has formally opened the parcels post campaign by introducing a bill providing for the establishment of a system of local rural parcels post, packages not to exceed eleven pounds in weight, to originate and be mailed at a rural delivery distributing post office and addressed to an R. F. D. patron of that or any rural postal station tributary thereto. The proposed rates are one cent for each two ounces up to four ounces, one cent for each additional four ounces up to one pound, and two cents per pound over the first pound. This makes five cents for the first pound and two cents for additional pounds up to and including eleven.

The bill clothes the Postmaster General with full authority to frame all rules and regulations under which the system is to be conducted. It cuts off from the reduced rates all printed matter of every description, thus depriving the service of the "educational" feature which was one of the strongest arguments in favor of the rural free delivery.

The proposed rates are the same as those originally incorporated in the Henry Parcels Post bill, so that if the Simms measure should become a law Congress could at any time extend the rural parcels post to the entire postal service by inserting a half a dozen words in the annual Post-office Appropriation bill.

The time is ripe, therefore, for all opponents of these propositions to protest against them to their Representatives and Senators. These protests, however, should not merely express opposition to the project, but should assign the reasons for such opposition. Protests should be directed also against the bill recently introduced by Representative Lafean of Pennsylvania, providing for the establishment of an experimental rural parcels delivery, for if the Simms bill fails the postal "reformers" intend to come forward with the experimental proposition, which they will urge on the ground that it will shed light on a very serious problem, "and will only cost \$10,000," a well-

worn phrase with which Congress has become quite familiar since it was first presented as an apology for the experimental appropriation for the rural free delivery service.

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."

Basis for a Suit.

Ikey (to his lawyer)—Und he said he would make him t'ree pair of pants und he made none. Vat can you do?

Lawyer—We'll get you the money all right. They're breaches of promise.

It is not the smile you put on your face but the one you bring to another that makes you happy.

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

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

Clearance Sale of Second-Hand Automobiles

Franklins, Cadillacs, Winton, Marion
Waverly Electric, White Steamer and others.

Write for bargain list.

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



Test Which Comes With the New Position.

These are the times in highly organized businesses when the man who steps up into a new position, charged with the responsibility for a department or section of the work, feels that he must make a new record for the office. Ordinarily this is the meaning of the change. Better results from better methods are expected of the successor.

In this the newcomer finds himself in a peculiar position. Over him are the directing heads of the greater organization, who will look to him for results. Below him, subject to his orders and disposal, are the same group of employees with which the other man failed. In many lines of work, even the same literal machinery of the business is all that he can command.

"Jones failed with these," is the terse introduction with which Smith meets men and machinery of business; "see if you can succeed."

As to why Jones failed may be an utter blank to Smith. His directing heads of affairs may be in the dark as to the causes of the failure. If they have a suggestion to make as to new methods it may be of the vaguest character. They were dissatisfied with Jones; they feel that the net results of the machinery which he controlled should be larger; will Smith show them?

Just in proportion to the magnitude of Smith's opportunities, he must shoulder this necessity for judgment and tact. If he shall be in a position where a score of foremen and department managers are under him, he must recognize that many of these lieutenants of his have established their personal following among their men. To antagonize one of these minor heads in the organization needlessly may be fatal.

No man in such a position can stand for long against the mutinous ill feeling of those upon whom he must depend for results. In a thousand ways he may be handicapped and balked and undermined without possibility of tracing the evil.

Thus, when Smith has come into this new estate of his, it is absolutely essential that he keep more careful watch upon himself than upon his larger ideas upon which he hopes to realize results. To accomplish anything he must have the machinery for it in order. The working spirit of his men must depend upon his relations with these employees. He finds himself in the position of the school teacher whose new charge has thrown out his predecessor; he must

restore order and inspire co-operation of his pupils, or fail. Even more than this, he can not use the methods which the old fashioned teacher at least found sometimes effective.

"I don't care what you have been doing in the past; I don't care what Jones' methods were—I'm running things now!"

A speech such as this, with its accompanying attitude on the part of a new man at the head of affairs, can ruin his prospects. I say "can" ruin his prospects for the reason that the new manager, who has prospects in him in managerial capacity, does not assume such an attitude. Yet in the most careful of men having ability to carry them through, there is the necessity of careful watch upon themselves in their relations with men working under them. Many a rough built man, in the garb of a mere roustabout, is supersensitive to some forms of shadowy slight! Get your results as a new manager just as soon as you can, but with all regard for the permanent good feeling between yourself and your men.

John A. Howland.

He Answered the Requirements.

Mr. Blank had advertised for a chauffeur, and he passed over a dozen applicants until he came to one whose general appearance seemed to fill the bill, and then said to him:

"Sir, I want a man different from the ordinary chauffeur."

"Yes, sir. I thought from the reading of the advertisement that you did. I am different."

"In what respects?"

"If you have a wife, I shall not flirt with her."

"If you have a daughter, I shall not cajole her into eloping with me."

"If your wife tries to find out through me where you go certain nights I shall be mum."

"If any dudes ask me how much money you are going to give your daughter when she marries I shall tell him to go to."

"I shall not come to your house to court the parlor maid."

"Should I be out in the auto alone and a son of a gun should want to race me, I shall decline."

"I am a first-class liar regarding speed when arrested by the police."

"I never give things away to the newspapers."

"If divorce proceedings are instituted I go on the stand for you."

He was told to remove his coat and vest and undergo inspection, and when it was found that his angel wings were fully developed he was hired on the spot for \$100 per month.

Seasoned to Perfection—then Hermetically Sealed

Always in the Lead the Ben-Hur Cigar

Exact
Appearance
of Our
Hermetically
Sealed
Glass
Package



An
Up-to-date
Package
with a
Reason
Why

We take great pleasure in bringing to the attention of the trade our new Hermetically Sealed Glass Package, which we have adopted for the use of the Ben-Hur Cigar. This jar of cigars can be kept in perfect condition and the very last one retailed will be found to have retained its original taste and aroma. As soon as Ben-Hurs are made they are stored in large humidors. They are inspected by an expert from time to time, and as soon as found properly cured they are packed in this glass package and sealed. We guarantee that they will be found in perfect condition at all times.

Cut Shows
Back of
Jar—Cover
Removed
Ready for
Retailing



Note How
Little This
New Package
Interferes
with the
Original Shape
of the
Ben-Hur

We are certain the trade will appreciate this new package. Write your jobber to send you a small order of Ben-Hurs, call the attention of your customers to the added merit of cigars kept in an air tight package—sit back and watch the Ben-Hurs go out.

Gustav A. Moebs & Co., Makers
Detroit, Mich.

WORDEN GROCER CO., Distributors
Grand Rapids, Mich.

Got a Job and Made Good.

A young man penetrated by slow stages to the office of the great commercial house of Hodden, and in answer to the "Well?" of the business master seated at the desk handed Mr. Hodden a letter.

The letter read: "My Dear Hodden: I can vouch for the bearer, Fred Foxlee, as capable and reliable, and if there is an opening with you at present I should appreciate it if you would give him a chance. Mr. Foxlee is willing to work in any position, I believe. So do what you can for him and oblige Judge Pederwit."

The tone of the letter grated on Mr. Hodden. He liked Judge Pederwit in his place, but he regarded him as a genial theorist who knew nothing of business, and he was irritated at his complacent attempt to disturb the well watched routine of the Hodden establishment.

Mr. Hodden knew it would be impolitic for certain reasons, past and prospective, to refuse Judge Pederwit's request. He asked Foxlee what he wanted to do and expecting the answer, "Anything," was not prepared to hear Fred say:

"I should like a place in your advertising department. I think that I could be useful there in helping to improve your advertising. There is room for improvement."

For some time past Hodden had been holding the same idea. Fred's wish was voiced opportunely, and Milter, the advertising manager, was called in and after a conference Fred was installed as an assistant.

Latterly, the Hodden advertising had fallen into a rut, the beginning of its decline being coincident with Milter's decision that New York was the place to which all good advertising men went before they died.

For some time before Milter's leavetaking Fred had been doing practically all of the advertising work, Milter having been approvingly acquiescent, but after Fred became the actual head of the department he excelled himself.

He organized the Hodden baseball club, which gained a good place in one of the business leagues; he established a house organ for distribution among the employees, and in different ways vitalized the advertising effectively.

Old Hodden followed Fred's course with critical eyes. He had not forgotten that when Foxlee got his job he had said to himself grimly that while Judge Pederwit's request might get him the position, it would not necessarily make him keep it.

One morning Foxlee entered Hodden's office and with quiet earnestness said: "Mr. Hodden, I want you to sell me an interest in your business. I think that you need some one to share its responsibilities."

"What!" gasped the old man.

"You see, I know the business from beginning to end, having had to study every branch of it," pursued Fred in even tones.

"And if I refuse?"

"Then," continued Fred, "I shall buy the controlling interest in the Nard works, which by reason of Mr.

Nard's death may be bought from the executor at an attractive price."

The Nard Company was a rival of the Hodden concern that always would bear watching. Without speaking, Hodden gazed at Fred with a look of firmness, perhaps shaded just a trifle with admiration.

"And, Mr. Hodden, I should like permission to call on Miss Hodden; we were at the university together and I meet her often in our little circle. We feel quite well—er—acquainted, although, perhaps, I should not say so."

At this disclosure Hodden was frankly astonished, and Fred began to feel the strain. He said anxiously: "Shall I call this afternoon for your answer?"

Hodden said: "No, don't go; I'll answer you now, and say yes to both questions. Which is the more important for me to decide?" he asked, gravely, but with a quizzical turn to his lips.

"The second, of course," returned Fred, softly. C. E. Severn.

Helping Things Out.

A Boston hotel had sent a man up into the sugar-making regions of Vermont to purchase the annual supply of pure maple syrup from a certain maker, and he wanted the latter to understand that he was a man that couldn't be hornswaggled. He therefore began:

"Mr. Blank, our people had so many kicks about your syrup last year that they finally had it analyzed."

"Did, eh?"

"Yes, and they found sorghum in it."

"Do tell!"

"And New Orleans molasses."

"Upon my word!"

"And melted brown sugar."

"Did you ever!"

"And I want you to understand that no such game can be played on us again. If it is attempted you will lose our custom."

"Game? Game? Why, I don't understand. I'll call Bill and ask him to explain."

His son Bill was working about a hundred feet away, and he called him up and told him what the agent had said, and then added:

"Bill, you made most of the syrup. Did you put any sorghum in it?"

"No, pop."

"Any common 'lasses or brown sugar?"

"Not a speck."

"But this man says sunthin' ailed it. What d'ye think it could be?"

"Wall, I don't know of but one thing: Last year was a bad year for sugarmaking, and when I saw that we was going to run short I tapped a few beech, elm and ash trees to help out the maples. Mebbe it wasn't a success."

An Inspiration.

"Hurrah!" exclaimed the inventor of predigested hay, "a man has lived for days in a mine on nothing but oil and wood."

"Well, what's that to shout about?"

"Plenty. You're stupid. It gives me a new idea for a breakfast food."

O. A. B.
Cheese

NOTICE

O. A. B.
Cheese

Buy Your Molasses NOW

**O. A. B., Augusta Corona
Lauderdale, Oxford,
High Grade**

IN BARRELS AND HALF BARRELS

**O. A. B., Red Hen, Uncle Ben,
Harmony, Peerless**

IN TINS

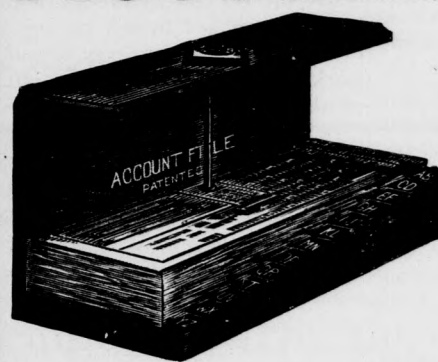
Ask for samples and price on O. A. B., color just right

O. A. B.
Cheese

Judson Grocer Co.
Grand Rapids, Mich.

O. A. B.
Cheese

Simple Account File



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

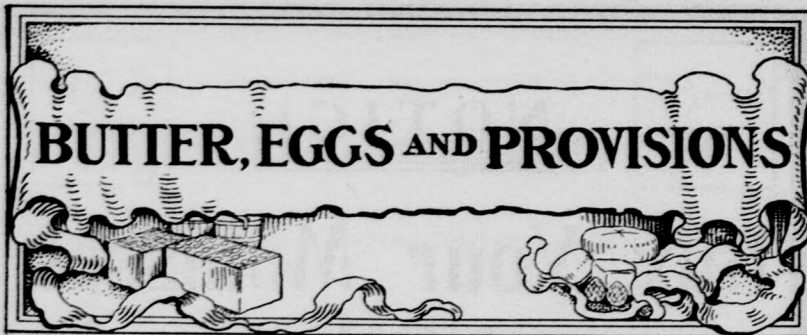
Charge goods, when purchased, directly on file, then your customer's bill is always

ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not

posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids



Observations of a Gotham Egg Man.

The local freight agents' association of New York City has recently put into effect certain regulations affecting the conditions under which receivers here are supposed to be obliged to sign for eggs in bad order.

These regulations are as follows:

"Each package to be signed for in its actual condition.

"If any broken, when less than two dozen, receipt to state the number broken.

"If any stained, when less than two dozen, receipt to state the number stained.

If there are more than two dozen in a case leaky from general bad condition, consignee privileged to sign for the case leaky.

"If a consignee takes delivery of part of a carload and later refuses to take delivery of the balance of the car, whatever of the consignment of the car that is in good order will be stored.

"If any part of car is in bad order or out of condition, it will be sold.

"The extent of damage or shortage as above outlined must be determined by a joint examination prior to delivery and receipt accepted accordingly."

Damage to eggs arising from careless handling or accidents in transit may be apparent or concealed. And it is no less real when concealed. If all the damage were apparent upon a cursory inspection of the goods as they arrive on the docks there would perhaps be no great difficulty in settling the amount of loss on the spot by the agents of the freight lines and the representatives of the consignees. There has rarely been any difficulty in settling for damage of this character that is plainly indicated by the broken condition of cases or the leaky condition of the contents on arrival except when this evidence of damage has been concealed by the agents of the freight lines cooping up the broken packages. As for concealed damage, whether intentionally concealed or arising from jolts that crack a lot of eggs without breaking the cases or making enough leak to be visible on the unopened case, there is manifestly no means of detecting this before the eggs are signed for, and it is hardly to be believed that agents of the freight lines can relieve their principals of their legal responsibilities by passing rules that the extent of such damage must be determined prior to delivery.

As a matter of fact there is no justice in compelling a receiver to sign for eggs in good order when there is no practical means of determining

certainly on the dock whether the eggs are in good order or not.

The Transportation Committee of N. Y. Mercantile Exchange has the matter under advisement at present. We understand that objections to most of the rules formulated, laid before the freight agents' association by the committee, have so far led to no disposition to modify the rulings.

We have again reached the point where the die is being cast which will determine the degree of profit or loss on storage egg accumulations, since the initial cost of the goods is of prime importance in this respect. As usual, everybody is clamoring for low and safe storage prices and yet any tendency toward such prices in the distributing markets is met by withdrawal of goods from sale and a pretty general refusal to accept the figures that are regarded as necessary to insure safety. Shippers sometimes blame the big markets for keeping prices up while declining to furnish them with goods to be sold at low figures; and distributors blame the shippers for failing to get prices down in the country. It looks as if everybody wanted the markets broken down with the other fellows' eggs. For the past ten days we have had eggs enough in this market to have supplied all local demands, speculative and otherwise, at a lower price than has been reached—probably as low as 15c for good regular packing—but the owners of the stock arriving have refused to sell on any such basis, and there is no way to put our market down without a free offering of all the eggs called for.

In the meantime things are developing about as we anticipated. Country buyers have put their prices down to a range of 11@12½c, as to locality and so far they have failed to force any further reduction. That means a net cost of 15½@16½c for storage selections delivered at seaboard points according to locality of packing point and the closeness of the grading, and it may be depended upon that such packings will go to storage on that basis—which is equal to ½c more with selling expenses and no profit added—rather than be sold at any loss.

This is generally regarded as a dangerous basis considering the evidences of heavy production and the results of last year's operations.—N. Y. Produce Review.

Off to the War.

Henpecque—Johnson has joined the silent army.

Henderson—Dead?

Henpecque—No; married.

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State, and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

We Are Millers of

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

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.
Grand Rapids, Michigan

Morris Kent Co.

Kalamazoo, Mich.

Wholesale Grain and Produce

Potatoes and Beans a Specialty

We Can Supply You in Car Lots or Less

We Are Buying

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

We Are Selling

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

OUR MARKET LETTER FREE

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

The Vinkemulder Company
Grand Rapids, Mich.

L. J. Smith & Co., Eaton Rapids, Mich.

Manufacturers of

Egg Cases and Egg Case Fillers

WE can always furnish Whitewood or Basswood Sawed Cases in any quantities, which experience has taught us are far superior for cold storage or current shipments.

Fillers, Special Nails and Excelsior, also extra parts for Cases and extra flats constantly in stock. We would be pleased to receive your inquiries, which will have our best attention.

Strangers Only Need to Be Told That

L. O. SNEDECOR & SON (Egg Receivers), New York is a nice house to ship to. They candle for the retail trade so are in a position to judge accurately the value of your small shipments of fresh collections.

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

Hothouse Lettuce and Radishes

I am selling broker for leading houses. Buy direct from the grower and get fresh goods at lowest prices.

EGGS

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.

F. E. STROUP (Successor to Stroup & Carmer) **Grand Rapids, Mich.**
Fourteen Years' Square Dealing

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

Reasons For the Recent Advance in Meat.

The advance in the price of meat is temporary. It appears to be the natural outcome of market conditions. The explanation of the situation as given by the packers seems reasonable. High prices of corn and the sudden stringency in financial circles last fall led many farmers to market their stock ahead of the usual time. Instead of feeding cattle through the winter up to April or May they sent them to market in January.

That month saw the Chicago stockyards' record for the receipt of live stock broken. There was a slight diminution in the retail prices of meats. The consumption was increased. The present condition is the natural reaction, as the usual spring supply of cattle is shorter because of the earlier sales already mentioned.

There is little reason to doubt that an examination of the cold storage warehouses would show that the packers have not forgotten the old fable of the ant. They were wise enough, in all probability, to lay aside a good sized portion of the January surplus in anticipation of the later spring shortage, which experience taught them was certain to follow. The net results of the sales at advanced prices ought to be satisfactory to them.

They should not abuse the opportunity but be more solicitous about the steadying of prices than making an excessive profit. As they did not permit any material reduction in the price of the individual consumer's meat at the time of the January surplus, so now they should not seek a material advance because of their own stores. They will make satisfactory profits without much increase in price. In the long run they will gain by moderation.

A peculiar incident of the situation is the reshipment from London of 2,000,000 pounds of American canned meat. Because of the shortage in the supply the London dealers are able to pay the freight charges across the Atlantic twice and still sell their canned goods at prices 6 per cent. higher than they can secure in the English capital.

The conditions in the meat industry furnish another illustration of the smallness of the world in the present day. They show, too, how an apparently little thing may upset prices and affect business in two hemispheres. It would be interesting to know just how far the radiations from the financial disturbance of last fall will go. In some departments of activity recovery will come much more quickly than in others. In some disarrangements will be noted for a longer time.

There is no reason for thinking that an increase in price of meat, whether entirely natural or partly artificial, will be permanent. There will be no need for the importation of cattle from Argentina or Australia to supply the American demand. The irregularity in the conditions will soon disappear and the normal situation will return. There are plenty of cattle on the farms and ranches to meet the needs of the market.—Chicago Tribune.

Is the Oyster Becoming Extinct?

The decline and fall of the oyster empire is threatening the fond world of oyster lovers. Thus at least saith the professor, William K. Brookes. Every mature oyster mother lays about 16,000,000 of eggs for one hatching. These eggs are cast forth in the spawning season and drift hither and thither with the tides until they are impregnated. Then the life of the young oyster starts. If the spawn of a single oyster mother were all fertilized, grew to maturity, and reproduced themselves without any perishing, and this continued until the fifth generation, the descendants of that first oyster mother would be greater in bulk than eight worlds. Fortunately for other folks, from the time of spawning the oyster is beset with dangers so great that each one has one chance in 10,145,000 of reaching maturity. So no matter how fertile the oyster may be there is little danger of the bivalve ever blockading our harbors, but, on the contrary, if there were no artificial cultivation of these favorite morsels there would not be nearly enough to supply the demand for our tables. The oyster is a sedentary animal, never leaving his home after affixing himself to some rock, log or shell. For the right valve must be free to remain open or the mollusk will be smothered and die. From the water which flows over him he secures everything in the world he desires, food, air, drink and building material for the stony house which he erects around himself as a habitation. He must secure all of these things, and in the proportion necessary, if he would live. The first need is an anchorage place, some shell or rock upon which he may erect his flat dwelling. It is the absence of such a foothold, or, rather, shellhold, that causes the greater number of the young which spawned to fail to develop to maturity.

A Mistake.

"You made a mistake in your paper," said an indignant man, entering the editorial sanctum of a daily journal. "I was one of the competitors at an athletic entertainment last night, and you referred to me as 'the well-known lightweight champion.'"

"Well, are you not?" enquired the sporting editor.

"No, I'm nothing of the kind," was the angry response, "and it's confoundedly awkward, because I'm a coal dealer."

He who lets an evil impulse become a deed must remember that it will be father to many like it.

OFFICERS—DIRECTORS RESIDE ANYWHERE

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

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

All Kinds of Cheese at Prices to Please

Write or phone

C. D. CRITTENDEN CO.

41-43 S. Market St. Both Phones 1300. Grand Rapids, Mich.

Wholesale Butter, Eggs and Cheese

If you have any fresh DAIRY BUTTER or FRESH EGGS to sell get our prices before shipping.

We buy all grades of DAIRY BUTTER and pay top prices.

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

Manufacturers of Renovated Butter.

SEEDS

Our seeds have behind them

a good reputation of more

than twenty years. They are good; they have always been good.

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

OTTAWA AND LOUIS STREETS

We sell all kinds field seeds

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

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

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Potato Bags

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

Try Headquarters

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

References: Commercial Savings Bank, Michigan Tradesman.

Bradford-Burns Co.

7 N. Ionia Street
Grand Rapids, Michigan

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



Ground

Feeds

None Better

WYKES & CO.

GRAND RAPIDS

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

Yuille-Miller Co., Grand Rapids, Mich.

Citizens Phone 5166

Bell Phone 2167

THE COUNTRY TOWN.

The Reason It Is the Hope of the Nation.

There are many country merchants who see their trade gradually slipping away from them—leaving the country town and going to the great cities by the channel of the mail order trade.

There are many country editors who see the prosperity of their towns depleted and circulation and advertising income reduced for the same reason.

There are very few, however, who realize that their problem is a national one, and that it is wrapped up in and a part of the great fundamental question whether this nation shall be perpetuated or shall be destroyed by the physical degeneration of humanity, the social unrest, industrial discontent, moral and political corruption and class hatred bred in the city slums and tenements and certain to culminate in anarchistic crimes, riotous mobs and all-destroying social upheavals as the result of some long continued period of industrial and commercial depression.

The fact is that the upbuilding of the country town and suburban village, as an antidote and safeguard against the poisonous social, moral, physical and political consequences of herding millions of our working people together in the unnatural congested life of the tenements, is the one great question that rises above all others in importance as a problem that this nation must solve. Unless it does solve it, it will suffer death from human degeneracy—the fate of so many nations and civilizations that have risen in the past only to be destroyed. Ours will be likewise destroyed unless we take heed in time.

Macaulay saw this danger and pointed it out in his famous prophecy when he said:

You will have your Manchesters and Birminghams, and in those Manchesters and Birminghams hundreds of thousands of artisans will assuredly be sometimes out of work. Then your institutions will be fairly brought to the test. Distress everywhere makes the laborer mutinous and discontented, and inclines him to listen with eagerness to agitators who tell him that it is a monstrous iniquity that one man should have a million while another can not get a full meal.

Macaulay himself failed to see that the conditions under which human life is and must be lived in such places as Manchester and Birmingham will gradually, but in the end inevitably, destroy humanity itself and undermine the very foundations of a nation, its citizenship, without which there can be no nation.

That is just what is happening in England to-day. The difference between the congested city life and the healthful village life is illustrated by the fact that in Birmingham the death rate in 1904 was 19 per thousand, while in Bournville, the beautiful village founded by George Cadbury,

only four miles from Birmingham, the death rate was only 6.9 per thousand the same year.

The plan for the endowment of Bournville is not in all respects adapted to the conditions of this country, but it is a successful effort to solve the problem of preserving the industrial efficiency of the army of workers in the nation's industries, without whom those industries can not exist.

To return to Macaulay's warning, here are its closing words:

There will be, I fear, spoliation. The spoliation will increase the distress. The distress will produce fresh spoliation. There is nothing to stop you. Your constitution is all sail and no anchor. As I said before, when a society has entered on this downward progress, either civilization or liberty must perish. Either some Caesar or Napoleon will seize the reins of government with a strong hand, or your republic will be as fearfully plundered and laid waste by the barbarians in the twentieth century as the Roman Empire was in the fifth; with this difference, that the Huns and Vandals who ravaged the Roman Empire came from without, and that your Huns and Vandals will have been engendered within your own country and by your own institutions.

Those words should be burned into the mind of every American citizen, with the added warning that if the citizenship of this nation ever falls so low in its average standard of patriotic intelligence as to make it possible for a Caesar or Napoleon or any "man on horseback" to seize the reins of government as a recourse against mob violence or spoliation, it will be merely the beginning of the end, just as the downfall of the Republic only marked the first stage of human and political degeneracy and corruption that finally utterly and completely destroyed the Roman Empire and crumbled the proud palaces of its Caesars into the dust.

The danger arises from the congestion of population in cities and from nothing else.

The solution lies in checking the further growth of cities as the homes of industrial workers and scattering those homes into and among suburban Homecroft Villages and in Country Towns and Rural Settlements.

To do that, trade and industry must be decentralized. Industries of all kinds must be established in the suburbs of the cities or in the towns instead of in the congested centers. That is something that requires an organized campaign, but first it requires a current of right thought in the minds of the people.

It requires that everything should be done that can be done to hold in the existing towns and villages the trade that now naturally centers there. Any part of it, small or large, that is diverted to any of the huge central mail order concerns in the big cities, and thereby taken away from the locality where it originates and belongs, is an influence that pro-

motes just to that extent the growth of the evil that is eating at the heart of our national life. Whatever is needed to supply the needs of every household in every rural community should be sold over the counter of a local store and not through the postoffice and the mail trade.

Then comes the question of the growth of towns and villages. There is where the country editors and merchants can help themselves. Once get it into the minds of the whole American people that the salvation of the nation depends on the upbuilding of the country towns and suburban villages—get the idea planted and deeply rooted so it will grow itself—and a thousand influences will enter the field and enlist for this great campaign for rural and country town and village development to check the overgrowth of cities with all its resultant evils.

It can not all be done at once. The first thing is to get public thought actively aroused and turned into right channels. There must be a complete common conception in the minds of millions of people of this new national ideal. Then there must be united, concerted and vigorous action to realize that ideal. The facts and arguments to support it must be disseminated through a great educational campaign—entirely separate and apart from politics.

Every country editor and country merchant should be a leader in the movement in his locality.

Geo. H. Maxwell.

Courage Should Not Be Confounded With Egotism.

At the present time, when the young man of the technical training in so many of the world's arts and crafts is very desirable in business, one need not go far into business life to discover that this training carries with it a recognized handicap.

This handicap is that which the schoolboy always has been supposed to carry at one time or another in the period of his adolescence and has been diagnosed in brief as "the big head." This mental ailment in boy life is almost universal, although afflicting the victim in varying degree. Some outgrow it easily and naturally; some are relieved of it after years of hard knocks with an unsympathizing world, while others continue through life with the impediment.

This weakness is especially an expression of youth. In the home and in the school the boy, with little knowledge of the practical side of the outer world, loses his sense of proportion. If he is mentally quick and personally attractive among his fellows he is likely to receive attention out of his due. Confident of his backing among his fellows, he is as likely to insist upon even more of this. His professors are tempted to treat him as a show member of his classes. Under such circumstances, buoyed by his youthful spirits, it is more than the average young man can do to keep a semblance of level-headed sanity and conservatism.

In the business world it is no sign of capability in a man that he shows his egotism. It is a handicap, espe-

cially among those who have graduated into the practical truths of life and work. An old employer observing the egotism of the young man sees only weakness in the mark.

Confidence in his own equipment for his work must be necessary in any man who accomplishes things. He must know how to do his work, and he must do that work. The work itself is the measure of the man's worth. He may know how work is done and yet not be able to do it, which is valueless, or he may be able to do certain work, not knowing how it is done, and be too great a risk as an employee.

But when he knows and out of his knowledge does his work to the mark, no further assurance is required of him. If he shall go further and through wordy reiteration and swashbuckling movements attempt to unload a surplus personal importance upon his fellows, he becomes a target for all those things which his fellows may aim at him to his downfall.

As I have observed conditions, the proneness to specialize in the schools has the tendency to spoil a young man's sense of proportions in the work of the world. If he be new from a technical school, for example, he is quite prepared to find the workshop in a bad way. It isn't up to date. He knows a newer, better way of doing things. He has a certain intolerance for the man who has come up in the work from the bench.

Friction must be the inevitable result of all this. The young man of the "swelled head" will be cited as the instigating cause of it. On him will be heaped the odium of the situation accordingly as this friction develops.

But this type of young man has been observed and tagged to a far wider extent than the young man imagines. The young man afflicted with this egotism well might devote a little time to discover in himself the earmarks of the trouble. Courage must not be confounded with ego; courage is a necessity. But egotism is a weakness, and the young man who would be truest to himself should be rid of it by a course of self-training that will blot it out forever.

John A. Howland.

Trouble Ahead.

"In my school days," said a story teller, "we used to have a lecture every Friday afternoon. One day the lecturer was a geologist and chose Niagara Falls for his topic.

"He told us about the geological formation of the falls, described the different periods to be traced in the gorge and then went on to say that the falls were slowly wearing back toward Buffalo, and that in the course of some 200,000 years they would be worn back to Erie, Pa., and that the town would be left high and dry.

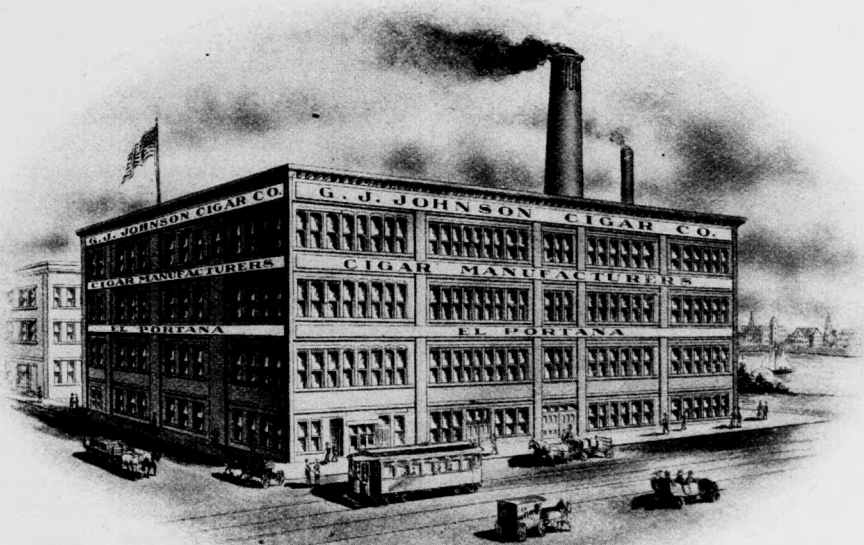
"Suddenly one of the girls in my class began to sob convulsively. "'Oh,' wailed the girl, 'my sister lives in Erie.'"

It commonly happens that the more a man gets into his hands the less he can get into his heart.

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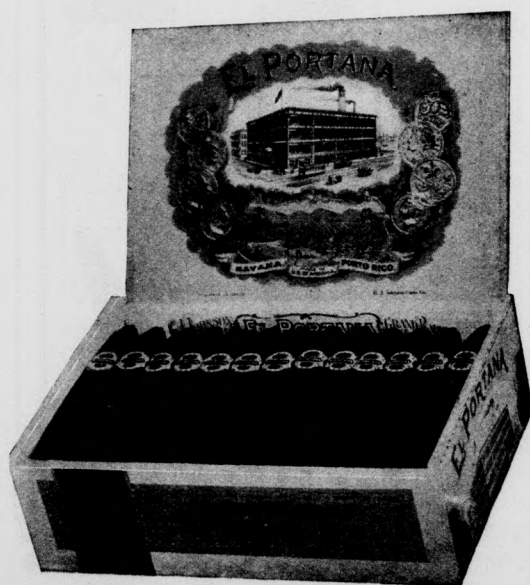
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Color Matching Modified in Spring Vogues.

The edict comes from some of the smartest men's furnishing shops in the country that color matching this spring is to be modified from the vogue that won such prominence and success last fall. From now on color matching means harmonizing of different tones of the same hue. No longer, say these fashion leaders for men, shall the various accessories match perfectly in identical shades or tints. Each article must be two tones off and in the arrangement of the variegation appears the possibility for artistic triumph.

Color matching won a distinction and widespread approval last fall that has probably never been rivaled by any single idea of similar nature in the modern history of men's dress. The ultra dressers of this and Continental countries adopted it, with limitations and adaptations that assisted individuality, but with the basic principle inviolate. Faddists nurtured the scheme into an enveloping cloak that omitted no article of apparel from its enfoldment and dictation. Modest dressers confined the practice to two or three pieces, but all who cared aught for vogue heeded the command in one way or another.

Manufacturers were not slow to take up the idea and put it into active and immediate application in their productions. Makers of each article, from hat to shoe, inculcated the principle, including the jewelers, who found in it opportunity to employ nature's wealth of semi-precious stones, long neglected in their beauty and adaptability.

Naturally, time discovered shortcomings, which the new turn of the wheel of fashion seems to largely overcome. In the identical matching scheme, great proneness to monotony existed that, with the faddists, promised to develop an early dislike. Moreover, unskilled attempts to match colors identically brought together tones so slightly different as to produce a lack of similitude that was neither perfect matching nor artistic harmony. And as the season waned and stocks were broken, the difficulty increased immeasurably.

Now, with a view to remedying the situation, the modification has been adopted, making it easier for the merchant to satisfy his most exacting clientele from beginning to end of the season and for the dresser to avoid inane ensembles.

Neither the old nor the new idea dictates the number of articles to be included in the matching. That is left entirely to the dresser. Hose, scarf, shirt and handkerchief are those most usually combined, including, of course, the jewelry, which has been imperative, but is more optional now and subject to

the same two-tones-off provision governing the fabrics.

One of the richest, yet simplest expositions of the new idea that has appeared was brought out very recently in a fashionable window on Fifth avenue, New York. The colors employed ranged from helio to deep blue purple. The display included hose, shirt, scarf and handkerchief. The hose had a ground of helio with hyacinth clocking. The handkerchief had a square lavender center and border of the same tint, while between the two were lines of pansy tint. The shirt was hyacinth ground with royal purple stripes, while the batwing scarf was of solid deep blue purple. Other stylish displays in shops handling strictly up-to-the-minute apparel further evidenced the tendency in the two-tone direction.

The following are the colors now most in evidence in the fashionable displays of hose for wear to and including spring, as seen in the smartest shops:

Pearl, silver, tuxedo gray, London smoke.

Sky, baby blue, electric blue, cadet, turquoise, Yale, navy.

Nile, sage, olive, myrtle.

Crushed strawberry, crimson, magenta, cardinal, garnet, oxblood, ruby.

Helio, lavender, mauve, royal purple.

Champagne, fawn, guinea gold, metal tan, seal.

Black, white.

By April 15 it is expected that most of the fashionable shops will have brought out all of their light spring tints. Already the bright, vernal effects are very much in evidence and increasingly good business is reported following their introduction. In this respect it should be noted that both wholesalers and retailers have been looking forward to the advent of spring merchandise as the factor which will do the most immediate good in rejuvenating trade. All eyes are, therefore, bent in this direction, anxiously awaiting the first signs of reawakened interest.

In more than one style shop guinea gold has lately figured in both sales and displays. One illustration of this color was fraught with elegance and harmony. The ensemble comprised silk sock, scarf, stick-pin and walking stick. The hose was a plain knit of black ground on the instep of which was embroidered in guinea gold a floral design of vine, leaves and flowers. The scarf was a puff of black satin brocade with guinea gold design representing piles of coin. The pin was topaz and the stick natural Malacca mounted with a round gold knob. In addition to the hose described were others of accordion rib, the ground of gold shot with black.

Transparent gauze lisle is now considered very classy and is far from common. It appears that many tasty dressers are objecting to the sheen of silk for street wear and find this trouble absent in the lisle. It is also worn for both full and semi-formal dress. The sock is without decoration and comes in many tints, among which turquoise and sky are

prominent, beside both black and white. Another very classy looking hose is a black and white double and twist accordion rib, underlay of green.

The nobby spring hose shown are quite typical of what many retailers of reputed good taste are beginning to show for Easter. Of course, some of these are already being sold and worn. The following is a description of some of the handsomest ones:

French silk, four-drop-four stitch, single strand embroidery, strand and ground contrasting, in lavender, cadet, pearl, black and white.

French lisle, solid grounds with contrasting embroidery, in Nile, cardinal, cadet, green, black and white.

French silk, embroidery two tones off, of solid hand work, in Yale, red, blue, green and black.

English silk, royal rib, grounds of red, blue, green, or lavender shot with black.

English silk basket weave in brown and white, blue and white and green and red.

Domestic silk, plain black ground with self and tinted clocking, embroidered after French shirtings.

French lisle in brown, green, cadet and black, with two front stitches dropped, between which is self and contrast embroidery, while on the side is a sort of pendant clocking in self and contrast embroidery intermingled.

A plaited silk gauze hose has attracted some attention. The bright color is thrown up and the clocking is also of the lighter tone and designed to match a batwing two tones off. A combination of Oxford ties, laces, hose and batwing in oxblood made an impression recently in a fashionable window.

In all classes of knit wear orders remain below normal, coat sweaters excepted. During the past fortnight some high grade manufacturers booked business which will bring their total sale of heavyweights for fall up to three-quarters of last year. Knitters of cheaper and medium grades have not been so successful



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and have had to make concessions to secure much of their business. In turn they are looking for and getting some concessions from spinners, chiefly in cotton, although there has been some sacrificing in wool, as well. Some spinners are going more than half way because they are in need of business. Reports are heard about mills resuming on full time and of mills that have not closed at all, but the majority are running anywhere from 20 to 50 per cent. of their capacity. In a few instances spinners are advising their customers not to buy in quantities yet, as they look for a change in cotton prices.

A peculiar situation is met in the Southern trade. As is well known, the farmers Down South have been holding back cotton looking for a sharp advance. Southern knitters are imbued with the same idea. Southern jobbers, on the contrary, have held back much of their ordering looking for a drop in the price of manufactured goods. Southern buyers went North in November, found the mills had not made prices owing to the unsettled state of cotton and yarns, and went back home. This time they have re-entered the markets, but on account of their own unsettled state are procrastinating. Many manufacturers have determined that from now the only concessions to be expected are on goods that advanced last year, which may be brought down to the level before the last rise. It is reported that combed peeler and Egyptian yarns are accumulating in sections. Deliveries are quick and prices irregular.—Apparel Gazette.

How One School Performed a Disagreeable Duty.

Written for the Tradesman.

Last week I was in Archerton two or three hours. It is an enterprising town and the people are very public spirited. My customer there is a nice man named Wrightman. He is on the School Board and has worked tirelessly to make the schools of Archerton the best to be found in that part of the State. While they were putting up the fine new Central School building he had something to tell me about it every trip. Since it was completed his enthusiasm has in no wise abated. It is simply directed into other channels. One month it will be some new apparatus for the high school that is especially engaging his attention; the next it may be the introduction of kindergarten methods into the primary rooms.

So, while calling on him last week, I very naturally asked him, "Well, Mr. Wrightman, how are the schools getting along?"

"Oh, all right!" His brow clouded somewhat. "At our meeting a few days ago we had to tackle the hardest job we have had since I've been on the Board."

"What was the trouble? Some insubordination among the high school boys?" I enquired.

"No, everything is running smoothly. The whole trouble was that we had to ask one of the lady teachers to resign."

"Why, it doesn't seem as if it ought to be such a solemn task for you sages of Archerton to help one schoolma'am to let go of her job. What was the matter with her anyway?"

"We asked her to resign, to take effect at the close of the present school year, so as to avoid the necessity of refusing to continue her longer in her position. John Boleman and I were appointed to tell her the feeling of the Board. She wrote out the resignation at once. So in a way we're done with the thing, and still we're not done with it either."

"You asked what is the matter with her. The matter is that she can not teach. She has drawn her pay from our school treasury for four years, but she couldn't teach when she began and she can not do any better at it now. The pupils under her really make no advancement."

"She was put in the schools in the first place because she is Hiram Denby's niece. She was allowed to retain her position from year to year for the same reason. She is a nice girl. No one has a thing against her personally, but she is just simply a failure as a teacher."

"As I said," he went on, "her professional qualifications have consisted in her being Hiram Denby's niece. She is a poor girl, so, of course, her uncle naturally wants her to hold some good position, otherwise he would feel obliged to support her himself."

"Hiram Denby is the richest and most influential man in town. Now he is not one of your grasping, stingy, want-the-whole-of-it kind of rich men. Neither is he sour and grouchy. On the contrary, he is affable and pleasant, and is kindly, charitable and generous. He is public spirited and has done a great deal for Archerton. He has never been in politics, but, had he cared to do so, he would have made a successful politician. He is always conferring favors and putting people under obligations to him. So when he wanted a place in the schools for Rosie (that's the name of the niece) all he had to do was to speak to the different members of the Board and she was voted right in. They did this as an accommodation to him. No one stopped to find out whether she could teach or not."

"And even if they had known she was not a successful teacher, I am afraid she would have gone in just the same. Do you know, there are lots of men who would no sooner accept a bribe of money than they would take a cup of cold poison, who yet, in such a matter as giving a teacher a position, will vote in a way to please a man from whom they have had an accommodation, even if they have to repudiate their convictions of duty in order to do so."

"Now every member of the Board feels shabby about this matter of not giving Rosie Denby a place any longer. Every one of us has received substantial favors from Hiram, and doubtless our action will seem to him a piece of rank ingratitude. In my own case, he lent me money to start in business with twenty years

ago, with no other security than my personal notes. If misfortune had overtaken me, he would have had to lose. His wife and daughters and Miss Rosie, whom I asked to resign, have been among my best customers. With other members of the Board it is very much the same. Still, I'm not sorry that we did it. It ought to have been done three years ago."

"I regard a school office," Wrightman continued, "as a sacred trust. All the money ought to be used so as to bring the greatest benefit to the pupils. A teacher should be given a position on account of her proficiency and skill, not because she happens to have a pull with the Board. The years the average child can spend in school are none too many, and if he fail to make proper advancement in a single one of them, there is never any way of making it up to him."

"All this is trite enough, but I find there are many people—intelligent, well-meaning people, too—who regard a teacher's place as simply a good job to be given to some applicant who happens to stand in. A man told me this morning, 'Well, it does seem pretty tough that with all the taxes Hiram Denby pays, and all that he's done for this town, he can't have his 'say' about one teacher!'"

I see from two to a dozen school houses every day. Since Wrightman's talk every time I pass one I wonder whether the men who are managing that particular school are working for their own interests and popularity, or for the welfare of the children. I like to see the flag floating over a schoolhouse and I heartily approve of this and every other practical method of instilling the love of country into the minds of the pupils. However, it seems to me that patriotism will be taught most successfully in schools where the Boards have a high ideal of their duty, and select each teacher on account of her capabilities, not because she happens to be a niece or a cousin of some influential man.

Holding a school office is a civic duty which may at times become disagreeable or even onerous, but no man of intelligence and judgment should shirk its performance, nor fail to give it his best service. The man who uses his position on a school board to further personal and selfish ends is as much a traitor to his country as is the soldier who proves false on the field of battle. Quillo.

Every temptation is a blessing if we face it instead of flirt with it.

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The Dreamer Has the Best of It.

Every now and then we hear it said of some man or woman that he or she is a dreamer. The epithet is always intended as the last word in biting and hopeless criticism, and we accept it with pity and contempt, in the spirit in which it is uttered, for in all our hard, prosaic, practical American life there is no other characteristic with which we have so little sympathy as ideality.

We measure success by actual achievements. We admire a man for what he does, not for what he thinks. Our national ideal is the Captain of Industry—the keen, alert, wide-awake individual, who sees every move in the game, and is quick to take advantage of every point. This has led us to unduly glorify practicality and to deprecate the imagination, the use of which is popularly ranked along with drink, the cocaine habit, playing the races, and other deadly vices.

Yet, for all that, the imagination plays a very practical part in life. Every great man, whether he be poet, investor, statesman or financier, must be a romanticist. He must have the prophetic vision of things that are not. The man who organizes a great trust, or who engineers a corner in cotton, is not the man who only sees the material, tangible things that are actually under his nose. He is the man whose imagination conjures up a picture of what may be—warring interests converted into a profitable whole; spreading sails of ships bearing argosies into one port; fields white with cotton that are garnered into one great storehouse; the whirr and clack of looms, whose song is money, money, money—a dream of wealth as marvelous as that created by the imagination of Rider Haggard, in "King Solomon's Mines."

More than that, all of the really great things of the world have been done by dreamers. Columbus dreamed of a new world long before he discovered it. Galileo and Newton were despised by the neighbors because they sat dreaming in the sun instead of doing something practical. Benjamin Franklin was mocked at as a visionary because he believed that electricity could be drawn from the clouds. For years before he invented the telephone, Bell was esteemed a harmless lunatic among his friends because he had a fixed idea that he would be able to talk over a wire, and so one might go on indefinitely, citing instances to prove that the most commonplace and accepted facts of our daily life all existed first in dreams.

Nor is this all. Everything that is noble and elevating in life we owe to the imagination. Religion is the effort of humanity to translate into deeds a dream of goodness and purity and unselfishness. Love is nothing but the rosy aura of a vision

cast about some commonplace man or woman, and that makes him or her seem to the dreamer endowed with radiant charms that they never possess. Hope is the imagination which gilds the future for us and gives us strength to struggle on through the quagmires, and over the rough stones of to-day, and despair is when imagination leaves us, and we can see only the hard and narrow present, and we lie down and die.

This being true, so far from discouraging the use of the imagination, we should assiduously cultivate it as the first aid to happiness and this is particularly true so far as women are concerned. A man with his days full of active achievements, with a visible race before him to run, and a visible prize its goal, may exist in reasonable happiness without dreams, but a woman's lot is absolutely unbearable unless she be possessed of imagination. We hold up practicality as a virtue in women, but in reality the greatest curse that can befall one is the power to see things as they actually are.

To be happy a woman should possess imagination, and no sense of humor. Fortunately, this is true of most of them. When heaven constructed woman it gave her the ability to see things a long way off, and be blind to the objects that are under her nose, and not only the facility to dream dreams, but to believe in them. Hence we have the spectacle of innumerable women who imagine themselves to be cultured because they belong to clubs, where they hear each other's papers, and of other women busily blissful who imagine themselves reformers because they pass resolutions, that they have no power to enforce, concerning the advisability of abolishing war, or seeing a Mormon elder in Congress, or the suppression of polygamy among the Zulus. In reality, nothing could practically be more futile than women's societies, but they fill a long felt want in giving women an imaginary outlet for their activities. For instance, six uneducated hoodlums, with a ballot apiece, can work more temperance reform in a minute than all the high, ethical resolutions of a thousand noble, cultured women who are opposed to rum shops. Women as a body have not found this out, however, and one of the sacred pleasures the sex enjoys is in the imaginary picture it conjures up of woman's purifying influence on public life, when she will never have any real influence until she has a vote.

It is, however, in domestic life that it best stands a woman in hand to be possessed of a large, robust imagination, that can be worked overtime without giving way under the strain. In its last analysis matrimonial happiness is a pure case of keeping yourself hypnotized to the belief that you married the most wonderful, and beautiful, and angelic, and fascinating creature on earth. Men seldom possess the ability to do this, but it is a common talent with women. The happiest married women we know are not necessarily those who have

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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.

made the best matches. All about us we see wives united to the most ordinary husbands, yet who are so happily blessed with imagination that they never see the insignificant individual to whom they are united. Instead, they look at his fat red face and bald head and stubby figure and see a hero of romance that would make Romeo look like thirty cents. They listen to his dull platitudes and his narrow, provincial views, and they think that an oracle has spoken. He gives them an occasional treat, and they are filled with gratitude for his condescension. Life for them is one grand, sweet song, because it is spent with the fairy prince of their dream, and labor and self-sacrifice are robbed of all bitterness because they feel perpetually honored in being permitted to serve their hero.

It will be said that not every woman possesses sufficient powers of imagination to see a demigod in the two by four man she has married. This is her misfortune, and precisely why she should devote her powers to cultivating her imagination instead of her faculties of observation. It is only by doing this, by shutting her eyes resolutely to his faults and contemplating his virtues, that she can hope to be content. This may sound like an illusive cure for matrimonial ills, but it is more practical than it seems.

The person that most of us marry, men and women alike, is not the real individual, but some creature that is as purely a figment of the imagination as any hero or heroine in a novel. There was never in the world a woman so meek, so patient, so sweet, so beautiful, as the woman Augustus imagines Angelina to be. No man ever trod the earth who was such a concatenation of bravery, strength, nobility and chivalry as Angelina believes Augustus. Both are, of course, mistaken in their fancy sketches, but their married happiness will last just as long as they are able to sustain the illusion. Why should they not cherish the ideal they have conjured up? While one is long on imagination one can never go short on happiness.

If it were not for imagination we should all be Herods, for nobody would have the patience to bear with a child. The most blessed hallucination in the world is that which blinds a mother's eyes. When a woman looks down at the ugly little squirming mite of humanity on her breast, she does not see the little repulsive, homely imbecile child that the dispassionate beholder does. She sees a mighty general, at whose command armies shall move and dynasties fall. She sees a great orator, on whose words vast audiences hang; a great singer or poet or musician—never, never the insignificant, ordinary creature that he probably does grow into being. Every mother is a romancer, the power of whose imagination surpasses the wildest flight of fancy of Jules Verne, and it is this solace, given her by God himself, that makes it possible to bear the pangs of motherhood, and endure the weary years of ceaseless watching

and care of bringing up children. If one really knew beforehand how little the average child would amount to, it simply wouldn't seem worth while to raise it. But mothers never know, and praise be to a merciful Providence, they never find out. To a mother, her geese are swans to the end of the chapter.

After all, when we criticise the dreamer, is there not a little envy in our fling? He has something that we, who are practical and prosaic, can never have. We may have a few more tangible dollars in our pocket, but he has the uncounted wealth of a Colonel Sellers. We respect the moderate virtues of the woman we married, but he is wedded to an angel; our children are fairly healthy and intelligent, his are infant prodigies. He owns the universe, we only a corner lot. So when I hear it said of a man or woman that he or she is a dreamer, I go softly lest I wake them. They have the best of it.

Dorothy Dix.

It Was Too Risky.

"You keep harmonicas here?" she half-queried as she entered a music store and a clerk came forward to wait on her.

"Certainly, ma'am—a full line of them. Is it a present for one of the children?"

"No, it's for the old man. He's been playing on the last one for fifteen years and there's only one note left."

"So he plays, does he?" queried the clerk as he handed out the goods.

"From morning until night. He don't have to work, and so he just sits and plays."

"Then he must have 1,000 different tunes?"

"No, he hain't got but one. He jest keeps playing 'The Old Oaken Bucket' over and over again."

"And you must be pretty well acquainted with it by this time?"

"I am. How much is this one?"

"Fifty cents."

"Too much. How much for this?"

"A quarter."

"Well," she said, after passing it across her lips half a dozen times, "I think I will take this for his present. It seems all right."

"It is all right. Perhaps he will now learn some other air and substitute it once in a while."

"Mercy, but if I thought so I wouldn't buy this."

"But why?"

"Because he's got his wind worked up to just the pitch for 'The Old Oaken Bucket,' and if he would switch off on to 'Old Black Joe' he would bust and scatter himself all over the kitchen. I'm not risking any new tunes around my house until after Joseph has made a will leaving everything to me."

The Doctor Was Modest.

A doctor on settling in a Northern town went to a friend who was the editor of the leading local paper, and said it would be of great service to him if a friendly paragraph announcing his advent were inserted.

"Just sit down there at the desk

and write out what you want," said the editor.

"Oh, dear, no; I can't write about myself."

"I think you can. Just give me the points, if you are too modest to say what you want, and I will throw in the necessary strength."

The doctor sat down, and, after much spluttering, produced the following modest piece of work:

"Dr. Collier is, without doubt, the finest physician in our village. He is a perfect gentleman, and is one of the best surgeons in our town, if not the best. His charges are reasonable for a man who never loses a case, and we are glad to know that he has refused a lucrative practice in another town in order to come to our village, where he will soon be highly esteemed for skill and gentlemanly qualities. He is not an old man, but he is thoroughly experienced, and never loses a case. We congratulate the people of our enterprising and beautiful town that he will remain in our midst."

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Tradesman Company - - - Grand Rapids, Mich.

CIVIC RIGHTEOUSNESS.

Side Lights on a Virtue None Too Common.*

The word "Right" stands by itself in our language as to its stability and explicitness. To qualify that word is to weaken it, because it is not susceptible to modification. An idea is right or it is not; an ambition is right or it is not; a method is right or it is incorrect.

And so in the philological evolution during the ages we gained the word Righteous and then came the noun, Righteousness. But through all the development the genesis of the root word remains the same—to be straight, just and honest; to act in accordance with the highest moral standard.

In this view of the case, this stern Puritanical estimate though it is, it is somewhat trying to accept the declaration of our friend and poet of 300 years ago, Alexander Pope, that "Whatever is is right."

I am not a fatalist, neither am I a serene philosopher, and still I have a sort of confidence in the old and homely phrase that about the only events that seem to be inevitable are Death and Taxes.

I believe that the average man, no matter what may be his profession or his record, is normally the possessor of a clean cut, distinct moral sense which tells him on the instant that which is Right. As to the theory of atavism I feel sure that it is unfair to hark back three or four generations in order to dig up some helpless grandparent upon whom we may place the fault of one or two or a dozen of our shortcomings. Rather let us credit those who have gone before with our upholding of high ideals, our exaltation of righteousness, honor, truth and justice—that is to say, if we are in the habit of extolling those qualities; let us admit that we have deteriorated because of bent and environment.

It is not righteous to cover the names of men and women dead a hundred or more years with the obloquy of our faults. Rather let us admit that we have grown selfish, have lost track of Faith and Hope and Love and, unconsciously, perhaps, have become hidebound in our attachment to purposes of greed; too narrow in our appreciation of what we owe to others; too ready to misconstrue the aims of our neighbors, and too fond of indulging in groundless suspicions.

There's a story told of a farmer in Paris township years ago—during Civil War times—who protested to a Grand Rapids merchant with whom he had traded for many years against paying \$2.10 a pound for green tea. "It isn't square, Jim," he said to the merchant, "to soak me any such price as that."

"Why not?" asked the merchant. "That's the ruling price in Chicago."

"That may be," responded the farmer, "but you told me yourself that you bought a big stock of tea

just before the war broke out and were going to make a good thing out of it."

"So I did," answered the merchant, "and I put all the money I could rake and scrape into cottons, denims, calicoes, and so on. And today Merrimac calicoes are selling for 40 cents a yard and the best cotton sheeting fetches the same price."

"And then you jump on us with your outrageous prices. It isn't square, Jim," deprecatingly declared the farmer once more.

"Say, Abner," said the merchant, "sold your wheat yet?"

"Not much!" responded the farmer.

"Why not? It's better'n a dollar a bushel," went on the merchant as he was tying up the pound of tea.

"Yes, 'n' it's going to a dollar 'n'

the respect or confidence of his fellow men.

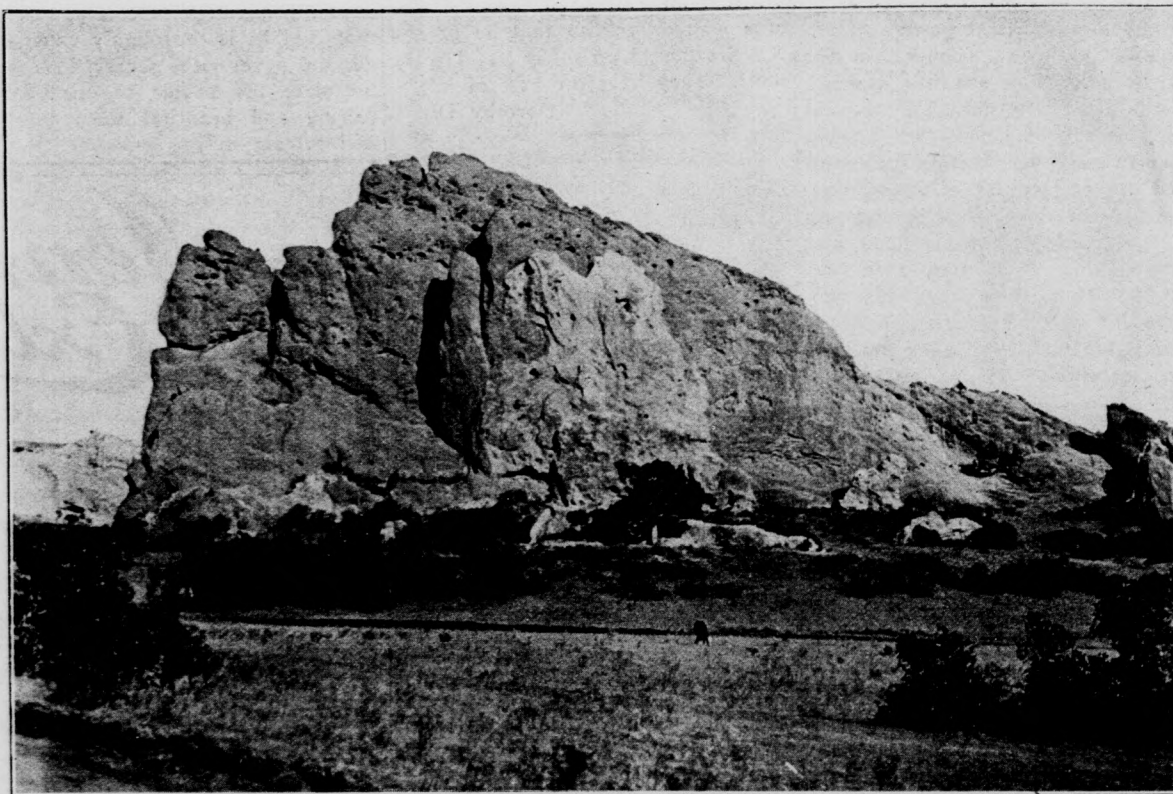
So much for the business side of our proposition. No, it does not stop there, because Civic Righteousness constitutes as important a factor in a business man's equipment as do his confidence in his own judgment, his satisfaction over the accomplishment of a good result in his business; the joy he experiences with the realization that he is making a success in business. Civic Righteousness prevents a man from undertaking in business to save his life by losing it; prevents him from making greater demands upon Nature than he is entitled to.

"When a man grows old," says Dr. Pearce Bailey, one of the foremost nerve specialists in America, "his

of strong, straight and just characters for men.

Civic Righteousness is the prompter which whispers constantly to the inner consciousness of each man that which is the right thing to do, both for himself and his city; and no man lives who, failing to heed that whisper, failing to do that right thing, does not immediately realize that he has committed an error.

Civic Righteousness does not urge any man to give of his holdings, material or spiritual, in excess of what he is able to bestow; but it has absolute contempt for that man who, by any one of a score of petty devices, attempts to deceive himself and the community of which he is a member by neglecting to contribute his just portion toward strengthening the



Garden of the Gods in Colorado.

Photographed by Ludwig Winternitz

a half 'fore snow flies," answered the farmer.

"I know, Abner, but it isn't fair for you to hold it for a better price. You could have sold it a month ago for 90 cents and it's not right for you to compel city people—war widows and all—to pay that extra 60 cents a bushel."

The farmer saw the point and—so the story goes—the merchant and the farmer went down cellar to sample a brand that was six years old and that, costing less than 40 cents a gallon, was then retailing at \$1.25 a gallon.

I most emphatically do not believe in the every-man-for-himself-and-the-devil-take-the-hindmost policy; but I do agree with equal fervor that a man may earn money, has the right to earn money and is in duty bound to earn money to the very best of his ability, provided he keeps within the bounds of righteousness; that when, in such an effort, he oversteps those bounds, he is not entitled to

blood corpuscles degenerate. That is the way the Lord gets rid of us. Deterioration is, therefore, the natural tendency of the corpuscles. But we can do a great variety of things to bring that deterioration and degeneration on before due. Of course, every man can endure a different degree of work. It is absolutely a matter of individuality, and that is why the only gauge we have as to whether a man is working too hard or not lies in certain danger signals that are set up by Nature. When they have been given it is time for a rest, and the wise man will take it without losing time in consideration or doubt."

Civic Righteousness generates civic pride and love for the city in which a man has his home and his business; it spurs a man to minister to its nobler life; it enlarges the capacities of a man's moral sense and breeds among men a corporate faith.

Civic Righteousness is the cornerstone of good citizenship, the builder

common business interests, the common ethical interests, the common esthetic interests.

Civic Righteousness broadens a man's view. He sees his entire city as a splendid entity whose welfare is his welfare; and he sees it not only as it is to-day, but as it will be ten, twenty or fifty years hence, provided he does his duty. From this view point he sees his duty right. He knows that educational development along any line is necessarily slow; that patience, in working toward high ideals, is an essential; that he must maintain an attitude of bigotry only as relates to the realization of those ideals; and in his effort to help along toward the mastering of the curriculum set up he must be as ready to receive suggestions and act upon them, if they are worthy and within his power, as to give them.

Civic Righteousness never prompts a man to set up an opinion based upon anything except actual knowledge and experience; never prompts

*Address delivered by E. A. Stowe at annual banquet Burton Heights Board of Trade.

him to intrude his theories as opposed to demonstrated rules of science or art. Your citizen who is absolutely righteous never employs a civil engineer to cut, fit and make a Prince Albert coat; never accepts the opinion of an iron moulder as to the best method for making a pair of shoes and never sends for a landscape architect to plan an ocean steamship. What kind of a job of mural decoration would be done by a blacksmith and what would be the value of an artist's effort to forge a horseshoe?

The spirit of Civic Righteousness is the spirit of harmony which directs co-operative effort to the best results possible and always and necessarily in an educational direction.

There are examples of statuary in the rotunda of the National Capitol at Washington which, judged by the more broadly and better grounded knowledge of to-day in regard to artistic essentials, are positively repulsive in their crudeness; yet they represent the spirit of Civic Righteousness as it was understood sixty and eighty years ago in this country and as it is understood to-day. The spirit is not at fault. It is the methods that are condemned.

Fifty years ago Grand River, as it passed through the then small city, flowed on either side of perfectly beautiful islands, which if they had not been obliterated through greed and lack of Civic Righteousness would to-day be easily worth a million dollars to our city. Twenty-five years ago the city of Detroit paid \$100,000 for Belle Isle with her 700 acres. It was a case of Civic Righteousness, and the same spirit has since that time caused the expenditure of nearly \$2,000,000 upon that island. Six or seven years ago the city received a tentative offer (not born of Civic Righteousness) of \$4,000,000 for that island, and, of course, Civic Righteousness prevailing, it was scornfully rejected. Beyond any question an offer of \$50,000,000 would be as readily rejected and the taxpayers of the city would applaud the act.

The city of Cleveland has bonded itself for millions of dollars in order to pay for razing to the ground scores of good substantial business blocks; to pay for reorganizing the sewer system, the lighting system and the water system over a large area and for entirely remodeling the street system right down in the heart of the city. And why?

Because the citizens of Cleveland have developed so broad and high a spirit of civic pride and righteousness that they desire to leave a monument of their love for the unborn generations who are to people their city by building up a civic center which shall live and be an inspiration to all who may visit that city; a glorious impulse directing and helping all who may come later to higher ideals in landscape vistas, genuineness, honesty and beauty in architecture; purity and strength in growth and effort.

The rehabilitation of the city of Washington, now well along, is the

result of Civic Righteousness, for which the Nation is to pay, and it will be one of the most profitable investments ever made by the United States Government, not only as an object lesson, but as a force enhancing the value of every piece of realty in every village and city in the country, to say nothing of the moral value it bestows upon every community. The decision to carry out the plan of beautifying the city of Washington in accordance with an elaboration of the original plan of Major L'Enfant was an easily solved problem compared with the adoption and carrying out of a civic center plan for the city of Cleveland. In Washington it was not necessary to educate and develop the voting population to an appreciation of the project because the people do not vote in that city. The District Commission had the power by authority of Congress to authorize and adopt plans and to carry out the work.

In the city of Cleveland, as in many other cities in this country, campaigns of education were necessary. Selfish interests had to be harmonized. Ill founded opposition had to be overcome. Hastily conceived and ridiculous theories had to be overcome and, finally, public sentiment had to be unified in its understanding and recognition of the tremendous value such an undertaking would bestow, not alone upon the entire city but upon all adjacent cities and, in fact, the entire State of Ohio.

Such results are not obtained in a year and they are not planned for one generation or a dozen generations. They are for all time and are planned to stand the test of time. You have a splendid example of such an effort, such a faith in Civic Righteousness, right here in your own neighborhood. I know of none better anywhere. Your friend and neighbor, Charles W. Garfield, has spent his life in a campaign of Civic Righteousness. It has been consistent, insistent and persistent. He loves his neighbors, he loves his city, his State and his Nation, and I will venture the assertion that the campaign he has carried on, and is still conducting with all the intellect, energy and enthusiasm at his command, has cost him more actual cash than has been expended by any other citizen of Michigan in the way of public service. And I will venture another assertion, which is that he has found, and still finds, a greater meed of actual pleasure in his efforts than comes to any man who devotes himself purely and solely to what he calls his business interests.

And with this example before you, with you and of you and for you, under all circumstances, I feel that I compass all that I can possibly suggest as to the merit of Civic Righteousness.

Many Times a Grass Widower.

Hewitt—How many times have you been married?

Jewett—So many, my boy, that I count the day lost when I don't have to pay alimony.



"It's All in the Shreds"

THE GROGER WHO MIXES BRAINS WITH HIS BUSINESS

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

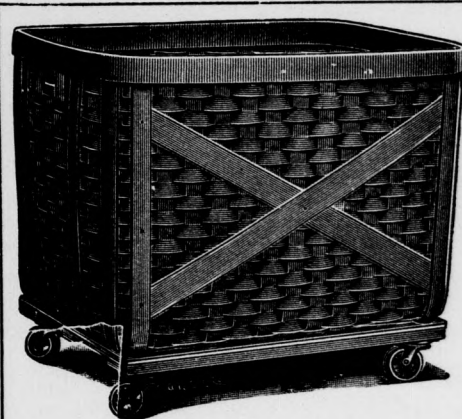
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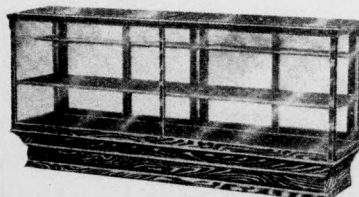
A Gold Brick

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

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

BALLOU MFG. CO., Belding, Mich.

A Better Case for Less Money



That's saying considerable, but hundreds of merchants who have bought from us know we make good our claims. We positively guarantee to save you money and give you a case of better quality. Our direct selling plan—from manufacturer to merchant—makes this possible. We pay freight both ways if goods are not as represented. Get catalog and prices.

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

DANGER SIGNAL OUT.

Why the Newmans Didn't Get Along Better.

Written for the Tradesman.

The Newmans were in society. Society with a very large "S." Ralph Fennell Clay Newman belonged to all the standard clubs of the city, including a poker club or two and the fashionable "Sunrise" Club. Why it was called the "Sunrise" no one had ever been able to find out. It was suspected, however, that it was called "Sunrise" because that was the time when most of the members went to bed.

Mrs. Ralph Fennell Clay Newman belonged to a list of literary and social clubs as long as Fighting Bob Evans' trip around the horn, if such a comparison may be made. She could write articles on Shakespeare which were almost good enough to print, and she could talk of the miseries of dwellers in the slums and of the perils of life in the jungles of India until tears came into her own eyes. It was a pretty bad afternoon—she pronounced it "awfternoon"—when she wasn't out somewhere teaching somebody something and trying with all the might of her tongue to make the people of the world better.

And so the Newmans were considered quite the thing in the city, save and except in financial circles. The credit men of the various retail houses were not stuck on the Newmans, nor were the grave-faced men who sat around tables in directors' rooms at the banks. But, then, it is nothing to have money-grubbers down on one! Money is not everything! That is, not until you get down to where you are in doubt as to whether there is a five-dollar bill left in the world, then you begin to concede that the money-grubbers are of some use in the economy of Nature!

Newman was in the clothing business, and wasn't doing very well. He had too much paper in the banks. His Eastern creditors made too many trips to his home city to see about those little accounts. No one appeared to know just what was the matter, but all realized that the danger signal was out, and were backing off when the Newmans wanted extensive credit. When things get in this shape with a man the end is not far off. As has already been said, no one appeared to know just what the matter was. One day Barton found out what Newman's intimates had known for a long time:

Barton was proprietor of one of those stores where one can buy almost anything to eat and drink, from a barrel of salt pork to a glass of the fizz stuff that comes out of the nickel-plated nose of the fountain.

Barton was also proprietor, temporarily, of a freckled-faced young man named Gerald. Gerald was learning the grocery business. That is, he was learning the business when he wasn't trying to teach it to men who had been in the business a score of years before he was born. Gerald was a youth in whom good and bad layers were sandwiched together, like streaks of fat and lean in

prime breakfast bacon. He was quiet and polite, and rough and inclined to fight, and truthful, and the greatest liar for four blocks, just as one happened to catch him. One never could tell when he would break out into a string of talk as impertinent as it was truthful.

One day Barton left Gerald in charge of the fizz department. This was a nicely-furnished room with a soda fountain on one side and a row of shelves and showcases on the other, and marble-topped tables and veneered-mahogany chairs in the center of the floor. This was where club women came after their literary calisthenics and refreshed themselves. Left alone and in charge Gerald tasted the cakes in the showcases, investigated the candy, sampled most of the flavors at the fountain, and pronounced it all exceedingly fine.

Then a bevy of ladies from a Woman's Club designed to encourage the homing instincts in the male biped came into the place and settled down on the veneered-mahogany chairs. At first they were telling Mrs. Ralph Fennell Clay Newman what a lovely time she had given them all. She had read a paper on Thackeray, in which the cussedness of Miss Becky Sharp had been set forth with commendable emphasis.

"It must be perfectly lovely to be able to write such things," said a sweet young wife in brown. "I'm going to study awfully hard and see if I can't learn to do it."

"Come, girls," said Mrs. Ralph Fennell Clay Newman, "it is my treat to-day. What are you going to have?"

Barton, who had just been up at the "Sunrise" Club trying to annex a few dollars from the care-free dogs who loitered there by day and played poker by night, stood in the doorway as Gerald served the orders from the fountain. Up at the Club he had seen and heard Ralph Fennell Clay Newman, and that gentleman had been flushed with wine and throwing his credit around like three of a kind.

"The man is a fool," thought Barton, "and the woman ought to have more sense. Why, no man with a list of debts as long as the moral law has a right to sit there idle, guzzling champagne on credit, and no woman with a flock of pretty children has a right to be guzzling soft drinks in public places. Newman is spending his creditors' money at the Club, and she is eating out my sustenance here. I don't believe I'll ever get a cent for the stuff Gerald is dishing out to them, but I can't make a kick right now. I'll have to see Newman."

"Now," said Mrs. Ralph Fennell Clay Newman, after running up a five-dollar bill at the fountain, "I'll get a few things for dinner and go home. Ralph doesn't often come home to dinner, but I presume the children and the servants will want something."

She ordered cake, and tinned goods, and fruit, and fancy ready-to-eat provisions until the bill was \$5

more. Of course she couldn't carry them with her. She had them sent up by special delivery.

"I think ladies' clubs are all right," said the merchant, "but they can make a fool of any woman if she carries the fad to the extreme. I don't wonder that Newman doesn't often go home to dinner! Stuffed olives, and potted ham, and French cheese, and oranges, and layer cake, and bakery pie! Wow! I guess it is a good thing for Newman that he takes his dinners at the Club! Say, kid," he added, turning to Gerald, who was watching the proceedings with a grin on his freckled face, "you go over to the 'Sunrise' Club and ask Mr. Ralph Fennell Clay Newman to come over here on a little matter of business. There's about \$200 on the books against him, and I want to get in ahead of the crash," he added, in an undertone which was audible to the boy.

"Say," said Gerald, when at last he got through the line of colored servitors at the Club, and found Ralph Fennell Clay Newman sitting with his hat on the back of his head and his feet on the top of a table, "t'e boss wants you t' come t' t'e store—Barton's. T'ere's somethin' doin' over t'ere."

"Go on an' sell your papers!" roared Newman. "I'm busy."

"Say," said the indignant Gerald, striking one of his frank streaks, "yer wife's over t'ere blowin' herself good an' plenty! She's callin' 'em in from t'e street to set 'em up to! I don't believe t'e boss'll stand fer much more! She's puttin' up a bill t'at will make youse want t' get into some bank w'en t'e cashier ain't lookin'. She's a peach on t'e order. Guess t'e whole bloomin' Woman's Club's t'ere feedin' off her. Boss wants you!"

Ralph Fennell Clay Newman took down his feet and set his hat straight on his head. The Club members who had heard the youth's remarks put their hands into their pockets and walked away. It is at such times as this in the life of a man that he is strangely short of currency and his check book is in another coat!

Ralph Fennell Clay Newman went to the washroom and soused his burning face in a marble basin and took a strong black cigar to change his breath. He was satisfied that if he remained in the presence of Gerald another minute he would tell the whole Club that his wife had been refused additional credit at Barton's and was being held in duress as a hostage for payment of the household account. To tell the truth, his Club friends did think something of the kind, but they did not say what they thought.

After Gerald had mixed things properly, or improperly, rather, at the Club, he went back to the store and camped out close to Mrs. Ralph Fennell Clay Newman, whom he gazed at unblinkingly with his chin resting on the palms of his hands.

"Say," he said to her, in a moment, like an imp of mischief, "yer ol' man's adoin' t'e gran' over at t'e Club! He's got t'e members so full o' conversa-

tion water t'at t'ey're corkin' 'em up. He looks like he'd been t'rough a head-on c'lision wit' a brewery! T'ere'll be some kind o' animiles in t'e wall paper in his room if he ain't pulled off. Gee! I guess youse two got t'e rabbit foot! Youse bot' blowin' yerselves at t'e same time."

Mrs. Ralph Fennell Clay Newman was blushing and trying to look as if she were not. Her Club friends had business at the other end of the store. Many of them gave her a scornful glance as they passed out. It is so different after attention has been called to the skeleton hiding behind the closet door!

"You're an impudent, good-for-nothing boy!" she finally found words to say, "and I'll report you to Mr. Barton!"

But she didn't wait to do it then. She flounced out of the store, alone, and moved toward the "Sunrise" Club. At that minute Mr. Ralph Fennell Clay Newman was moving, in eccentric waves of progress, toward Barton's. They met at the corner of the street where their costly flat was situated. She took his arm without a word, and they were seen no more that night by the world at large, although the man missed a hot old poker game at the Club and the woman missed an essay on the use of the adjective in masculine speech at the Browning Club.

"All right," said Ralph, etc., at midnight, when Mrs. Ralph, etc., gave him a chance to say a word, "I'll quit if you will. Barton will fire Gerald and I'll give him a job."

"It is time you quit," said the woman, "if you want to keep your business. The danger signal is out. People have found us both out! I'll quit!"

And that is why Newman is still in business, and also why he has three of the loveliest, best-mannered little children in the ward! And I'm not saying a word against men's clubs or women's clubs, either, but only showing how things can go to the dickens when man and wife think more of putting on style at clubs than they do of business or home. Credit suffers, and people who feast at your expense talk behind your back, and, in short, the Red Light is out!

Alfred B. Tozer.

Felicitous.

A New England man, who flatters himself upon his aptness in saying the proper thing at the proper time, recently revisited his old home in Vermont, whither he has not gone in ten years or more.

Among those he met during the first day of his visit was a coquettish spinster, who, with a simper, said:

"I'm Miss Mullins. You don't remember me, of course."

"Remember you!" exclaimed the New England gallant. "As if I could help doing so, Miss Mullins! Why, you are one of the landmarks of the town!"

Good intentions may give you speed on the way, but they will not always set you on the right track.

You often will hear a bray from the head that thinks it looks leonine.



Perpetual

Half Fare

Trade Excursions

To Grand Rapids, Mich.

Good Every Day in the Week

The firms and corporations named below, Members of the Grand Rapids Board of Trade, have established permanent **Every Day Trade Excursions** to Grand Rapids and will reimburse **Merchants** visiting this city and making purchases aggregating the amount hereinafter stated **one-half** the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchases in each place where such purchases are made, and if the total amount of same is as stated below the **Secretary of the Grand Rapids Board of Trade, Board of Trade Building, 97-99 Pearl St.,**

will pay back in cash to such person one-half actual railroad fare.

Amount of Purchases Required

If living within 50 miles purchases made from any member of the following firms aggregate at least.....	\$100 00
If living within 75 miles and over 50, purchases made from any of the following firms aggregate	150 00
If living within 100 miles and over 75, purchases made from any of the following firms aggregate	200 00
If living within 125 miles and over 100, purchases made from any of the following firms aggregate	250 00
If living within 150 miles and over 125, purchases made from any of the following firms aggregate	300 00
If living within 175 miles and over 150, purchases made from any of the following firms aggregate	350 00
If living within 200 miles and over 175, purchases made from any of the following firms aggregate	400 00
If living within 225 miles and over 200, purchases made from any of the following firms aggregate	450 00
If living within 250 miles and over 225, purchases made from any of the following firms aggregate	500 00

Read Carefully the Names as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as you are through buying in each place.

ART GLASS

Doring Art Glass Studio.

AUTOMOBILES

Adams & Hart
Richmond, Jarvis Co.

BAKERS

Hill Bakery
National Biscuit Co.
A. M. Scott Bakery

BELTING AND MILL SUPPLIES

F. Ranville
Studley & Barclay

BICYCLES AND SPORTING GOODS

W. B. Jarvis Co., Ltd.

BOOKS, STATIONERY AND PAPER

Edwards-Hine Co.
Grand Rapids Stationery Co.
Mills Paper Co.
M. B. & W. Paper Co.

BREWERS

Grand Rapids Brewing Co.

CARPET SWEEPERS

Bissell Carpet Sweeper Co.

CEMENT, LIME AND COAL

S. P. Bennett Fuel & Ice Co.
A. B. Knowlson
S. A. Morman & Co.

CIGARS AND TOBACCO

Woodhouse Co.

CIGAR MANUFACTURERS

G. J. Johnson Cigar Co.
Geo. H. Seymour & Co.

CLOTHING AND KNIT GOODS

Clapp Clothing Co.
Ideal Clothing Co.

COMMISSION—FRUITS, BUTTER, EGGS, ETC.

Bradford & Co.
C. D. Crittenden
J. G. Doan
E. E. Hewitt
Yuille-Zemurray Co.

CONFECTIONERS

A. E. Brooks & Co.
Putnam Factory Nat'l Candy Co.

CROCKERY, HOUSE FURNISHINGS

Leonard Crockery Co.
G. R. Notion & Crockery Co.

DRUGS AND DRUG SUPPLIES

Hazeltine & Perkins Drug Co.

DRY GOODS

Grand Rapids Dry Goods Co.
P. Steketee & Sons

ELECTRIC SUPPLIES

Lewis Electric Co.
Lynch & Ball Co.
M. B. Wheeler Co.

FLAVORING EXTRACTS AND PERFUMES

Jennings Manufacturing Co.

GAS ENGINES

Lynch & Ball Co.

GRAIN, FLOUR AND FEED

G. R. Grain & Milling Co.
Valley City Milling Co.
Voigt Milling Co.
Wykes & Co.

GROCERS

Judson Grocer Co.
Lemon & Wheeler Co.
Musselman Grocer Co.
Worden Grocer Co.

HARDWARE

Clark-Rutka-Weaver Co.
Foster, Stevens & Co.

HEARSES AND AMBULANCE

Michigan Hearse & Carriage Co.
H. F. WATER—STEAM AND BATH HEATERS

Rapid Heater Co.

ICE CREAM

Kelley Ice Cream Co.

LOOSE LEAF GOODS AND MANUFACTURING STATIONERS

Edwards-Hine Co.

MEATS, FISH, OYSTERS & FANCY GROCERIES.

Dettenthaler Market

MEN'S FURNISHINGS.

Otto Weber Co.

MILLINERY

Corl, Knott & Co.

MUSIC AND MUSICAL INSTRUMENTS

Julius A. J. Friedrich

OILS

Standard Oil Co.

PAINTS, OILS AND GLASS

V. C. Glass & Paint Co.

Harvey & Seymour Co.

Heystek & Canfield Co.

Pittsburg Plate Glass Co.

PIPE, PUMPS, HEATING AND MILL SUPPLIES

Grand Rapids Supply Co.

SHOES, RUBBERS AND FINDINGS

Herold-Bertsch Shoe Co.

Hirth-Krause Co.

Geo. H. Reeder & Co.

Rindge, Kalmbach, Logie & Co. Ltd.

PLUMBING AND HEATING SUPPLIES

Ferguson Supply Co. Ltd.

The Federal Co.

Wolverine Brass Co.

POST CARDS AND NOVELTIES

W. P. Canaan

READY ROOFING AND ROOFING MATERIAL

H. M. Reynolds Roofing Co.

SADDLERY HARDWARE

Brown & Schler Co.

Sherwood Hall Co., Ltd.

SAFES

Grand Rapids Safe Co.

SAUSAGE MANUFACTURER

Bradford & Co.

SEEDS AND POULTRY SUPPLIES

A. J. Brown Seed Co.

SHOW CASES AND STORE FIXTURES

Grand Rapids Fixtures Co.

STOVES AND RANGES

Wormnest Stove & Range Co.

TELEPHONE COMPANIES

Citizens Telephone Co.

Mich. State Telephone Co.

TINNERS' AND ROOFERS' SUPPLIES

Wm. Brummeler & Sons

W. C. Hopson & Co.

UNDERTAKERS' SUPPLIES

Durfee Embalming Fluid Co.

Powers & Walker Casket Co.

UPHOLSTERING SUPPLIES

A. F. Burch Co.

WALL FINISH

Alabastine Co.

Anti-Kalsomine Co.

WALL PAPER

Harvey & Seymour Co.

Heystek & Canfield Co.

WHOLESALE FRUITS

Vinkemulder & Company

WINES AND LIQUORS

Dettenthaler Market

If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will emit the amount if sent to him within ten days from date of certificates.

FIFTY YEARS AGO.

How Things Looked To Our Most Useful Citizen.*

It is quite proper to ask a man past the meridian of life to talk about the "has beens," but it may not be always a part of wisdom to select him to give counsel as to the "should bes." I note how naturally men and women who have had a generation or more of active experience in life drop into a reminiscent mood. The things of yesterday do not seem to have made a very strong impression upon the memory, while the facts of thirty or more years ago seem to arise quite vividly in the mind. I am not very certain as to the accuracy of these memories. The imagination, it seems to me, is often allowed pretty free play in recounting the incidents of former days.

Fifty years ago to-day, with my father and mother and little sister who afterward passed into the other life, I stepped upon a fishing smack at Milwaukee and headed toward Grand Haven. Fogs and headwinds retarded the passage and it was not until the last day of March that our belongings were transferred to the old Nebraska, which plied to and fro on Grand River. We traversed this highway to the rear of the Barnard House, making our first night in Grand Rapids as guests at this historic establishment. I recall with great distinctness the beautiful April morning when we first saw Burton Farm. The contrasting conditions of vegetation here and at Milwaukee were very striking.

Upon the farm owned by Squire Miller, upon which this church now stands, there were the stone house at the top of the hill and a tenant house within a stone's throw of this spot. In that house lived Mr. Winchell, who for nearly twenty years after that was the closest companion of my father. He had come into this region from the Genesee Valley, New York, a year previously. With my hand in my father's we sauntered over to this near neighbor's and father asked Mr. Winchell the question, "After a year's experience, how do you like it here as compared with Western New York?"

"There is no comparison," he said. "Western New York is a garden; Western Michigan is pretty near a wilderness. I hate a country where you have to eat pumpkin sass and call it apple sass."

And in truth our experience during the first two years of our sojourn here rather emphasized the verity of the old song:

"Its barren hills and sandy plains
And the little that the farmer gains—
He may work and toil and do all he can.
He will soon get poor in Michigan."

"Rye and injun" during those first two years was truly our staff of life.

My father's contemporaries were the second set of immigrants. The Butlers, the Simonds, the Winchells, the Denisons, the Hoyts and the Algers were among these people, the first set having been the Guilds, the Burtons, the Ballards, the Galushas and the Winsors.

*Address by Hon. Charles W. Garfield at annual banquet Burton Heights Board of Trade.

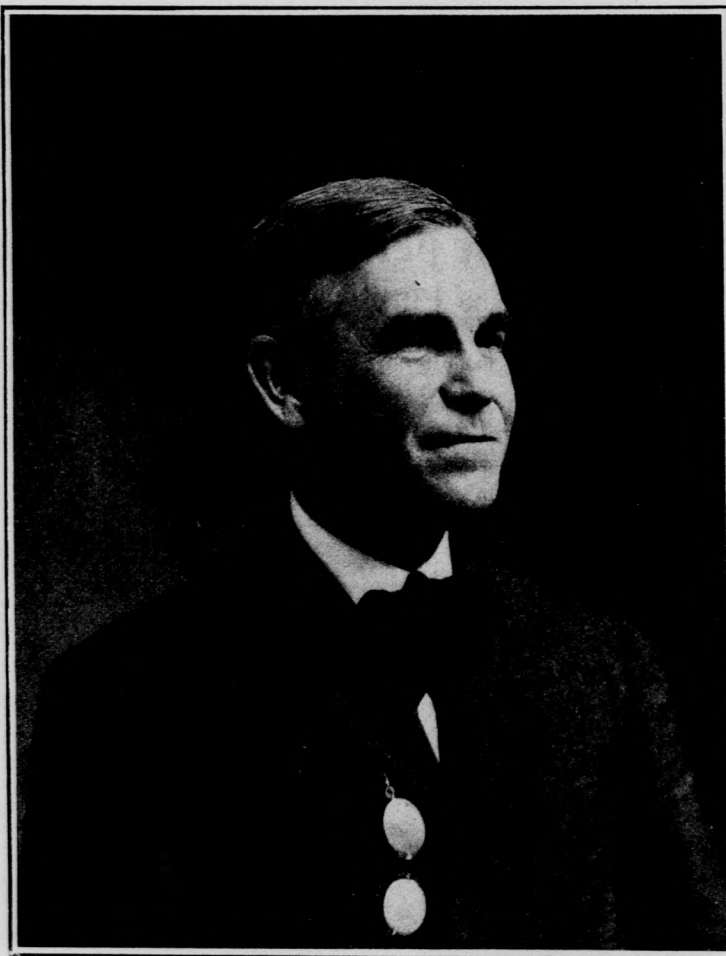
With all the privations during those earlier years of my experience here, there were great joy and keen satisfaction. This was an ideal country neighborhood. The school was the civic, social, business and religious center. The entire neighborhood was devoted to the cause of education, and while nearly every religious sect was represented, Orthodox and Heterodox and Jew, we still came together quite regularly to Adventist services on Sunday in the school-house. The members of the community came near to each other; they were very helpful to each other and thoughtful of each other. There were a cordiality and a unity and a neighborly feeling which gave character and sweetness to life.

I earned my first money husking corn for Mr. Denison, only a few

become thickly settled and put on city airs.

The tree planting and the tree saving of those earlier days along our highways give character and beauty to our roadsides. All honor to the men and women who were thoughtful enough for the next generation to plant and save these trees to contribute to the beauty and satisfaction of life here to-day.

The wondrous changes which have been wrought in the physical conditions of this neighborhood have only been paralleled by similar changes in social, educational and sanitary conditions. The problems of to-day were unthought of in those earlier years. The questions presented for solution at that time were simple, compared with those which attach themselves to our complexity of life.



Chas. W. Garfield, Grand Rapids' Most Useful Citizen.

rods eastward from where you are enjoying this banquet, and I spent it all for a dictionary, which became very useful to me in after years.

We had reading circles and singing schools and debating societies and social functions in which old and young joined for mutual progress and entertainment. We were proud of the contingent which this neighborhood contributed to fight the battles of the Union during the Civil War. The farms grew to be more productive and they were divided into smaller parcels. It was a thrifty, widely known neighborhood.

One of the strange things with regard to the rapid settlement in these recent years is the fact that the latest cleared land lying just west of Division street and north and south of Burton avenue was the first to

But I apprehend if we could bring to bear upon our own problems the same spirit of cordial helpfulness and willingness to serve our neighbors as characterized the earlier life of this neighborhood, we would have little difficulty in bringing about conditions which would add greatly to the value of our neighborhood life.

There are some things which possibly I can mention in these few minutes that occur to me as important to the schedule of our practical confession of faith. Let me enumerate a few of them:

1. I will keep my back yard and the alley in the rear of me clean and wholesome.

2. My home shall be my kingdom. I will make it sweet and attractive, an example of thrift, harmony and good cheer.

3. I will love my neighbor and try my best to make him a better neighbor, that we may both be happy.

4. I will lend a hand in every possible way and on every possible occasion to make my part of the town more attractive.

5. I will take a deep interest in my school and contribute to its well-being and well-doing.

6. I will stand for any plan that promises to increase the usefulness of our church influence.

7. I will forever and always stand for the best local government and do my best to place good citizenship before party loyalty.

8. I will try to so live in this community that if I am called hence sooner or later this corner of the world will be a little better because I have been here.

It would be very easy to string out these articles of faith, but if the ones that I have mentioned should be lived up to, to the best of our ability, we would have a marked neighborhood. There would be none like it anywhere about Grand Rapids. The fame of it would spread abroad; the value of it would enter and become a part of the character of every child of the neighborhood.

It would seem as if such simple propositions ought to affect our judgment and activity. However, the man whose barn is unkept, who has a foul closet upon his premises or a bad smelling drain can not make a very effective speech in criticising the Board of Health. The man whose back yard is littered with rubbish is not the one best calculated to make a fight for a cleaner city. The person who thoughtlessly and carelessly leaves his wheelbarrow standing across the side path for somebody to fall over in a dark night has not the moral right to complain of the street car company or the railroad corporation for carelessness. The owner of a home who fastens his gate with a string, whose walk to the house leads anywhere but naturally toward his door, whose well and cistern are remote from the daily activities of the housekeeper, has no right to rant about imperfect street signs, irregular house numbers, or, in truth, any of the inconveniences of a city.

You who as a matter of ease give your money to the mendicant to get rid of him and will take no pains to ascertain his worthiness have no excuses for finding fault with the missionary society or the charity organization for any delinquency which comes under your purview. You father and mother who can not quite locate your children during their waking hours, who do not know that they are a trial to their neighbors and a menace to the neighborhood, may make ever so good a talk at the literary society or contribute ever so well written an article to the newspaper columns on good government; you will not find ready listeners or readers, for your practice doesn't give warrant to you for teaching others. Character which is founded upon right motive and a good life is the greatest influence for the betterment of every factor in the neighborhood.

Our future, the "should bes," is based upon the character of the individuals in the community. Our influence and usefulness depend upon minimizing our differences and emphasizing the essentials of right living.

Public spirit, harmony of action and persistence in living the Golden Rule can make this neighborhood on Burton Heights an object lesson in civic progress. We will not make progress by stopping to criticize each other. We must sometimes admit that perhaps we are wrong and our neighbors are right when we differ from them. We must, if we make our influence felt in the community, begin at our homes and work outwards and always be ready to lend a hand. We must not forget the neighborhood virtues of our forefathers, and we must not expect too much of others when we are not willing each of us to do our part.

Above all things, the vital thing in any community is to see to the right development of the boys and girls, who are quickly to be the men and women in the community. Any neglect of our duty to them is reprehensible. The responsibilities of business, the cares of active life must never lead to the neglect of our best crop, and it is well for us all not simply to get a living but to develop a life.

One Came Back.

"When this little panic set in," said the man who hadn't smiled for the last hour, "I had a bank in a good-sized village in Indiana. I had lived in the town since my birth. I held three or four public offices, and it went without saying that I was an honest man. The deposits in my bank amounted to less than \$50,000, and I had \$65,000 in the vaults. My patrons came with a rush. I took them into the vaults and showed them that I had thousands over and above, but it wouldn't quiet them. One after another called for his cash and got it, and I finally got along to the last man. He was an old farmer and had \$30 with me.

"Jim," he said as he drew a check for it, "I believe you are the honestest man in the State of Indiana."

"Then why do you draw your money out?"

"It's because I lack confidence in the general situation."

"Well, when you get it back come around and see me."

"I have kept the bank opened right along," continued the banker, "but having no depositors I have had no business. The other day the old farmer dropped in to say:

"Well, Jim, how's she going?"

"Pretty slow, Uncle Abe."

"Yes, I reckon. Purty slow, but moving along. Say, now, I want to deposit two dollars."

"As much as that?"

"Yes, two hull dollars. My two cows have had twin calves, I've had a bile and got over it, the old woman's rheumatism is better, and take it all around I've concluded to have two dollars' wuth of confidence in the durned old country and let her bust or make good!"

Receive Return Goods With Suavity.

Written for the Tradesman.

"No trouble to exchange goods." "Goods cheerfully exchanged or money refunded, as you wish."

How often you see the above or similar expressions in advertisements of the merchants of any town you might select.

But is it true?

As to the first sentence, it may not really be a "trouble to exchange goods," but often and often the clerk doing the exchanging must look upon it as a decided annoyance, if there is anything to be inferred by black looks and ungracious manner—and possibly cross speech.

If the stores did not advertise, gratuitously, to perform this favor for the buying public, the case would be distinctly different. If a clerk were pestered to take back merchandise and give something else in place of it "on his own hook," there might be cause for irritation, although even then there would be no call for its expression in looks, manner or, worse yet, words. But, when the merchant, as it were, guarantees polite treatment towards those who, for any reason, are dissatisfied with their purchases and wish to get something else in their place, the role for the clerk to assume is that of the courteous mediator.

If the transaction leaves a rankle in the mind of the customer he is quite apt to give this establishment the go-by the next time—and subsequent times—when he has need of articles such as are carried in the department presided over by the clerk who showed a grouchy nature when asked to give an equivalent for returned objects.

One clerk in a store who exhibited a disposition to be ungenerous would not, necessarily, break up a dealer's business, but how, think you, would it be if all the clerking force pursued such a course?

But the "money refunded" is where the shoe pinches the worst with most clerks.

"An even exchange is no robbery," saith the old proverb.

Very true. But when a clerk is not so much as requested to consider an "even exchange," but to take back once-delivered goods and cash-up their selling price, that is when he must "smile and smile and be a villain"—for he is very likely to have some thoughts arise that border on the "villainous," if they do not actually encroach upon it.

But here, too, should an amiable demeanor be displayed.

The clerk should think:

"Well, how very foolish to let a small vexation like this have weight with me. If I present an unruffled front, this customer will probably appreciate my suavity and give me his patronage, or a goodly part of it, from now on."

So the really sensible employe pockets his momentary displeasure and expresses good-comradeship by his cordial manner and cheerful conversation in regard to the reappearing merchandise.

Ten to one such behavior will cement customers, whereas the opposite will so exasperate them that the store will lose a large share of their patronage, if not their permanent support.

J. Alcott.

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.

CASH CARRIERS

That Will Save You Money
In Cost and Operation

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

CURTIS-LEGER FICTURE CO.
265 Jackson Boulevard, Chicago



Get our prices and try our work when you need

**Rubber and
Steel Stamps
Seals, Etc.**

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.

99 Griswold St.

Detroit, Mich.

1,000 Candle Power
Light at Less Than
One-Quarter
The Cost of
Electricity

One of these Lamps
Lights a
30x40 ft. Room
as Bright
as Sun-
shine

One Gallon of
Gasoline Oper-
ates One
Lamp 12
to 15
Hours

Safe, Powerful,
Economical,
Simple
and
Durable

**Illuminate Your Store, Church or Factory
With Our New
"Twin Inverted" or "Duplex"**

Center Generating Arc, Hollow Wire System Lamps

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

BRILLIANT GAS LAMP CO.

42 STATE ST., CHICAGO

By Comparison

All things must be judged. Put Wingold Flour to any test you like, compare it with any brand to be had and we know you will find



Wingold
THE FINEST FLOUR IN THE WORLD



Milled by our patent process, from the choicest selected wheat, scrupulously cleaned and never touched by the human hand in the process of making; cheaper to use because it goes farther than any other flour. Ask your grocer.

BAY STATE MILLING CO. :: Winona, Minnesota.

Its EASY to bake with
WINGOLD FLOUR

LEMON & WHEELER CO., Wholesale Distributors

CLEVER CON WOMAN.

How She Eluded the Grasp of the Detective.

Because woman, or anything pertaining to or hinting at woman, was forbidden in the two grimy, comfortable little rooms which John Ford and myself haughtily referred to as our "chambers," the presence of a woman's glove, a long, dainty silk glove, on the table consecrated to our varied collection of pipes, cigar holders, tobacco pouches, and other things kept and sold at a fourth class cigar store, was disturbing.

That innocent silk glove seemed to dominate the room. I saw it first of all when I came through the door. I saw it above all as I stood and surveyed the establishment. It lay like a black serpent, sinister in its suggestion of the significance of women's gloves in bachelor apartments.

I looked in terror at Ford. Had some Delilah stolen away this Pythias of mine? Was Ford going the way so many good men have gone before—going to get married? Was I to lose my roommate?

"Tell me the worst," I cried. "Who is she, and what is she to you?"

Then Ford laughed.

"She's the cleverest con woman that I ever had the pleasure of knowing," he said. "She's only a memory to me now."

"But why this?" I demanded, pointing at the glove.

"A souvenir," said Ford. "She left that with me—left me holding it while she flitted away to fairer and probably more profitable climes."

"Good!" I vented a sigh of relief and sat down. I filled a pipe and began to smoke in peace. The danger was past. Ford was not going to get married.

"Tell me the story," I commanded. "Tell me the tale of the woman who beat the great John Ford."

"She beat me, sure enough," he began. "She left me a glove for a keepsake—nothing more. At the same time, fanciful scoffer, I do not wish to be considered as admitting failure on the part of my half of the sketch. You may remember that I often have expressed myself on the subject of the cleverness and subtlety of woman as compared with those qualities in man. Man is clever and subtle enough for his own purposes. This means that when he's dealing with other men he's a pretty crafty creature himself. Consequently he should confine himself to his own as much as is possible, for once he begins to travel out of his own sphere, once he begins to display his craftiness and subtlety among the fair sex, he begins to resemble a sacred bullock doing a buck and wing dance in competition with a bunch of nimble toed fairies."

"While not for a minute admitting failure in the case of Aggie Deyo and the United Dry Goods Company, I will say that Aggie made the crowd of us look clumsy when it came to the denouement."

"Aggie wasn't the name that the United Dry Goods Company had been handed by Sister Deyo. Aggie

was the name that she admitted only when in the hands of friends. It was her private, personal name, so to speak. Her other names changed along with the color of her hair and the size of her eyebrows. And every time she made one of these wholesale changes somebody found themselves short of money.

"That was Aggie's vocation, to make people short through those changes. She'd been doing it ever since the day when she discovered how easy it was for her to make men—business men—look like her bank account, and the history of her operations would make good reading—for everybody but the unlucky ones who had been stuck. They might not care for it. One of the peculiarly delicate touches to Aggie's work was that she actually put her victims in a position which they wouldn't care to have exposed to the view of an unsympathetic public."

"Aggie—but I was going to tell the story of the United Dry Goods Company:

"You heard of the firm a few years ago, I suppose. It doesn't exist now. It went out of this world in a grand crash about ten months ago and it failed because of the circumstances and conditions upon which Miss Deyo played in the case under consideration."

"The firm was something new in business organizations. It was a co-operative consolidation of a lot of allied interests, jobbers and mill and factory agents, who had come to an agreement and founded the United Dry Goods Company, a corporation which was in reality made up of six different firms. That is, there were six departments, each one handling its own business, each conducting its affairs separately from all the rest, and all bound together to get the economical and aggressive benefits that come from concentration."

"By their consolidation they made themselves a big factor in the various lines that they represented. They had a big place and a big name for advertising purposes and they began to cut into the business of their competitors in a way that made the latter uneasy."

"The competitors began to fight back at the big company and the first thing they knew there was the merriest sort of a commercial war on. Price cutting, new advertising, big selling campaigns, and a constant hunt for advantages became the rule, and the United Dry Goods Company guarded its plans and business secrets like misers guarding their gold."

"There you have the ground plan, the scenario of the conditions that made Aggie Deyo turn her attention to the United Dry Goods Company. And now I get into the action myself."

"Mr. Ford," says the President of the United Company, 'we are in trouble.'

"I bowed. 'I should hardly expect you to send for me if you were not,' I said."

"Naturally not," says he. 'Your business is unraveling other people's troubles. Hence we call you in. Our

trouble is of a serious, I might say almost fatal, nature. It is something that strikes at the roots of a business such as ours. Somebody is stealing our plans. We suspect one of our competitors.'

"Does this competitor have access to your business secrets?' I asked."

"No, not to the best of our knowledge,' said he. 'But he receives them and benefits by them, so necessarily he must be able to get at them somehow.'

"Who knows these secrets in this establishment?"

"The officers, of course, and a few trusted employees."

"Then if your competitor had access to these trusted employees he could get your secrets?"

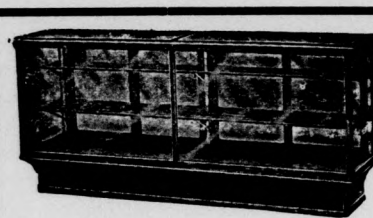
"Mr. Ford," said he indignantly, 'these are trusted employees.'

"Well?"

"They are loyal, strictly and completely loyal, to this firm. Else they would not be trusted."

"Memo," said I to myself: 'this man has not had much real experience.' To the President I said: 'Tell me some more about these secrets that are being stolen.'

"Well, sir," he said, 'they include about everything that we take precautions to keep from falling into our competitors' hands. First, there was an important list of special prizes to be made to several special large customers through a secret rebate plan of ours. This list our competitor printed and circulated broadcast among our small customers, and



The Case With a Conscience

is precisely what its name indicates.

Honestly made—exactly as described—guaranteed satisfactory.

Same thing holds on our DEPENDABLE FIXTURES.

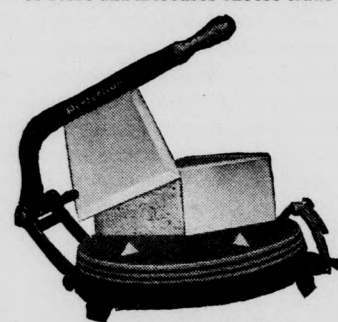
GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

The Perfection Cheese Cutter

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



Manufactured only by

The American Computing Co.

701-705 Indiana Ave. Indianapolis, Ind.

The Eveready Gas System Requires No Generating

Nothing like it now on the market. No worry, no work, no odor, no smoke, NOISELESS. Always ready for instant use.

Turn on the gas and light the same as city gas.

Can be installed for a very small amount. Send for descriptive matter at once.

EVEREADY GAS COMPANY

Department No. 10

Lake and Curtis Streets

Chicago, Ill.

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

it cost us \$2,500 to explain it in a way to leave no bad effects.

"Next there was the secret of a new article in woolen novelties—something entirely new. Our competitor got hold of this secret and had the article ready for the market on the same day as ourselves. We had advertised it as our own exclusive goods and it made us appear ridiculous.

"There was a new advertising and selling campaign which we had planned and which the other man put into operation ahead of us. So you see how serious our trouble is."

"Yes, I saw. I'd seen several cases like it. It was a mere case of getting the particular employe that the other fellow had got to with a bribe.

"It looked pretty simple. There were six men in the firm who knew about the stuff that had been stolen. They were to be listed among the possibilities, but scarcely selected as the probable ones. Then there were two private secretaries and the office manager, in all nine possibilities, with three that were probable. It didn't look hard. You see, I didn't know that Miss Deyo was on the job.

"I began to work on the three employes by the simple method of sifting their past and present down to the last kernel and watching particularly for any indications of their leaving their present positions and going over to the enemy. That's the regular thing, you know—open negotiations with a new firm and establish yourself by giving them the secrets of the old one.

"But there was nothing of that sort here, or if there was it was so well hidden as to be non-existent for my purposes, and I was forced to see that my probabilities didn't even turn out to be possible.

"Then I went to work on the six officers, and when I saw them turn out the same way I began to sit up and take notice.

"And it was then that I noticed Aggie Deyo. I'd seen her half a dozen times before, but I hadn't recognized her until I began looking for the unusual. Aggie was that, all right. She was a stenographer in the manager's office. Her hair and eyebrows had changed, but I saw it was Aggie as soon as I noticed her watching me out of the corner of her eye.

"That always is a giveaway. It leads to closer scrutiny. I scrutinized more closely, and that common, ordinary stenographer resolved herself into Aggie, one of the smoothest young women that ever conned a business man and whom I had met years before in a little department store case where she was the star performer for the opposition.

"After that I quit working. Aggie was too smooth a girl to try the total denial gag once I had let her see that I saw through the changed hair.

"All I want to know," I told her, "is if you are alone on this job."

"She put her foxy little head on one side and thought a minute. Then she said: 'I'm going to dinner with that private secretary, Klank, this evening. You shadow me and get a

table next to us and hear whether I am alone or not. I admit all you say. It was I who gave those lists to the other house. But come and listen to-night and you'll hear a few things that will surprise you.'

"Well, I knew how clever the woman was, of course, but I saw the possibilities that her reference to Klank held, and I knew that I wouldn't let her out of my sight, so I couldn't see how I could lose anything by following her lead, and I said: 'Well, but mind, no tricks. I wouldn't like to do anything rough, but—'

"I understand," she said. 'There won't be any tricks, Mr. Ford, but there will be some surprises.'

"And there were. I might have known, of course, considering that it was Aggie. But, anyhow, I trailed Klank and Miss Deyo to the restaurant and got a seat that left my back within a few inches of Aggie's chair. I could hear all that she said and most of what Klank said.

"And I was amazed, for what Aggie really did was to let me see how she got hold of the inaccessible business secrets of the United Dry Goods Company. She played Klank against the office manager. It seems that she had managed to infatuate them both and she kept them insanely jealous through pretending to each one that the other was first in her favors through being highest in the favors of the firm.

"Then each of them tore his head off telling her the most secret plans of the house to convince her that he was the important business man of the two. She had them so well trained by this time that she didn't need to pump them any more; she just sat still and waited, and Klank poured into her ears the tale of a new wrinkle which must have been worth some money to that competitor who had Aggie on his staff.

"When the tale was ended Aggie rose and came over to me.

"Now, do you see how it was done, Mr. Ford?" she laughed. 'Isn't it simple? Aren't you going to let me go for showing you a merry trick?'

"Aggie," I said, 'I'd like to do it, but duty forbids. I promised to deliver the solution of this case at the office of the company at 9 this evening. You're the solution. You'll have to come.'

"I understand. I won't make any trouble. But this gawk, Klank, is so desperately in love with me that he'll make trouble if you take me here. He's ugly—and we don't like trouble, do we? You let him see me home and come along and arrest me there. The jig is up and I won't make any trouble.'

"Go ahead," I said. It was the best way out of it.

"So we all went to Aggie's apartments. That is, I was on the box of the cab that drove Klank and Aggie there, and I followed her into her rooms after she had dismissed the private secretary.

"Just a minute," she said. 'I've got to send my brother away, so he won't hear about my trouble.'

"Brother!" I said.

"Yes, my younger brother. He's been staying with me and going to school. Oh, folks like myself have folks just like other people. I'll send him to stay with a friend, because I'll have to lock up this place now.'

"She slipped into a room. I heard the buzz, buzz of a whispered conversation, and a few minutes later her brother came out, called back: 'So long, sister!' and went out, nodding to me.

"Well, I waited for Aggie to come out. She didn't come. I looked into the room. It was empty. I turned and raced after that brother who had taken me in so nicely; but Aggie in her boy's clothes had disappeared and left no trace.

"I took off my hat to her then and there. It was an old dodge, but it had been done too well for me. I went sadly back to my cab. On the seat inside I found that black silk glove. It was the last I ever saw of Aggie. I'm going to have it framed. Then whenever I get to feeling chesty I can look up at it and think of the last time I met Miss Aggie Deyo."

James Kells.

There's many a man open handed with his own pleasures from whom a dentist could not draw a dime for the needy.

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

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Telephones

Citizens, 6834 Bell, 337

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BANKERS

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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

THE NATIONAL CITY BANK GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

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

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

Successful Progressive Strong



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets

\$7,000,000.00

Commercial and Savings
Departments

THAT FOLLOW-UP JOB.

Modern Methods Applied in Seeking a Situation.

Written for the Tradesman.

The young man didn't enter the private office of the dry goods man like one in quest of a job. He knocked at the half-glass door, and as soon as Barney looked up from his desk and saw him standing there he walked in, without as much as by your leave. Barney was annoyed. It wasn't the interruption so much as it was the absurd impudence of the thing. He was about to make a hasty and discourteous observation concerning young men who go butting into other people's offices, but Louis gave him no opportunity.

"I have come to see about the job," he said.

Barney glared at him and pointed to the door.

"The job writing advertisements," continued the boy, for the visitor was little better than a boy, with his shock of reddish hair tumbling over his forehead, his straightforward blue eyes, and his kid ways.

"I don't want an advertisement writer," said Barney.

"Well," said Louis, "you need one, whether you want one or not."

"That will be all," said Barney, turning back to his desk.

"Because," continued Louis, "some of your advertisements are fierce. It is a shame to pay out good money for the space they occupy."

"I presume," said Barney, with due sarcasm, "that you could do much better?"

"Sure!" replied Louis. "If I couldn't I wouldn't be here now."

Now Barney was one of the merchants who bought expensive space in the newspapers and wrote his own announcements to the public, usually with the solicitor looking over his shoulder and waiting for the "copy." He managed to keep the name and location of his store before the public by paying about double what the service was worth, but he rarely let people know what he had to sell, in detail, or what prices he was asking.

"You think the advertisements of this store are wrong, do you?" asked Barney, desiring to draw the young man out a little.

"Of course."

"Where are they wrong?"

"They're just rotten!" replied Louis. "They read as if the porter wrote 'em."

"Close the door when you go out," said Barney, who had been told by advertising solicitors time and again that he always wrote good advertisements.

Louis turned to the door, stepped outside, closed it, and then opened it a crack and called through:

"I'll drop in when you aren't so busy."

"You needn't mind," said Barney. "You're too fresh with your criticisms."

Louis went down the street whistling and Barney went back to his figures, but the boy did not forget the merchant, nor did the merchant forget the boy.

"I know what I'll do," said Louis

to his room-mate that night. "I'll work a regular follow-up system on Barney. What? I've got to have a job, and I guess his place will do as well as another. Yes, I'll show him that I understand the follow-up game."

"I see you getting the place if you go to bothering him with your alleged follow-up system," said the chum. "Besides, there is no vacancy there. You'd be trying to butt some one else out of a job."

"If the man who is doing the work now is getting pay for it," said Louis, "he ought to be ashamed to take the money. Watch me! I'll show old Barney that I know something about the advertising game."

The next forenoon Barney opened one of his letters to find this:

"In your advertising this morning you state that you have bargains at your place of business. One might think you had a bargain lot of zoo beasts to work off on the public, or a bargain-day in watered stock on tap. My name is Louis. I called on you yesterday, left my card and asked for a job. I'll call again before long."

"P. S.—It is always a good idea for a merchant to tell what he is selling and what he asks for it."

"I guess that will check him up a little," laughed Louis.

It didn't check Barney up. It turned him loose. He was mad, and if Louis had been there when the letter was opened he would have been dumped out of the store bodily. Of course, the foxy young man knew this and remained away. The next day Barney opened another letter and found this:

"You say in your advertising this morning that you are giving great bargains in linens. That's all. Just linens. You know how many kinds

and grades of linens there are. Just linens won't answer.

"P. S.—Don't you know that it takes something more than price to make a bargain? Describe your goods as well as your prices."

"I'll bet he'll eat a corner off his desk when he gets this," said Louis as he dropped the letter in the mail box on the corner. "I wonder how long I'll have to keep writing these advisory screeds before he will send for me? I've got to have that job, you know!"

"If he does send for you," said the chum, "you invest in a railroad ticket and mingle with the scenery outside the State. When he gets mad enough to send for you he'll arrange to introduce you to a detective when you arrive."

"Oh, no, he won't," said Louis. "He will meet me with open arms, and have a nice little white page in his payroll book waiting for me."

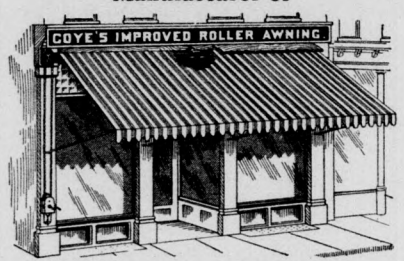
Barney raved and stormed over the impudence of the young man, but he said nothing to his clerks about the letters. The third day was Friday, and he found this in his mail at night:

"I am both grieved and surprised to see that you have permitted the day to pass without saying something to the public through the evening newspapers. The ghost walks in all the industrial institutions Saturday night, and this money has got to go somewhere right off. The average wage worker will get up in the night to spend a dollar if he remembers during the dark hours that he was thoughtless enough to go to bed with one in his pocket. It was a mistake to miss the evening papers to-day, but you can make up in a measure by using double space in the morning papers."

"P. S.—It will be a waste of money to advertise a sale in the evening

Chas. A. Coye

Manufacturer of



Awnings, Tents Flags and Covers

Send for samples and prices

11 and 9 Pearl St.

Grand Rapids, Michigan

Mention this paper.

CROWN PIANOS are made in a factory that has the finest and most complete privately compiled piano-building library in the country. Piano dealers know what this means. Piano players realize what it means when they play on a Crown Piano.

Geo. P. Bent, Manufacturer

Chicago

Largest Exclusive Furniture Store
in the World

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

Klingman's Sample Furniture Co.

Grand Rapids, Mich.

Ionia, Fountain and Division Sts.

Opposite Motion House

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.

papers Saturday, for the people you want to reach can't hold their money long enough to read the papers tomorrow night.

"P. S. No. 2.—Be sure and advertise what the working people want."

Barney rose up and kicked over the waste basket and stood a long time at the window facing the side street. He did not throw this letter away, as he had the others.

"There is some sense in what he says," he mused, "but the impudence of the pup is something gigantic. If I had him here I'd wring his neck."

"Next time," said Louis to his chum, "I'll give him the command direct. Go you the dinners that I'll hear from him next week."

"Hear from him?" remarked the chum. "Would you trust yourself in that store if he should send for you?"

"You bet I would. What do you suppose I'm doing all this writing for?"

"Then, if you do go, put stovepipes under your trousers," said the chum, "for he'll set the dog on you."

Monday morning Barney found this in his mail:

"You did right not to spend money in the evening papers Saturday. Why do you not buy a whole page in the Sunday paper? Half a page is just as good if you stipulate, that it is to go in with pure reading matter. All the signs show storms coming. Get out your rubber goods and advertise them."

"P. S.—My address is on the card I left you. How long do you think I'm going to run a free correspondence school of advertising for you?"

"P. S. No. 2.—Take that advertisement off the fifth page and put it on the first."

"P. S. No. 3.—Your grammar is deplorable."

"What do you think of that for nerve?" asked the dry goods man of a friend as he sat at luncheon. "I've had a lot of letters from that chap, and I've a good notion to give him a show at advertisement writing."

The next day Barney found another letter from Louis in his mail. It read:

"Don't scatter. You've got a small advertisement in all the papers. Spend all this money on one advertisement."

"P. S.—The man who writes your advertisements has too much on his mind. Split his work."

"P. S. No. 2.—What's the good of that display window? No prices given."

"P. S. No. 3.—You're Mr. Ezy Mark when the solicitors come."

"P. S. No. 4.—When does my salary begin—last week or this?"

"You're a bright young fellow," said Barney, when Louis called in answer to a letter, "and I think I can tame you down so you may be of some use in the world. You ought to be an advertisement solicitor instead of an advertisement writer, but I'll keep you in captivity a spell and see if we can't tone you down. What is it a week?"

"Twenty-five to start with," said Louis. "Say," as the merchant hes-

itated at the price, "if I wasn't worth it do you think you'd be offering me a job?"

He got it, and thinks to this day that that was the candy follow-up system.
Alfred B. Tozer.

Store and Window Lights Poor Place To Economize.

Written for the Tradesman.

In large cities where gas and electricity are used it is best to have in your store a combination fixture, that is, one made for both gas and electricity, so that in case either gives out you can depend on the other for service. But if you use gas—and I think it will give you the better light if you use it in connection with the Welsbach burner—one of the main points is to have good mantles. Don't get poor ones if they are given you, for you will always regret it. A cheap mantle never gives good light; it may for a day or so, but that is all. Use glass chimneys and keep them clean and you will have one of the brightest stores in your town or city. Of course, electricity is all right if you can get it at the right price. If you can put in the large arc lights it is the best light of all. But most stores can not afford a dozen or even half a dozen of these large lights, and it takes about five incandescent lights to be as bright as the arc lights. When you have a good gas supply it is the cheapest and best on the market if you handle your lights properly. In small towns where you have neither gas nor electricity a good acetylene gas outfit is a great thing—it will give all kinds of bright light. When you get an outfit get a good make. Then there is the gas lamp that works with gasoline. If you are afraid to use acetylene gas use a gas lamp. They come cheap, give a good light and are made in every size and style. But don't use the old-style lamp or people will think you are "just behind the times."

The main thing to light up well is your show windows. For this purpose electricity is always preferable, because you can simply turn on your light with a switch and you do not have any use for matches. As match heads sometimes break off and fall in your window if there are any inflammable goods in the space they are liable to catch fire. There have been more windows set afire with matches than with any other thing in existence. Have your windows brilliantly lighted—have lots of light—and have good mirror reflections on them so they will throw down the light. The lights should be concealed in the upper part of the window so that they do not show; that adds greatly to the effect. If possible it is a good scheme to have a couple of large arc lights outside your store; it makes it look attractive. Anyhow have your windows well lighted. Even if it does cost more it will pay in the long run. Keep your globes or chimneys good and clean; that helps to make the light bright. Never try to practice economy on the window lights, try it somewhere else.

Fred A. Castenholz.

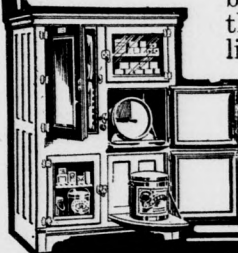
"I Make New Customers and Please My Old Trade Better

by having a McCray Refrigerator." These are the refrigerators which are built on the correct cooling principle. A small amount of ice does a large amount of cooling, and the saving in ice bills actually pays for the McCray itself. Your provisions are kept in perfect condition, free from taint, dampness and odors of any kind and always look tempting to your customers.

McCray Grocer's Refrigerators

are superior to all others, and are made in regular sizes for immediate shipment, or built to order. Many grocers have saved enough in ice bills to more than pay for the refrigerator itself.

A McCray Refrigerator in your store furnishes it in an elegant way, and draws much attention because of the attractive finish of the refrigerator, with its sanitary lining and its shining glass doors.



Send us your name and address, stating whether you want Catalog No. 65 for grocers or No. 58 for meat markets. Do it now while you think of it.

McCray Refrigerator Company
5548 Mill Street
Kendallville Ind.

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 Moment Where Retail Business Begins.

"A grouch never sold any goods."

That isn't original. That's the reason I have placed the quotes there, and I don't know just who got the saying up originally. All I do know about it is that the old man Laster has copied it out in a fair round hand and has it posted up in our store in about a dozen places.

Of course a grouch never sold goods. There's nothing very startling about that statement, but it is odd how we seem to forget that self-evident truth occasionally.

But one thing a grouch does, occasionally, is to keep an easy mark from making a bad account. I've had that thing happen a few times.

I'm generally known as an easy mark. I don't have a grouch—in sight—very often, when I get face to face with my customer. Sometimes, down inside, there is a perfect inferno, but so long as the customer does not see it, the general belief is that it doesn't matter. Do you know, I want to say to you that it does. I am getting to be more and more of the belief that there is a something occult which makes the customer uneasy when you have a grouch inside, no matter how good an actor you are and how smiling and genial you may appear on the surface. Sort of New Thought, you perceive. So, I say, the salesman who feels as pleasant and jolly as he tries to give the impression that he does, has a good bit of advantage.

But, you say, a man can't always feel that way. There are occasions, etc.

But I say you can.

When the customer comes in, this is the way to do it: Listen. The boss has cut your wages down two dollars a week. The little baby up at the house is fearfully sick. The doctor has been coming twice a day for a week at two dollars a visit and he shook his head pretty solemnly the last time he was in. The old man found a good bit of fault with the way you put away the rubber goods when you thought that you had done a wonderfully nice job. You lost your transfer coming down on the car this morning and had to pay twice and then found the transfer in your other pocket. Something was wrong with the griddle cakes this morning and there is a mean, heavy pain in the pit of your stomach and a pain in your back just below where the suspenders cross. You lost your pen knife through a hole in your pocket this morning when you crossed the road through the mud to get a bill changed. The landlord has promised to raise your rent a dollar a week on the first of May. You hate to move and you hate to pay. The little block of stock you bought on a margin isn't moving either way and the hired girl has given notice.

And that is the way you meet the customer. You can play-act until you're baldheaded and yet you can't conceal the grouch no matter how soft your voice is. What you have got to do is to cast all that trouble to the top shelf the minute you face your customer. You say that you can't do it. I say that you can. You can wipe all of your personal troubles, worries, perplexities out of your mind and heart by simply taking thought and using your mind—if you've got a mind.

That's putting it up to you pretty strong, isn't it?

Well, it's true. If you have no mind, there's no particular use in considering you anyway.

When you face the customer simply put yourself right in his place. Imagine who he is and how he feels, what his likes and dislikes are, and how it is best to approach him.

By the strongest possible mental effort efface all thought of yourself and your own likes and dislikes, worries and cares. Think of the customer only.

It can't be done? Don't say that—anyway until you've tried once.

I didn't believe it, either. I felt that it was impossible to efface my own individuality as a thinking, suffering human being and become simply a salesman, thinking only of pleasing the customer, trying to do my best for him, feeling sure that I could and believing, solemnly, every statement I made. But I was amazed to find how easy it was by simply taking thought in the matter. It isn't, naturally, positively necessary to go to all this bother when a little girl comes in for a pair of forty cent rubbers for her mother and has the size on a piece of paper and four dimes done up in the same paper, but that sort of a customer might do to practice on.

Always remember that the customer, likely enough, isn't making any such effort at all, although she or he may be smiling and play-acting on the surface. If her grouch meets your grouch that sale is as good as lost unless it happens to be that she or he can't get trusted anywhere else, and is anxious to get the goods out of the store before you decide to refuse credit.

I tried to teach this stunt to A. Small Sizer and at first he laughed at me. Said he couldn't stop thinking his own little thoughts and that average customers didn't require any more thought than he was in the habit of giving them, but, just to oblige me, he tried it on all of the customers for the whole day and it was a busy day at that.

I didn't butt in at all until night and then I asked the young fellow about it.

"Well, sir," he said, "it's funny. I wouldn't have believed it. The first customer that came in was old Mrs. Tuppenny. You know I hate the old dame and have always had to make an effort to be decent to her, but it struck me here was my chance and I wiped my mind all off the slate. 'Here's me,' I says. 'A grasping suspicious old woman, trying to get the

most possible for my money,' and forward I sails. Now, I kept thinking, 'It's up to me to do the best I can for this old girl. Her money is better than anybody's else money and must go farther or she isn't happy.' As I passed the end of the counter I kept trying to think how I ought to word the note to my girl that I was going to write, but I says to my thinker, 'To the dickens with it. You're ol' Mrs. Tuppenny's shoe assistant now,' and I just put this big mind of mine on to the job, pawed over baskets of bargains, looked for sizes, talked more sympathetically about shoes to her than I'll bet anybody else has ever talked since she was a girl and, what do you think, I sold her a pair of shoes, two pairs of slippers, a pair of rubbers and a bottle of corn salve and got the pay, and twice she actually smiled. You could have knocked me down with a feather. Say! She isn't a half bad old girl, when you come to know her. That's a great scheme that wipin' your mind off with a damp cloth.

"The next customer was harder, though, for 'twas Billy Bindle, one of my pals, and he just wanted to talk sorrow more than he wanted to talk shoes, and some of the sadness he wanted to ease himself of was worry that I'm in on more or less and 'twas a hard pounding fight to keep my mind right, but I did and sold him.

"'Twas easy with Lawyer McFee, he talked all the time and it kept me busy asking questions so that I didn't have to make any violent mental effort to keep my intellect clear of entangling alliances, and it was good practice. Before night it wasn't any effort at all, and, I want to say to you, Mr. Fitem, that the scheme is all right and ought to be protected by letters patent and all rights reserved."

Then I got Hi Ball interested in the scheme and Willie Fitem and I want to tell you that if you have occasion to buy shoes and come into this shebang you'll find a most sympathetic, placid, interested lot of salesmen that you ever struck.

"A grouch never sold any goods."

That's as true as preaching, which this screed is, pretty much, and the longer we try the plan the more we are convinced.

* * *

Another thing a salesman ought to consider is the careful sizing up of his customer, if the customer is a stranger, before a word is spoken and a careful revision of this sizing up as the trade talk proceeds. For instance, you go to the front. A large, smooth faced male stands there with glasses on, clothes that seem to be a little drawn, as though he had grown faster than the clothes had worn out. He looks boyish and awkward. You size him up as just that and think first that he will be embarrassed and backward and must be put at his ease, but, after the first twenty words you find that that was all wrong. He is older than he looks, the eyes that peer at you from the double thick glasses are keen and

clear. He is a boyish looking man. Now, if you are a first class salesman, you will instantly and automatically change your diagnosis and adapt yourself accordingly. If you are not you will be unable to think of the customer as anything but the overgrown, awkward young man you first sized him up to be; in spite of yourself you will find him amusing and it's a pair of insoles against a box of corn salve you'll lose your sale. Those young men with glasses, clothes that don't fit very well, and smooth, round faces are the test customers for a salesman, now I can tell you. Half the big things of the world are being done by young fellows who look just like that these days.

But, supposing that the customer is an "ordinary"—a nice looking, middle class woman. Not too well dressed, not shabbily dressed. Of course if you are a trained salesman you will never ask the fatal question, "About what price?" Nobody, particularly no female body, will stand for that for a minute. To be a good salesman you've got to judge that woman's circumstances and know what priced goods to show her, guided, perhaps, by a few off-hand questions as to style and weight. And with all this the customer may deceive you. She may be richer than she looks, or she may be poorer. You show her, according to my description, anywhere between Terre Haute and Boston, a shoe worth about \$2.50, and, west of the Missouri River, a shoe at about \$3 as a starter. You may end up by selling her a \$4 or \$5 shoe by close observation and a few subtle questions. Perhaps the same observation may lead you down to \$2, but not often, please, for it is always easier to lead a person up than it is down.

Here in this store it is an instruction we always give new clerks, "Size your customer up carefully and show a shoe 50 cents cheaper than you have in mind at first blush."

It's a wonderful business, this shoe business. And a grouch never sold any goods in it—Ike N. Fitem in Boot and Shoe Recorder.

Canned Shark.

"They can shark in Sweden," said a butcher. "They make of shark flesh a palatable and nourishing meat extract.

"For several years the business has been going on, and there are now several factories engaged in it. The stuff tastes exactly like extract of beef. The fish taste is eliminated—a secret process.

"The sharks, which are plentiful in those waters, are first chopped up fine in big hoppers, and afterward boiled down to a liquid of the consistency of thin gruel. The oil is skimmed off, a second boiling follows, then a filtering. A clear fluid then remains. This is evaporated to the thickness of molasses, seasoned with salt and sugar, and sealed up in jars, after the addition of some unknown chemical.

"It is an excellent meat extract. It hasn't a suspicion of fishiness about it. It builds up an anaemic person as well as the best beef would do."



It is Not so Much What
You Pay for Goods as
what You Make on Them
that Counts

We claim the best investment you can make in the shoe business is a good assortment of our make of footwear. Our line is especially strong in heavy goods, and a purchaser is pretty sure to return for the second pair of the same, as well as advertise their quality to his friends and neighbors

Every shoe we make bears our trade mark, which always guarantees good leather as well as skilled shoemaking.

Rindge, Kalmbach, Logie & Co., Ltd.

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.



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.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids



Weekly Market Review of the Principal Staples.

Domestics—In some lines a very satisfactory position prevails. In outings, for instance, one of the largest producers is so well sold that an early withdrawal would not be surprising, and, indeed, by the time this reaches the reader may be a fact. Other lines are almost if not equally well situated, and the buyer who has lingered will have his own difficulties when he awakens to the real situation. To be sure, all are not sold up, but it will not take long to clear up the market as soon as the balance are aware of the real condition. As far as cotton blankets are concerned, there is no change in the outlook. A formal opening has not yet been made. However, some orders are being taken all around the market, subject to the prices made at that time. Earlier on some sellers did not care to take orders at value, but the delay in opening that has been experienced made this a matter of compulsion, as an accommodation to buyers who are and have been in the market. The delay is caused by a desire to avoid the variance in prices which has characterized other openings made this year. Grain bags are, with a few exceptions, out of the market, and the few that are not are either well sold into the coming summer months, or the producers are debating in their minds whether or not they will put out these goods this year, because of the meager profit that exists in them at the prices quoted by the dealers. It should be satisfying to such sellers, however, to know that one of the largest factors in these goods raised his prices after the goods were well under order, thus making a better market for those who follow.

Bleached Goods—The market improves from time to time in a small way, some new business being taken. However, it is small. Satisfaction is expressed that the buyer is willing to operate further, which fact would indicate that while the seller is not necessarily pleased with the outlook, he is prepared to accept it philosophically, and anticipate better things.

Gray Goods—A condition of exceeding dulness exists in this market at the present time and so far as the local trade is concerned, it is slightly worse off than it was last week. Prices can hardly get much lower than they are, since in the majority of instances they are now at or below cost. With this condition prevailing, as may be expected, offers are turned down, mills not being over-anxious to do business un-

der this condition. If there is a real need for goods, and there is, a condition such as the one referred to can not remain long, for the reason that the mills will shut down sooner than operate at a loss. Then if the buyer really needs his goods it will not take long for him to make up his mind to pay the price. For this reason it is claimed that while apparently the condition is quite as bad if not worse than at any previous time, it is in reality much nearer the turn for the better, which is inevitable with the condition as it is. It is known to be a fact that jobbers have sold bills of goods to converters much under the market, basing their conclusions on lower cotton and a revision of the present schedule of prices existing in goods. Therefore, these buyers have orders which they intend to place at the psychological moment, which will amount to a considerable volume of business when they appear. Some hold to the belief that they are overstaying their market, while an equal number state that is not possible and that lower prices are merely a matter of time. If, as is claimed, the probable further decline in the staple has been discounted in the prices that exist to-day, then the former are correct. The truth in either case remains for the future to develop.

Knit Goods—The present season is one of those which the buyer is pleased to consider as opportune for the righting of wrongs over which his indignation has been aroused and which have smoldered for some time. The most important of these is the question of delivering goods up to sample. Under the stress of unfavorable conditions this has been a favorite form of dodging a loss or of increasing a profit. The displaying of a sample of a given quality and the selling up of the product of a mill on that basis and then delivering a very much inferior article, and the forcing of acceptance of these deliveries has been one of the questionable methods of some unscrupulous manufacturers for a long time. In some cases it was not willfully done, but it invariably aroused the buyer and he determined upon the first opportunity to get even. Much of this is being done this year and those mills that conscientiously delivered what they sold are reaping the benefit of it. In one or more notable instances business has been booked as far ahead as the middle of the coming summer and orders are constantly being taken, while some of the competitors lag behind and hardly have enough to keep their

mills running a fraction of the usual time.

Men's Wear—The lowering of prices, such as has been effected in certain lower grade woollens, in order, if possible, to increase the volume of orders on the books, is a subject so freely commented upon in other connections that it would hardly seem possible that there are those who have not considered this matter and consciously or unconsciously adapted its suggestions to their own particular sphere. While it is true that there are mills in need of business or money, to the management of which this method appeals as an inducement to buyers to trade, and no doubt apparently plausible arguments can be put forth to substantiate the claim, the desperation of such a need is lia-

ble to drive such manufacturers into ill-considered enthusiasm for ill-advised methods, against their own better judgment. The bulwark behind which the buyer hides is not one of such a character that he can be induced to abandon it, but is rather one of hard and fast lines which it is useless to disregard.

Looking for imperfections in others never leads us far on the way to perfection for ourselves.

Grand Rapids Notions & Crockery Co. Importers and Jobbers of DRY GOODS NOTIONS

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

Our Spring Lines

are now

Ready for Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

WHITE GOODS

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

Inspect our line before buying.

P. Steketee & Sons, Grand Rapids, Mich.

History of a Grand Rapids House.

J. W. York & Sons, manufacturers of band instruments, have awarded the contract to Hauser, Owen & Ames for the erection this spring of a new factory on South Division street near the Macey factory. The main building will be 62x100 feet, three stories high, and the office building adjoining will be 30x40, two stories high. The cost will be about \$14,000.

The rise of J. W. York & Sons is one of the industrial romances of Grand Rapids. J. W. York, the head of the house, drifted into Grand Rapids in 1882 with just enough money in his pocket to buy his breakfast. He had worked in an Eastern band instrument factory, but it was as a musician that he sought employment. He applied to Wm. B. Smith, then conducting Smith's Varieties, for a job and got it. He played on the orchestra at night and took part in the evening street parade preceding the show. This gave him a living, but he was not satisfied. To be nothing more than a musician was not alluring as a prospect in life. Mr. York began to manufacture band instruments as an employment for his spare time. He rigged up a workshop at home and his first product was a cornet. Most of the work on it was by hand, but it was a good instrument and found a ready market. The proceeds from the sale he put into more materials and equipment and soon had another cornet to sell. His business gradually grew, but for three years he continued to play in the orchestra. One day Mr. Smith asked him to do something he did not want to do and he quit. That night the supper at the York home was a sober one. There was some doubt as to where the suppers of the future were coming from. But Mr. York did not despond. He worked harder than ever at instrument making. He had already established a shop outside of his home and now devoted his entire time and energy to the business. It was not long before he needed more room. He put in machinery, hired others to help him and as his sons grew up he took them into the firm, but not until they had learned the trade in its every part. J. W. York & Sons is now one of the well established institutions of Grand Rapids, with a trade that extends all over the country and even to foreign lands. All kinds of band instruments in brass are turned out, and a peculiarity of the business is that all the instruments are made to order. A few standard instruments may be kept in stock, but the margin between production and orders is very close.

When Mr. York began business he did most of his work by hand. The present day plant, in the Raniville building, is full of intricate and costly machinery, much of it especially designed, and the hand work to-day is reduced to a minimum. The new plant when completed will contain the very latest equipment and there will be much more of it than there is in the present one.

From a one man, one cornet at a

time factory the York concern has grown in twenty-five years to be the second largest factory of the kind in the country, employing from 130 to 150 men all the year round. In the new plant, which will be ready to occupy in the summer, it will probably be entitled to first place. And all this is the work of a man who had an ambition to be something more than an ordinary musician, and who had the courage and industry to accomplish what he set out to do. The growth of the York factory has been so gradual that few in Grand Rapids know how large the enterprise has become. There are very few factories in the city, however, that are so well worth a visit nor where visitors are more cordially received.

What Intelligent Forestry Can Do.

The forest systems of all countries practicing systematic forestry have been built up under the pressure of grinding necessities. Four general stages of forest experience may be traced.

At first the forests are so abundant as to be in the way, and are wholly neglected or systematically destroyed. Then as the population grows questions of local wood supply arise, and the forest is spared and even protected. Then an increasing need of wood leads to the recognition of the fact that trees are a crop like other crops, which must be harvested and therefore should be made to grow again. Finally it is seen that cutting old trees and planting young ones is not all of it, and forests are safeguarded and controlled so as to yield steadily the largest and most profitable crop obtainable.

Germany affords, perhaps, the best illustration of these stages and how their conditions have been successfully dealt with. About 150 years ago Germany, as a whole, reached the second stage of local shortage of wood for fuel and other purposes. Systematic forestry was begun, and although the pressure was relieved by the coming of railroads, which opened up new forests, and by the use of coal, the warning was heeded. The results obtained in Prussia are particularly interesting. They show how forests may be steadily improved and made to yield a handsome profit.

Early in the nineteenth century the Prussian forests covered 7,000,000 acres and were made up as if we should combine our Southern pines with the remains of hardwood forests in some of our Middle Atlantic States. They were in very much the same condition, in some parts still profitable and in others of no commercial value.

The Prussian foresters solved the problem with striking success. Since 1830 the yield has risen from twenty cubic feet per acre to sixty-five and the saw timber increased from 19 to 54 per cent. In 1850 the net revenue was only 28 cents per acre, now it is over \$2.50.

Some of the smaller German states have done even better financially, having better kinds of timber and market facilities. Saxony shows a

larger increase of saw timber, and while spending \$3 annually per acre on forests gets back a net revenue of \$5.30 per acre. The net revenue of Wurtemberg is nearly \$7 per acre. Yet with all this improvement Germany is far from independent in the matter of timber supply, importing annually one-sixth of the home consumption at a cost of \$80,000,000.

Attention in France, with about the same forest area per capita as Germany, has been given more especially to the replacement and improvement of protective forests to save arable lands from destruction by floods. No fewer than 1,462 streams are listed as dangerous. Two-thirds of the torrents of Europe are in France.

The danger was recognized as far back as the sixteenth century and there were local laws against stripping hillsides. In the French revolution these restrictions were swept away and the mountains were cleared at a rate which forced within ten years recognition of the public folly of such methods, by which the people of eighteen departments were affected disastrously.

In 1882, after various other methods had been tried, systematic re-planting at national expense was begun on a large scale. Already 163 torrents have been fully controlled, and 654 are beginning to show the effects of the new forests on their watersheds.

Some absolute deserts have been reclaimed and made productive. The district known as the Landes, some 2,000,000 acres of worthless sands and marshes, is now largely covered with a pine forest valued, on the basis of its annual yield, at \$10,000,000.

The Sologne district, once densely wooded, was so stripped that at the beginning of the last century 1,250,000 acres were without an inhabitant. The land had to be drained before it could be reforested. A canal twenty-five miles long and 350 miles of roads were built, and 200,000 acres of non-arable land were planted with pine. The result is a forest worth \$18,000,000 with lands worthless fifty years ago now yielding a net annual revenue of \$3 per acre.

These examples show what can be done with forestry. These things have been done because the doing of them had become a stern necessity. The United States to-day is consuming from three to four times its annual growth of wood. Are we to wait until the wood famine, now visibly approaching, is actually upon us before profiting by the lessons of others' experience?

Treadwell Cleveland, Jr.

A Competent Witness.

George Clapperton is noted for the quickness with which he sees and masters a situation in court. He had doubts as to the credibility of a witness on one occasion, and the man declared that he had been "wedded to the truth" from infancy.

"That may be," said Clapperton, "but the question is, How long have you been divorced?"

A little girl was a witness in a case he was trying and he proceeded to ascertain whether she knew the nature of an oath. The child, in answer to questions, said she would go to Heaven if she told the truth, but would go to the other place if she told lies.

"Are you sure of that, my dear?" Clapperton asked.

"Yes, sir; quite sure."

"Let her be sworn," said the Court, "she knows more than I do."

W. J. NELSON Expert Auctioneer

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



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.

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

The best work shoes bear
the MAYER Trade Mark.

Foresight

is better than hindsight.

Foresee your telephonic requirements and you will never suffer for lack of service.

ORDER TODAY.

"Use the Bell"

IT
PAYS

CALL
MAIN
330



MICHIGAN SHOE COMPANY

Wholesale

Shoes and Rubbers

TELEPHONES State, Main 248
Home, City

Detroit

STOVES AND HARDWARE

Successful Salesmanship in the Hardware Store.*

I regard good salesmanship as of the first importance in the conduct of the retail hardware business. Here let me say that I will treat on salesmanship both of wholesale and retail houses, and I may mix them up a bit; if I do, kindly pardon it, as I have had experience in both, and they are so interlinked in the same qualities that one can hardly speak of one without reference to the other. I say, therefore, that salesmanship is the most important factor in the successful conduct of the hardware business. The best evidence I can give of the sincerity of this statement is the fact that during all of the time that I actively managed our business I gave most all of my time to the selling of goods. When it came to buying I would do that largely on honor of the man I was trading with, and make short work of it, I assure you, so that I could get back to the selling end of the business as quickly as possible. I remember once buying a bill of pocket knives of Mr. Graef, who afterward said that I bought over four thousand dozen assorted pocket knives in less than thirty minutes. Let me say in passing that my experience in trading "on honor" with manufacturers and their salesmen was always satisfactory, for never did one of them betray the trust I put in him. Don't draw the conclusion from what I have just said that I do not regard the buying end as important, for I do—the stock of goods you have to sell is the foundation stone of your business house, and we all know that unless our house has a good, solid foundation, the floods and the winds will soon destroy it; but I mean that the buying is, so far as price is concerned, far less important than the selling; for I take it that the difference in price on articles of equal, or nearly equal, value is not 5 per cent, and therefore of far less importance than the selling end. The old adage that "goods well bought are half sold" is obsolete and is to-day misleading; goods should be well bought, but if so, it does not necessarily follow that they are half sold. It requires brains, tact, good nature and diplomacy to sell them.

Speaking of the wholesale business, a good road salesman is the most independent man engaged in the business; his wares (and by that I mean his salesmanship) are always in demand, for during all the time of my active direction of the business I never had a man who applied to

me, and who impressed me as a "crackerjack" salesman, get away—no matter how full we were, or how dull business was, I always engaged him.

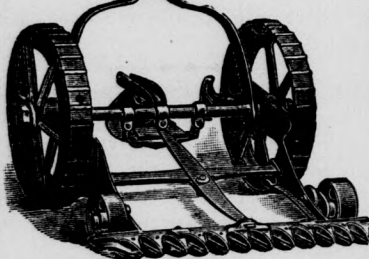
The qualities of a salesman have been so often written up that it seems superfluous to recite them, but in simple language I would say he must be as wise as a serpent and as harmless as a dove.

He must have capacity, health, industry, integrity and be an early riser. Just why he must be an early riser I can hardly explain, except that the head is clearer and one is able to plan better by early rising than otherwise; but this I do know—that all of these men whose names I have mentioned as being very successful salesmen have been early risers. Industry is essential because no man can possibly succeed in large measure in the hardware business—wholesale or retail—unless he is a worker. It is a business of such great detail that he must work hard, real hard, or go to the "financial graveyard." Health is necessary to enable him to do the work required, and integrity must possess him, because if he is untruthful he can not command the respect and confidence of customers, and without that his success will be small. To these qualities must be added tact and diplomacy. He should never contradict a customer—it never pays. One may differ pleasantly without contradicting. He should be a good mixer and cultivate such habits of thought and conversation as will make him a welcome guest wherever he goes, and the better posted he is on general topics outside of his business the more welcome and more successful he will be.

I would impress upon your minds the great value of good "small talk," properly applied, as a most important help to any salesman. I mean this to apply to the retail salesman, as well as to the road man representing the jobber. I am often asked if a good retail salesman will necessarily be successful as a wholesale salesman. I say most emphatically NO—not necessarily. The fact that he had been a good retail salesman is greatly in his favor, but I have known many good retail salesmen to make absolute failures as road men. The qualities required are different. The customer who comes to the retail store has a distinct want—he asks for some given article that he needs, and it is then up to the salesman to sell it to him and to sell something else, if possible, before the customer departs; but with the traveling man it is quite the opposite. He enters a

man's store, and is told at once—there's nothing doing—don't want a thing this time, etc., etc., and then is when the "Master Mechanic" salesman gets in his work, and convinces the merchant he does want something, and before he leaves, he has booked a handsome order from the man "who didn't want a thing." It is a contest of intellect; a triumph of

The easiest selling Mower on the market Send for circular.



Clipper Lawn Mower Co.
DIXON, ILL.

Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

The Clipper

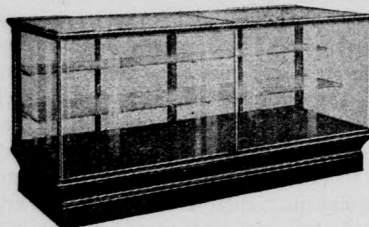
The modern Mower demanded by the trade.

Established in 1873

Best Equipped Firm in the State

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

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



Our Crackerjack No. 25

Foster,
Stevens & Co.

Wholesale
Hardware

Fire Arms
and Ammunition

33-35-37-39-41 Louis St.

10 and 12 Monroe St.

Grand Rapids, Michigan

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

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

THE NEW IOWA CREAM SEPARATOR



The machine that gets all the butter-fat at all times of the year.

The kind that doesn't come back on your hands because it breaks the back to turn it or because it won't do thorough skimming on cold milk or because it cannot be thoroughly flushed.

Have you seen the New Iowa with its anti-friction worm gear, the most wonderful invention to avoid wear?

The New Iowa has a low supply can, gear entirely enclosed in a dust proof frame, smallest bowl with the largest skimming capacity.

The farmers readily see the great superiority of the New Iowa. They know a convenient and practical cream separator when they see it.

Why not sell it to them—THE NEW IOWA?

Write for our large illustrated and descriptive catalog or ask to have our representative call on you and demonstrate the merits of the easiest selling cream separator you ever saw.

IOWA DAIRY SEPARATOR CO.,

132 Bridge St., WATERLOO, IOWA

*Address by E. C. Simmons before the National Retail Hardware Association.

mind over mind which requires brains of an experienced and high order—it is no boy's work, I assure you.

My favorite definition of a good traveling salesman is "one who helps his customers to prosper," and if the retail merchant does not prosper, how impossible it is for the jobber and his salesmen to prosper; the interests are so interlinked that they are identical; hence I say that a salesman who is not truthful, or who does not try to do his level best for his customer at all times and under all circumstances, or who is tricky or guilty of sharp practices, is a fool. A salesman must be a man of good habits to succeed. The day has gone by, thank God, when treating or asking a man out to get a drink is in vogue with desirable merchants; but just why a retail merchant will continue to give orders to men who get drunk and have other bad habits I can not understand. A few years ago I was talking with a merchant who divided his trade—giving one-half to our man and the other to an Eastern man who was notorious for being under the influence of liquor. I said to him, "Don't you get as good service, as low prices and as good goods from us as you do from the other party?" He said, "Yes, and I get quicker and more complete shipments." I then said, "Why do you put these two men on an even basis? This man has been for years coming to you under the influence of liquor; my man never has, because he does not drink, and besides he is a perfect gentleman from his toes to his head." "Well, the other party is a 'good fellow.'" "Yes," I replied, "but my man has always been upright, sober, truthful and painstaking to please you. Are you rewarding him for his good qualities? I think not." He replied, "Well, I never thought of it that way, but I believe you are right, and if that other man doesn't stop drinking, I will quit him and give your man all my business; I like your house better anyway, because they fill orders nearly complete all the time, and the other house back-orders half the goods."

Now, gentlemen, I think there is too much of this "good fellow" sort of business, and that you ought not to give your orders to men whose habits and character do not command your respect. If a man is not worthy, turn him down and patronize the worthy salesman, and in that way compel the house to send out good men—men of high character.

There is no line of business in which this is more important than in hardware, and I would impress it with all the emphasis I possess upon every man within the sound of my voice, and if happily these remarks should be published in any trade journal, upon all hardware merchants, and their clerks, who may read them, to know your goods, to learn if they are good why they are so, and how one article is better than another, that you may, with a clear conscience, recommend and guarantee them and sleep sweetly afterwards. Are you willing to pay the price of success? That price is study and labor; work—hard work. You like to buy of

Hardware Price Current

AMMUNITION.				
Caps.				
G. D., full count, per m.	40			
Hicks' Waterproof, per m.	50			
Musket, per m.	75			
Ely's Waterproof, per m.	60			
Cartridges.				
No. 22 short, per m.	2 50			
No. 22 long, per m.	3 00			
No. 32 short, per m.	5 00			
No. 32 long, per m.	5 50			
Primers.				
No. 2 U. M. C., boxes 250, per m.	1 60			
No. 2 Winchester, boxes 250, per m.	1 60			
Gun Wads.				
Black Edge, Nos. 11 & 12 U. M. C.	60			
Black Edge, Nos. 9 & 10, per m.	70			
Black Edge, No. 7, per m.	80			
Loaded Shells.				
New Rival—For Shotguns.				
No. Powder	Shot	Size	Gauge	Per 100
120	4	1 1/2	10	\$2 90
129	4	1 1/2	9	2 90
128	4	1 1/2	8	2 90
126	4	1 1/2	6	2 90
135	4 1/2	1 1/2	5	2 95
154	4 1/2	1 1/2	4	3 00
200	3	1	10	2 50
208	3	1	8	2 50
236	3 1/2	1 1/2	6	2 65
265	3 1/2	1 1/2	5	2 70
264	3 1/2	1 1/2	4	2 70
Discount, one-third and five per cent.				
Paper Shells—Not Loaded.				
No. 10, pasteboard boxes 100, per 100	72			
No. 12, pasteboard boxes 100, per 100	64			
Gunpowder.				
Kegs, 25 lbs., per keg	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. Steel	10 50			
BARROWS				
Railroad	16 00			
Garden	33 00			
BOLTS				
Stove	80			
Carriage, new list	70			
Plow	50			
BUCKETS				
Well, plain	4 50			
BUTTS, CAST				
Cast Loose, Pin, figured	65			
Wrought, narrow	75			
CHAIN				
Common	7 1/2 c.	6 1/2 c.	5 1/2 c.	5 3-10 c.
BB.	8 1/2 c.	7 1/2 c.	7 c.	6 1/2 c.
BBB.	9 c.	8 c.	7 1/2 c.	7 c.
CROWBARS				
Cast Steel, per pound	5			
CHISELS				
Socket Firmer	70			
Socket Framing	70			
Socket Corner	70			
Socket Slicks	70			
ELBOWS				
Com. 4 piece, 6 in., per doz.	net 65			
Corrugated, per doz.	1 00			
Adjustable	dis. 40&10			
EXPANSIVE BITS				
Clark's small, \$18; large, \$26.	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
FILES—NEW LIST				
New American	70&10			
Nicholson's	70			
Heller's Horse Rasps	70			
GALVANIZED IRON				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28	12 13 14 15 15 17			
List	12 13 14 15 15 17			
Discount, 70.				
GAUGES				
Stanley Rule and Level Co.'s	60&10			
GLASS				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
HAMMERS				
Maydole & Co.'s new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40&10			
Mason's Solid Cast Steel	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	
Castors, Bed and Plate	50&10&10	
Dampers, American	50	
MOLASSES GATES		
Stebbins' Pattern	70&10	
Enterprise, self-measuring	30	
PANS		
Fry, Acme	50	
Common, polished	70&10	
PATENT PLANISHED IRON		
"A" Wood's pat. plan'd, No. 24-27	10 80	
"B" Wood's pat. plan'd, No. 25-27	9 80	
Broken packages 1/2 c per lb. extra.		
PLANES		
Ohio Tool Co.'s fancy	40	
Sciota Bench	50	
Sandusky Tool Co.'s fancy	40	
Bench, first quality	45	
NAILS		
Advance over base, on both Steel & Wire		
Steel nails, base	3 00	
Wire nails, base	2 40	
20 to 60 advance	Base	
10 to 16 advance	5	
8 advance	10	
6 advance	20	
4 advance	30	
3 advance	45	
2 advance	70	
Fine 3 advance	50	
Casing 10 advance	15	
Casing 8 advance	25	
Casing 6 advance	35	
Finish 10 advance	25	
Finish 8 advance	35	
Finish 6 advance	45	
Barrell 1/2 advance	35	
RIVETS		
Iron and tinned	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	46	
Coe's Patent Agricultural, Wrought	70-10	

Crockery and Glassware

STONEWARE	
No charge for packing.	
Butters	
1/2 gal. per doz.	52
1 to 6 gal. per doz.	6 1/2
8 gal. each	60
10 gal. each	75
12 gal. each	90
15 gal. meat tubs, each	1 28
20 gal. meat tubs, each	1 70
25 gal. meat tubs, each	2 38
30 gal. meat tubs, each	2 85
Churns	
2 to 6 gal. per gal.	7 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	52
1 gal. flat or round bottom each	6 1/2
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	7
Stewpans	
1/2 gal. fireproof, bail, per doz.	86
1 gal. fireproof, bail, per doz.	1 10
Jugs	
1/2 gal. per doz.	68
1/4 gal. per doz.	51
1 to 5 gal., per gal.	8 1/2
SEALING WAX	
Pontius, each stick in carton	Per doz. 40
LAMP BURNERS	
No. 0 Sun	40
No. 1 Sun	42
No. 2 Sun	55
No. 3 Sun	90
Tubular	60
Nutmeg	60
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 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	
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

the salesman who knows his goods; who is posted both as to prices and quality; who can quote you the principal items offhand, without thumbing his catalogue and keeping you waiting. If this be true, as I am sure it is, are not your customers like minded; do they not want to be waited upon by people who know what they have, and the merits of same, as well as the price? When I sold goods the greatest want of all in retail hardware stores was salesmanship; a good salesman (whether proprietor or clerk) was a great rarity. Since then this is much changed; most all successful retail stores have very good salesmen, and many proprietors take great pains to teach their clerks the general principles of salesmanship.

One of the best salesmen I ever knew gave me this reply to my question as to what he considered of first importance in selling goods:

"Know 'em and show 'em."

There is a whole sermon in these five words. Know your goods and show them intelligently. I recall an incident of only a few years ago, when I went into the store of one of our customers, and found him on a ladder counting, or taking stock of his tinware. He greeted me with "Good morning," and kept on with his work; that was all right, but a few minutes later two ladies entered and he called down to them from the ladder, "Well, what is it this morning?" One of the ladies said, "I want a six quart milk pan." He replied, "We haven't any," and kept on counting his tinware, and the ladies went out. Such a merchant can never succeed; this man failed within two years.

Perhaps you will say I am taking an extreme case, and no such things exist at present. Perhaps not; this was ten years ago, and merchants are better educated, more polite, tactful and resourceful now than then. I believe this is true, and largely due to the benefits from membership in your state and national associations. Long may they live and prosper! I have always been in favor of them and consider them a great benefit to each and every member, because you come together in the most friendly spirit and learn from each other how to improve your business and to conduct it more profitably and successfully.

I believe that our house was the "pioneer" in establishing the principle of paying salesmen all they are worth, demonstrated by results, which has been copied (substantially) by every other jobbing hardware house in this country. I do not believe in cheap men for salesmen. If you get a good man, or the "makers" of a good man, develop him, encourage him, pay him all he is worth. Don't wait for him to ask for it, volunteer it, but do it on the basis of payment after the service has been rendered. Encourage the sale of good goods, rather than cheap goods, they are the cheaper in the end, and will give greater satisfaction—and also pay you better profits. A good hand saw is cheaper at \$2 than a poor one at 50 cents. If a

party buys of you something "cheap" that proves unsatisfactory, he will always remember you, or your store, unpleasantly, and never think of the price or how cheap it was; whereas, if he purchases a good article that is absolutely satisfactory he will not only remember you pleasantly, but will speak a good word for your store, and recommend his friends to you "because you keep good goods."

Some twelve years ago I was driving through the State of Wisconsin and stopped at the little town of Elkhorn to feed and rest my horses and get my dinner. After dinner I was walking around town, and seeing a nice clean-looking barber shop I stepped in and got shaved. When through I said to the barber, "That was an excellent shave you gave me." "Thank you," he replied politely, but said it was due to his razor, that he had the best razor in the world, in fact, he had two of them just alike. I said, "What brand are they?" He replied, "E. C. Simmons Royal," and showed them to me. I asked how long he had had them. He replied, "About ten years." "How did you keep them so long?" He answered, "I take them home every night for fear some thieves may break into my shop and steal them." I said, "What will you take for them?" "Don't ask me," he said. "I make my living with them and would be all broke up without them." I finally asked, "What did you pay for them?" His reply was, "I don't know; I've forgotten, it's so long since I bought them." Then came to my mind the saying:

"The recollection of quality remains long after the price is forgotten."

When I say, "Try to sell good goods," I don't mean that I would not keep any cheap or low-priced goods, for I would, just to show I had them, but, mark you, I would show the cheap goods first, where it seemed policy to do so, but would say, "Now, these are cheap goods, and I can not recommend them, but I have something here (producing the better goods) that I can swear by and guarantee in the strongest terms possible."

Here let me give you an incident that occurred in Florida about a year ago. I was in the store of one of our best and most intelligent customers, when two men came in (evidently carpenters) and asked for a hand saw. The clerk took out two standard brand saws and laid them before these two men, but said nothing. One asked the price, and the clerk said, "\$1.50 each," then silence ensued again. "Have you any others?" said the carpenter, and I motioned to the clerk to show another kind he had on the shelf, which he did. I then stepped up and said, "My friend, I know that to be one of the best hand saws in the world." I took it and "snapped" the blade, then I run it with my finger tips, and said, "If you buy this you will never regret it." "What's the price?" said he. I answered, "\$2." "Whew! I couldn't give \$2 for any hand saw on earth." I said, "All right; I took you to be

a good carpenter who wanted the best tools." He responded, "I am; I'll give you \$1.50 for it." I said, "No; \$2 is the lowest price." He said, "Well, I'll compromise it and give you \$1.75 for it." I said, "Not on your life; nothing less than \$2 will buy it." He then said he wouldn't buy a saw and started for the door, so I called to him, saying, "If you buy that saw you will like it so well you will take it to bed with you every night, and more than that—you will kiss it before you put it in bed; don't forget it is sold on the basis of 'money back if you don't like it; you run no risk.'" He said, "Well, I'll take it; wrap it up." When they had gone I called the clerks together and explained how this man had made a profit of \$1 for the house, instead of about 35 cents, as he started to do, and the way for them to earn good wages was to sell good goods at good prices. Three days later this carpenter came in and bought another saw of the same kind, paying \$2 for it, to take to a friend who was working some sixty miles up in the country, and stated that the other was the best saw he had ever owned, or used, in his life. I firmly believe that I transmitted to him, by good salesmanship, the confidence I had in the tool. This winter when I visited them again the proprietor referred to the incident and said it had been of great benefit to his clerks, and they often talked about it.

Speaking of good goods, have you noticed how many failures there have been lately of the five and ten cent stores and racket stores; lot of failures since January 1st. That class of trade can not stand the pressure of hard times and empty dinner pails.

There are so many kinds of salesmanship I can not attempt reference to any considerable number of them, but I earnestly recommend to you to meet and welcome, by personal contact, all of your customers when they enter your store. A cordial grasp of the hand and welcome, "How are you, John; how's the wife and babies; is the grey mare over her lameness yet, and how's the farm work getting on?" etc., etc., is worth more than all the low prices you or your competitor have to offer.

A friend of mine started in business in Minnesota, and was not successful. He came to me and asked if I could tell him what was the matter. I replied, "I can't tell, but I will come up and look you over; maybe I can tell then." I did so, and found he was spending most of his time in his back office, figuring on how to buy something 2½ to 5 per cent. cheaper, and working on his books. I said, "Get out of this; get you a small flat desk; put it near the front door; greet all your customers; tell them you are glad to see them; ask what they want, and call a clerk to wait on them. What you lack is personal contact with your customers. You are trying to make 2½ to 5 per cent. in your buying, while you are losing 33⅓ to 50 per cent. in the selling end." He followed my advice, and is to-day a rich man, and often says he never got a start until he put his desk by the front door.

I strongly advise you to do the same; there's nothing like personal contact. People want it; they expect it; appreciate it, and will have it. Don't, I beg of you, spend your time in your back office; keep out in front; mix with people; welcome them; treat every person who enters your store as an honored guest, if you would succeed. That is good salesmanship of the highest order.

When I was a boy, working in stock in the house of Child, Pratt & Fox (I think it was in 1857) it was my special duty to get out the orders sold by Mr. Fox. I was known as "Fox's boy," and he was "Foxy," not only by name but by nature. On one occasion a man whose name was Jake Smith, from Topeka, Kan., came to buy a new stock, and Mr. Fox waited on him. When the order came to me to get out I saw that a lot of the goods were sold at higher prices than those marked on the samples in the sample room, so I took the book to Mr. Fox, and called his attention to it. He said, "You mind your own business, and get out that order; I know what I am doing." Well, the matter weighed on my mind, for I was most conscientiously brought up by my dear mother, and I could not sleep that night for the wrongdoing I felt I was a party to. So next day I went to Mr. Fox and said, "I'm afraid you did not understand me; this is wrong; don't you see you are doing a wrong, charging a man more for the goods than the marked prices?" He said to me, "My boy, let me teach you a lesson; this man lives in Topeka, sixty-six miles west of Kansas City, beyond the rain belt; the goods go by boat to Kansas City, and then have to be hauled by ox team to Topeka. We will never see this man again, and therefore we must make all we can out of him now, as we will never get another chance; so run along, my boy, and finish up the order." But I was not satisfied, and said, "But, it's wrong; it's wrong," until he threatened me with discharge. Well, the next spring after the ice had passed out of the river so the boats could run (there were no railroads in those days) Jake Smith came down and called upon Mr. Fox, and I was present at the interview. He upbraided Mr. Fox for taking advantage of his ignorance of prices; overcharging him, etc., etc., and called him a lot of vile names; but Mr. Fox took it all calmly and let Mr. Smith exhaust himself, then he said, "Jake, you're all wrong, and I am the best friend you ever had, and I'll prove it to you before we get through." "Well, do it," said Smith. "Well," said Mr. Fox, "you were going up into a new country, weren't you?" "Yes." "Into a new market where no prices had been established?" "Yes." "You knew nothing about prices, did you?" "No." "Naturally you would base your selling prices on your cost, and mark your goods accordingly, wouldn't you?" "Yes." "Then I said to myself, 'I must help this friend to establish good high market prices; if I sell him cheap he will establish low selling prices. No, I won't do him that injury; I will charge good stiff

prices, and he will go to Topeka, and based upon the high prices I have charged him he will establish high selling prices in Topeka, and when he has the market so established he will come back here again, and I will sell him a bill of goods so cheap that it will make his eyes water, and he can take them to Topeka, and sell them at the high prices I have been the means of helping him to establish; and now I am prepared to sell you a bill of goods so cheap as to make the two average up to your entire satisfaction." Jake Smith grasped Mr. Fox's hand and thanked him, and bought another bill of him all right, just as Mr. Fox said he would, and then Mr. Fox privately gave me a lesson on shrewd salesmanship, which I thought so crooked that I left his employ, and went to another firm, who did business on the square. Let me add that Mr. Fox failed shortly afterwards; those kind of people usually do. No salesman can afford to be tricky, sharp or untruthful; he must be squarely honest and truthful to be in a large way successful. I have recited this merely as a sample of the kind of salesmanship that is never a success.

Recently when visiting Florida I noticed in a new addition to one of the Flagler hotels, some solid mahogany furniture, and I said to the manager, "Why did you think it wise to buy that very heavy furniture?" He replied, "Because I was a fool and didn't know what I was doing; I was looking at some other mahogany furniture that was veneered, when some very smart salesman came along and offered me solid mahogany at the same price, and he dwelt so emphatically on solid that I thought it must be better, and bought it, but I found out afterwards that the veneered was lighter and better, and cost more to make; that it won't crack, while the solid will, and I was convinced simply because the man was a better salesman than the one who had the better and cheaper goods."

Take the case of one of the gentlemen whose name I have mentioned as having prospered by reason of being connected with our house—R. H. Stockton; he was a natural born salesman of the first class; he sold a world of cutlery, chiefly pocket knives and razors, to druggists, and I never found out how he did it until he had left us, as he never gave away his plans nor methods to anybody.

It was this: He learned all about tooth brushes; how they were made, what bones for the handles, where the bristles came from, how bleached, how glued in, etc., etc., in fact, all there was known about tooth brushes. Then he would go into a drug store, leaving his cutlery samples by the door, ask for the proprietor, and if in, he would say, "I want to buy a tooth brush;" then he would talk tooth brushes so intelligently that he would get the merchant interested by telling him a lot of things he didn't know before; then he would buy a tooth brush, thus putting himself in the attitude of a customer. Then his real work would begin, for he would

draw from his pocket a sample of razor or pocket knife and say, "I've got something here I want to show you; you haven't anything like it, and it's a great seller," and from this he would get a start, and then bring up his samples, and end up with a fine cutlery order.

This is what I call brains in salesmanship. Another case:

In the little town of Oconomowoc there is an excellent grocery store, where they keep fruits and vegetables, as well as ordinary groceries. In passing by there one day with my wife we saw a crate of very large and extra fine peaches. I remarked, "What fine peaches; they must be from California." The merchant (Mr. Ernst), who is an excellent salesman, was quick to grasp his opportunity, for he picked up one of the largest and best and broke it, handing one-half to my wife and the other half to me, saying, "Try it, I think you will find it extra fine." Well, he had me sure, for I ordered a dozen of them, and when the bill came in at the end of the month I found the price \$1 per dozen. He was a salesman, and wasn't afraid to lose 10 cents in backing his judgment.

When in Minneapolis last September a customer of the Hurty-Simmons Hardware Co. told me this story:

A farmer near him, who was exceedingly close but scrupulously honest, and who had the catalogue house habit, came to him to buy a draw knife, and on asking the price of the best knife the merchant had, was told 90 cents; he threw up his hands, and said he would never pay that, for he could send to the catalogue house in Chicago and buy one for 25 cents. The merchant argued with him about quality, but to no avail, and he did send to the catalogue house and got one. When it came the merchant was posted, as he had devised means to keep himself apprised of the arrival of the draw knife. A week or two later he drove out to this farmer's house, took him the daily paper, had a little pleasant visit, and then asked to see the draw knife. After looking at it and finding it wretchedly bad, he said, "Mr. —, will you do me a favor? Let me loan you what I call a real good draw knife for a week or two; I don't think you know how they have improved these goods lately." The farmer said, "Yes, I will; some day when I am in town I will get one from you." The merchant said, "I have one in my buggy, let me leave it," and he did so. The result was that in a short time he came in and asked the merchant to trade draw knives and let him pay the difference, which was done. The merchant says the farmer is, to a large extent, cured of the catalogue house habit. That merchant was a salesman sure.

Some people say that salesmen are born, not made. I don't believe it. Almost any intelligent man can succeed as a salesman if he is possessed of good health and habits, is honest and truthful, and is willing to pay the price, which is work, work and real hard work. Pardon the repetition in reference to work and my

dwelling upon it, because it is my confident belief that unless a man is a "worker" he had better never enter the hardware trade. It is all well enough to have ambition, but to gratify that you must pay the price.

Before closing I want to take advantage of this opportunity of speaking to you on one of the most important parts of your business, and a feature that I believe is sadly neglected by many retail hardware merchants, and that is, to collect promptly.

Under the date of December 3, 1907, I received the following letter from one of our very good customers, in which he said:

"On January 13, 1902, you wrote us, in response to our letter asking you to give us some advice, and tell us how to conduct our business (which we were then just starting) successfully, and you replied: 'Be good collectors.' This may seem like a small matter, but these three words have done more to give us courage than all the other advice we ever had.

"We reasoned it out in this way: If you thought that a wise policy and had been successful with it, it must be a good thing for us, so we put it into practice. The result is we have taken advantage of every cash discount since our store was opened, and are worth twice as much as we were six years ago. We thank you over and over again."

I can not speak too strongly on this subject. It is of vital importance. Never have I known any merchant to achieve any material success who was not a good collector. Don't be afraid to ask for your money when it is due, because it is due. More failures have occurred in the last half century because merchants did not collect promptly than from all other causes combined. Do you think it well to put your judgment against such a record as that? I hardly think so.

When I sold goods the weakest spots in the conduct of the retail hardware business were lack of salesmanship and not being good collectors. Perhaps it is so yet.

Why not follow the example of the farmer who sells his products for cash only? Why is his property or his farm products any nearer a cash article than your merchandise? I can not see why it should be, and yet it is. Did you ever hear of a farmer offering to sell his hogs, his calves, his grain or his chickens on six months' time? I think not, for certainly I never did, and yet if you will permit it he willingly asks you to sell him your merchandise, which represents cash in labor and raw material just as truly as his farm products.

If this meeting resulted in nothing else than the positive determination of each and every one of you retail dealers to become better collectors, in fact, good collectors, hereafter, I should say the meeting would be a great success in the best sense.

Talking with one of the most prominent members of your organization some time ago, a man of unusual ability as a merchant, he said, "You will have to sell us cheaper

to enable us to compete with the catalogue houses." I said, "How much cheaper?" He replied, "5 per cent." I then said, "If I promise you as low price on everything as you can get elsewhere, and then at the end of the year send you a check for 5 per cent. of all your purchases, will you give us all of your business, and do it by mail order, to save the expense of a salesman?" He replied, "Will you make that agreement?" I said, "Yes, will you?" He said, "No, I like the traveling salesman, and I won't go back on him."

We could not afford to do this, but I offered it as a test case, feeling sure I would not be taken up. That gentleman is in this audience to-day, and I recite the incident to show how traveling salesmen endear themselves to merchants. He would not, for an extra 5 per cent., turn down his old friends, the salesmen, who had been calling on him for years, who had earned his friendship by fair dealing and truthfulness, and by helpful suggestions from time to time gained from pointers they had picked up elsewhere.

If this be true, how very important is it for all retailers to be not only good salesmen themselves, but good teachers to their clerks of the science of salesmanship.

Gentlemen, I thank you for the patience shown in listening to me and for your undivided attention; it seemed to me you wanted a simple statement, giving my ideas and experiences, rather than a scholarly essay or an attempt at oratory.

My purpose in addressing you was in the hope that some one at least might find suggestion, inspiration and instruction from my remarks, something he could take home, apply and receive benefit from. I love the hardware business; my work in it has never been a drudgery, but always a pleasure. I plead for higher ideals in our business; better methods; a closer regard to living by the strictest conception of the meaning of the words integrity, truth and fairness. I wish that each and every one of us may so live as to uplift and ennoble the business, so that when we shall have crossed the Great Divide, it may be truly said of us that the business in which we were engaged and the world at large are better for our having been in it.

Mica Axle Grease

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

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
GRAND RAPIDS, MICH.



Times Which Try the Courage of the Salesman.

This is particularly a time which tries the courage of the average salesman. There is nothing in the world which takes the tuck out of a salesman more than to go on from town to town spending his employer's money as his own, and getting nothing in return for his trouble and labor. There are some very good salesmen—under ordinary conditions—who fail utterly after a series of discouragements. Let them book a good order and they go on swimmingly for a time, until they meet a few rebuffs and then they are apparently down and out for an indefinite period. Again, among the men who sell things are the advertising solicitors. This is not their good time, and particularly in some other line than ours. A veteran and successful advertising solicitor, who has learned, in his forty or more years of this sort of labor, to be somewhat of a philosopher, puts it this way: "I have learned never to be disappointed when I go after a piece of advertising. I have had definite promises made me, and had all the details arranged, and then, at the last moment, been turned down. I never am sure of booking a piece of business until I have the contract signed and the copy in hand. Because this is the case I have learned never to lose my courage and never to show that I am disappointed. The one thing which a solicitor of advertising must learn to do, above all other things, is to leave his possible patron in good humor, so that the next time he gets around it will be possible to secure at least an audience. I make it a practice to leave my possible patrons so they will be glad to see me again and, therefore, in these discouraging times, I try to spread a spirit of sunshine, and contribute something to the optimistic feeling which it seems to me should prevail." The spirit which this advertising man radiates—and he is not identified with the trade press—is the spirit which salesmen generally should maintain and which many of them do maintain.

The employer owes them the obligation of offering the encouragement which the salesman does not always get on the road. A good many business houses, some of them in the furniture trade, have found that a sales manager, who has the faculty of inspiring courage and industry among the salesmen, is about the biggest asset which the house can possess. The manufacturer and wholesaler who finds fault with what the boys are doing on the road now

is simply sowing the seed for his own undoing. Some manufacturers seem to think that it is an easy job selling goods on the road, and especially is this the case where one is so pig-headed as to make up his mind that he knows what the customer wants better than the man who goes around to see them to sell the goods. Some manufacturers shut themselves up so tightly in their shell that they never know, and pretend they do not care, what other manufacturers are doing. It is well known in the furniture trade that every now and then a manufacturer who has been successful for years will bring out a line which does not catch on. Either the designs do not hit the popular taste or else the prices are marked so high that competitors, more anxious for business, present better propositions to retailers, and thereby secure the trade which is lost to the manufacturer. The wide-awake manufacturer ought to know that the man who is on the road, and who visits the customers, has the opportunity to see what is being sold, to learn the taste of the public and the views of customers, and that a man of this sort and his opinions are valuable. Things may go wrong with the salesman, but he is pretty certain to find out why, and he is a foolish manufacturer who will not seek that reason and try to correct it.

The Tattler is not going to encourage any manufacturer to give away any money at a time like this, when all the pennies are being watched, but he finds this pertinent statement in a column of gossip written by George E. B. Putnam, which has its application right here and now, and is so reproduced without further comment: "I heard of a case recently of a manufacturing concern who had one salesman who for two seasons had seemed to lose his grip on his trade. The firm were dissatisfied, and the salesman had about made up his mind that he would throw up his job. The partners talked over the matter, and all but one agreed that the salesman should be discharged, when the one dissenting member advised totally different measures. His associates allowed him to try the experiment. He called the salesman to his private office, told him that he had noticed he was feeling a little bit downhearted because he had not done more business, and yet, that the firm appreciated his efforts to do his best in a hard territory, and because of those exertions, presented him a check for \$100, and told him to try one more trip in that section and see whether the conditions would not be better the com-

ing season. It braced up the salesman better than anything else could have done. He felt that the firm were behind him, and that, instead of further discouraging him by scoldings, were using every endeavor to help him and to encourage him; and he went out the next season with a determination to 'do or die.' He did not die; he did. He came in from that trip with a heavy increase over any previous one, the result of that hundred dollar check and a brotherly pat upon the back. Verily, there are some people who know how to handle their employes, and just as verily there are some who don't. This sort of treatment may not work in every case, but it is safe to say that it is more likely to bring about a feeling of fidelity to the house and an encouragement to further efforts than are the constant nagging and scolding which have to be taken as a matter of course by the employes of some business concerns."

"I would like to have had the stay-at-home—the man who sits comfortably at a comfortable desk in a comfortable office and thinks the man on the road has a snap because he can go around and see things—I would really like to have had him with me," said one of the boys who had returned from a fortnight of bucking snowdrifts in the wilds of the up country, only a day or two ago. "What a snap it would be if those poor deluded cusses, who would have you believe they chafe under the restraint of the daily routine of the office, could get up and sally forth in our places occasionally, and if we could ensconce ourselves at their comfortable desks in their comfortable offices, and push a pencil or reel off a lot of clever con to the hieroglyphic girl, and look wise and hobnob with the people who come in and want to know things, to say nothing of going to dinner at one's own home with the 'Missus.' Beside this there are a thousand-and-one things that are for the man at home that are not for the man from home. He—the poor devil—what has he to set off against the comfortable daily programme of the stay-at-home? Something like this: A strain from the time he starts out until he lands back at headquarters, chasing railroad trains only to find them anywhere from ten minutes to two and a half hours late, putting him into town at an hour of the night that makes him think he's playing in luck if he gets an hour or two of sleep, only to bounce out and get an early train the next morning so that he can at least start his day's connections right. Breakfast here—and an insufferably poor one at that—dinner there, and supper, the Lord knows where. There is no time when you can gamble that you are going to get a good one. And how many of the pinky stay-at-homes would stand for the rooms and the sleeping accommodations that most of we boys have to put up with in the course of our wanderings? Of course, there are some good stopping places through the country, and you'll always find them doing a mighty good business; but the majority of them make you won-

der how the men who run them ever came to be in the hotel business, or why they are permitted by the long-suffering army of traveling men to remain in it. It has always been a source of wonderment to me why some men can put up really superior accommodations at the rate of two per, and wax prosperous, while so many are so lacking in all that goes to make for the comfort of the boys who are 'his meal ticket.' The man who doesn't go up against it may shake hands with himself. Even if he were to encounter nothing but the best there is, he would yet find enough in the travelers' programme to serve to forever still the thought that the boys on the road are playing in the greater luck. I want to rise right here and hand the traveling man—we, us, myself, with all the rest—a good, big, bright bouquet in saying that as a class of men they put up with more of the things calculated to sour a man's temperament, ruin his disposition, blunt his ambition, and do it more cheerfully and more uncomplainingly, than any other class of business men of the present day, and the man who feels that the traveling man's life is one long-drawn-out vacation need only to get into the ranks to effect his disillusionment, and it will come mighty quick at that."—Furniture Journal.

Nothing To Talk About.

"Even a painful disease may afford its possessor some crumbs of comfort," a well known physician once remarked.

"An old chap in Virginia, after having been afflicted for ten years or more with chronic rheumatism, was persuaded to try the medicinal baths at a resort in that State. As the result of two months' treatment he returned home cured.

"Your husband looks like a new man," said a neighbor. 'He must be one of the happiest men alive, after all those years of suffering.'

"Well, I don't know," was the doubtful response of the wife. 'He seems rather glum and unhappy. He hasn't anything to talk about now, you know.'

You never know the joy of living until you try the luxury of giving.

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

Gripsack Brigade.

C. W. Kelly, an alleged traveling man, who was staying at the Post Tavern in Battle Creek, and who obtained \$50 as the result of exhibiting a fake telegram which said that a check was being forwarded him by his house, took one year in Jackson prison when he pleaded guilty in the Circuit Court.

Traveling salesmen furnish an illustration of the valuable education which is given a man by the University of Hard Knocks and by contact with their fellow men.

A brain that isn't used is like a watch that doesn't run. Every lobe of the brain should be used—like every wheel of a watch—when you sell your man.

You demonstrate everything about your proposition to your prospect, why not make him demonstrate some of his easy statements about competition to you?

A man may buy and not appreciate the purchase. If he does not he has been poorly sold.

A salesman's salary is paid him, not alone for volume of sales, but for profit on the goods as well.

The man who sells the least goods is the one who worries most about competition.

When you give the dealer an object lesson in good salesmanship you are teaching him the better to distribute the goods you sell him.

A buyer likes to buy—not because he is driven into a corner and forced to—but for reasons which he can afterwards review with satisfaction.

A buyer does not want to be pushed into buying. He feels he should walk abreast and keep step with the salesman.

Three Additions To Traverse City Council.

Traverse City, March 31—Traverse City Council, No. 361, U. C. T., held its regular meeting Saturday evening, March 28. Three more worthy travelers were allowed to travel the rough path and become members of our order, after which a smoker was enjoyed. The annual election of officers resulted as follows:

Senior Counselor—L. W. Codman.
Junior Counselor—W. L. Chapman.

Past Counselor—Wm. E. Smith.
Secretary-Treasurer—Fred C. Richter.

Conductor—E. E. Wheaton.

Page—Harry Hurley.

Sentinel—Roy Thacher.

Executive Committee—Herbert Griffith, Jos. W. Zimmerman, Fred P. Boughey, A. L. Joyce.

The members of the Council presented Secretary-Treasurer Fred C. Richter with a very handsome gold handled umbrella, engraved on the handle as follows:

F. C. Richter,
From U. C. T., No. 361,
March 28, 1908.

which Brother Richter greatly appreciated. Fred C. Richter, Sec'y.

New Officers For Petoskey Council.

Petoskey, March 30—Petoskey Council, No. 235, U. C. T., held its annual meeting Saturday night,

March 28, at which officers were elected as follows:

Senior Counselor—Alfred H. Wise.

Junior Counselor—Thos. M. Travis.

Past Counselor—F. E. Scott.

Secretary-Treasurer—J. M. Shields.

Conductor—E. C. Kortenhoff.

Page—Wm. B. Scattergood, Jr.

Sentinel—W. S. Spencer.

Executive Committee—L. C. Hankey, R. L. Baker, Geo. S. Douser, Brant Harrison.

Past Counselor Jay Pratt acted as the installing officer and he conducted his part in a very impressive and dignified manner.

After the installation of officers we enjoyed a banquet, managed by our most excellent chef, Geo. B. Craw.

Brothers W. S. Spencer, Geo. B. Craw, Geo. S. Douser, Fay Pratt, John E. Darrah, D. A. Walsh, Al. C. Lovelace and Grant Harrison all responded to different toasts, which were all pertaining to the good of the order. Brother F. E. Scott presided as toastmaster.

All present said it was the best annual meeting we have had yet.

J. M. Shields, Sec'y.

Death of a Well-Known Saginaw Druggist.

Saginaw, March 31—Word has been received in this city of the death in Phoenix, Ariz., of Fred A. Richter, Jr., who went to the Southwest in December last for his health. Death came as a surprise to the family and immediate relatives as he was supposed to be on the road to recovery and as last Friday his wife received a letter from him stating that there was no occasion for alarm. But his brother, Dr. E. P. Richter, became alarmed and hastened to Phoenix, arriving there Sunday morning, but death had already claimed him, the demise taking place at noon on Saturday. Deceased was a well-known and popular young business man of the West Side and had a host of friends who regret his untimely taking off. Mr. Richter was born in Saginaw Jan. 21, 1873, and acquired his education in the city schools. He began his pharmacy studies in the Bittman drug store, and finished them with his uncle, Louis J. Richter. In 1896 he embarked in the drug business on his own account by purchasing the store at 1200 Court street, which he has since conducted. Late in December of last year he left for Texas and remained there until a few weeks ago, when he went to Phoenix, where he was seized with sudden illness and had been in the hospital there almost since the day of his arrival. The details concerning the death were meager, the telegram only announcing the sad happening and also that the body would be brought to this city as rapidly as possible. Dr. Richter left Phoenix Sunday night with the remains, but it will be several days before they arrive. Mr. Richter was a member of the Teutonia Society. He leaves a widow and two children.

Destiny doesn't raise a finger to interfere with the man who believes he is the architect of his own fortune.

Letters To the Jobber's Salesman.

The prophets are saying "hard times." "Crop conditions this year are not so good as last!" "Money is tight!" "People are only buying necessities!" "They are saving their money for the lean years!" etc., ad infinitum.

All of which seems silly to our optimistic mind, but true or not true, it should but help to swell the sales of the Money Saver Specialty Company.

Suppose it is true that we are to have hard times; that crops are bad; that people are saving their money. Don't you see in these conditions an added reason why your trade should buy "Money Savers?" If a man wants to save his money, how can he do it better than by using Money Saver No. 1, which will save him \$10 every week in his office or factory? Or he can use Money Saver No. 20, and save \$5 every month in his patternshop, and so it goes throughout our line.

The hard times prophet is a booster of "money savers." If you will pick out a line of them from your catalogue and push them during this period, while the prophets are being credited in their own country, your sales manager will have to credit you with large profits. You will show a net profit on your employer's investment in you. When everybody is complaining of hard times you will be holding your own and winning friends.

We are not going to have "hard times" next year, but now is the time to make profits out of the prophets.

When you hear a great man speak do you ever stop to think of what made him great? Why he interested you? Why he caused you to become enthusiastic and applaud his every word?

He knew his subject well. He knew all the facts that had any bearing upon it. He had studied carefully the best way to bring them to your attention. He brought forth his arguments so logically that there was nothing you could contradict. You were willing to vote for him right then and there.

Now, place yourself in the position of this great one. Your prospective customer is your audience; your subject is the merchandise you must sell to make good with your house. Do you know all about it? Have you the facts? Can you get your audience so enthusiastic that he will "vote for you right then and there," by signing your order? Can you show him? If you can't do it you had best go and do what your "great man" did before he could become great—learn the facts; get all the reasons why your prospects should buy your goods so fixed in your mind that you can, and, therefore he must, become enthusiastic about them.

It is easy to sell specialties that save money. They appeal to a man's pocket because they are sure to put his money back there quickly and with profit to him. We are here to tell you all you don't know about them; to help you in any way we can to get your customers enthusiastic about them, through you and for you, because of them. Money Saver Spe-

cialties stay sold. Make Money Savers your main line and orders for the staples will be handed you without effort on your part.

How can I get orders during this business depression?

That is a question which is no doubt agitating the minds of most salesmen these days.

You can get as many answers as there are people to ask for them. Our answer is:

"Orders may be obtained by hard work. By getting up early and keeping at your prospects all day long and far into the night if necessary."

"What's the use of getting up early. I can't see my trade before breakfast or before they finish their morning's mail?"

"You should get up early because it is the best time to plan your day's work. A great many of the younger men on the road have never experienced times like these. The old ones have forgotten 1893, 1894 and 1895. It has been so easy to get orders in the past ten or twelve years that it is a little difficult to adjust ourselves to the new conditions now confronting us—which in their very nature can not be as bad, thank Heaven, as the two years following '93. Not intending to convey the impression that you don't work hard, we repeat that it is necessary to work harder to get the same number of orders we got last year. The orders are to be had, but they will not come out to meet you. If you have been merely a successful "order taker" in the past, now you must be an "order maker" to last.

Naturally, at this time, the average buyer is ordering only necessities, and those articles that will make an immediate saving of money for his company. It is true he can not get along without buying some staples for immediate needs, but he is going to give these orders to the man who is able to show and sell him something that will save him money.

It is just as hard to sell a staple as to sell a Money Saver these days, therefore, why not sell the latter and let gratitude get the former for you?

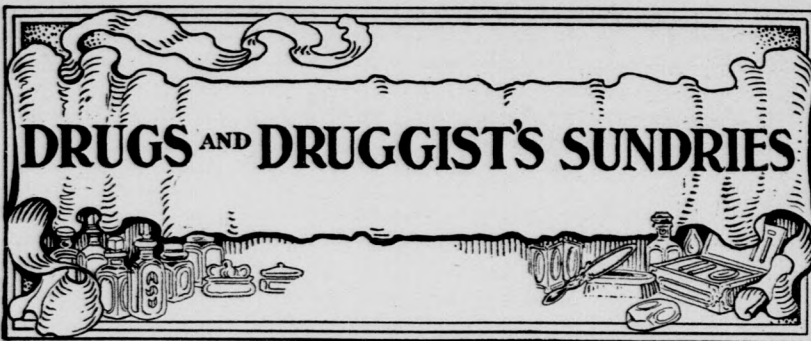
Jackson—The Jackson Glass Works, which manufactures mirrors, beveled, silvered and art glass, has increased its capital stock from \$50,000 to \$75,000.

Jackson—The Jones Furnace Co. has changed its name to the Michigan Heater Co.

"Truly Royal Board and
Kingly Furnishment."

SHAKESPEARE.

**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, Manistee.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

The Wise Druggist Who Lived High.

There was once a wise druggist who thought modern methods for keeping tab on your business were all tommyrot. They involved a waste of time which a busy and successful druggist could not afford to lose. If he made money, why, then, he made it, didn't he? And if he made it he had it, and if he had it he could spend it, and if he spent it he was getting something out of life. If he didn't make it he didn't have it—that's all!

This certainly sounded like flawless logic. It ought to have made the druggist professor of philosophy in one of John Rochefeller's half dozen or so universities.

Well, he had a chance to buy a well-stocked store, and one of his wife's relatives put up the stuff for it. It was on a street where the nobles lived and the expenses were a little stiff. But the trade was good and the wise and sapient druggist started in to make money. Of course he was going to spend it, too, for he was tired of wearing patched trousers and sitting in nigger heaven every time he took his family to the show.

The money came in and the money went out. Trade was brisk, and at last he was striking his gait. The moon hung high in the Heaven above and the sun was bright all the time.

Mrs. Druggist began to put on airs. There were no more \$2.98 last-year marked-down hats for hers. She got a little ahead instead of behind the style and she paid \$18 per. When she wanted anything she walked in to the store and tapped the cash drawer.

The kids had outfits equal to the others in the neighborhood. Why not? If you made money why couldn't you spend it? "Don't be a tightwad" was one of this druggist's wise principles. For the first time in his experience he was going to loosen up and be somebody.

The druggist kept no account of the money he withdrew from the business, and Sarah left no slip in the drawer when she walked off with

a few bills. The lucre was there to spend, wasn't it? And if you were going to spend it what was the use of bothering to keep a record of it?

The druggist didn't know what his expenses were, nor what his profits actually amounted to. He had no figures to show whether he was really making or losing money, but what's the use of bothersome figures when you have the cold cash? Isn't that proof enough?

More flawless logic!

Well, this hot pace was kept up for a happy year or two. No inventory was taken—it would have been a waste of time, and the time couldn't be spared. The druggist was too busy enjoying himself.

But things began to look different. Purchases of stock grew heavier for some strange reason and they drained the cash drawer to the limit. Soon there wasn't enough to pay off the boys every Saturday night. Sarah and the kids had to put off buying some new duds from week to week, and finally the grocer had to be argued off the premises.

What the Dickens was the matter?

Trade was still good, and why on earth didn't the cash drawer yield its accustomed surplus?

The druggist was mystified, but not for long. The rich relative died who had furnished the capital, and the Trust Company, in settling up her affairs, asked Mr. Druggist why he didn't continue his payments of interest. Trust companies are heartless corporations anyway, and finally this one insisted on looking into things with uncomfortable thoroughness.

A man was sent to examine the books and to have an inventory taken. He found from the inventory that the stock had decreased from about \$8,000 to less than \$4,000. The mystery was solved. This wise druggist had been gnawing away at his capital without knowing it. He had been selling goods and spending the money on his family instead of replacing the stock.

A few simple business records would have shown him that he was really making very little money, and they would have put him wise so that he could have gotten busy and improved things all along the line. An inventory would have told him why he had so much ready cash on hand during the first year.

Did he profit from the lesson? Alas, the world will never know. The soulless Trust Company fired him out and he took to the long grass. At last accounts he was clerking at \$11 per, and Sarah and the girls were

making their own clothes and washing their own dishes.

Moral: It's easier to go down hill than up.—Modern Pharmacy.

No More Interest in April One.

"When I was a boy among boys I used to April fool with the rest of them," said the man with gray hair as he heaved a sigh. "Perhaps I continued it longer than most others, but I finally got a jar that put me out of business. I was up in a Connecticut village to see a man when the first of a certain April came around. I might not have thought of doing any monkey business had I not observed that the doors of the fire engine-house, standing next to the hotel, were not locked.

"Just after midnight on the last day of March I climbed out of my window on to the roof of a shed, and thence to the ground, and then started the old bell to going. After ringing it for three minutes I started for the shed, but in mounting to the roof I fell and broke my leg. Everybody in the village turned out to the fire, and after a bit I was found and the trick was laid at my door.

"Gentlemen, I can't tell you where the laugh came in. I have puzzled over it for years, but could not touch the spot. I was arrested and fined \$25 for ringing a false alarm. In running to the supposed fire a villager ran against a post and broke two ribs. I had to pay him \$50 cash. Before I got away my hotel bill was \$48 and my doctor bill over \$50, and when I was able to limp about I was arrested for using profane language and fined \$10 more. I got out of town just before they could arrest me as a suspicious character, and since then I have had no interest in the day—no particular interest."

Why She Did Not Pay.

There was a determined-looking woman on the far end of the seat of the summer car, and as the conductor began to pass along the running board to collect his fares the Colonel got out his own nickel and asked the woman if he should pass hers.

"He'll get no nickel from me," was her brusque reply.

"Excuse me, but I thought you had to pay."

"Well, you watch out and see whether I have to or not. If I do then there'll be such a row on this car as you haven't seen for a year."

The conductor came along and the Colonel handed over his fare and watched. The man stood for a moment looking the woman in the face, and she returned the look without flinching. Then he seemed to sigh as he passed on.

"Didn't I tell you so!" chuckled the woman.

"He must have suspected that you were ready for a row," answered the Colonel.

"You bet he did. I told him last night what to expect."

"Oh, then you know him?"

"Know him? He's my own husband and he wanted his own wife to pay fare so that he could knock it down. Not any for Mary!"—Chicago News.

The Power of the Retailer.

A New York newspaper recently sent enquiries to a number of Congressmen asking how they would vote upon a bill for parcels post, and it publicly confessed its disappointment that every single Congressman had answered politely and courteously, but had skillfully side-stepped the question.

Not a few confessed that the country merchant had arisen in such multitudes and with such vehemence that the bill would probably "die abornin'" and that nothing would come of it, at least during the present session.

If merchants can exert such potent power in preventing undesirable laws, why can they not prove a moving force in inspiring beneficent legislation?

Good roads would exert an enormous plus influence upon the business of dealers, and the store of every dealer should be a center of influence for the propaganda of State-built roads.

The system of internal waterways also possesses personal interest for every dealer, and the subject should be kept alive until the Government has embarked upon the project.—Implement Age.

The Drug Market.

Opium—Is weak and tending lower on account of competition.

Morphine—Has declined 10c per ounce.

Quinine—Is steady.

Cocaine—Has declined 20c per ounce.

Citric Acid—Is declining.

Bromides—Are weak and tending lower.

Soap Bark—Continues very firm and higher prices are looked for.

Oils Lemon and Bergamot—Have declined and are tending lower.

Oil Spearmint—Is in small supply and steadily advancing.

Oil Tansy—Stocks are very small and the price is advancing.

Quince Seed—It is said that the new crop is a failure. Stocks are small and prices have again advanced.

The umbrella of cynicism may be a good thing in a shower of sentiment, but he is a fool who keeps it up when the sun is shining.



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

Acidum		Copalba	1 75@1 85	Scilla Co.	@ 50
Aceticum	60@ 8	Cubebae	2 15@2 25	Tolutan	@ 50
Benzolcum, Ger.	70@ 75	Erigeron	2 39@2 50	Prunus virg.	@ 50
Boracie	@ 12	Evechthitos	1 00@1 10		
Carbolicum	26@ 29	Gaultheria	2 50@4 00	Tinctures	
Citricum	55@ 58	Geranium	oz 75	Anconitum Nap'sR	60
Hydrochlor	30@ 5	Gossippi Sem gal	70@ 75	Anconitum Nap'sF	50
Nitrocum	8@ 10	Hedeoma	3 00@3 50	Aloes	60
Oxalicum	14@ 15	Junipera	40@1 20	Arnica	60
Phosphorium, dil.	@ 15	Lavendula	30@3 60	Aloes & Myrrh	60
Salicylicum	44@ 47	Limons	1 60@1 75	Asafoetida	60
Sulphuricum	13@ 5	Mentha Piper	1 80@2 00	Atrope Belladonna	60
Tannicum	75@ 85	Menta Verid	7 00@7 25	Aurant Cortex	50
Tartaricum	38@ 40	Myrica	3 00@3 50	Benzoin	60
		Morrhuae gal	1 60@1 85	Benzoin Co.	50
Ammonia		Olive	1 00@3 00	Barosma	50
Aqua, 18 deg.	40@ 6	Picis Liquida	10@ 12	Cantharides	75
Aqua, 20 deg.	60@ 8	Picis Liquida gal.	@ 40	Capiscum	50
Carbonas	13@ 15	Ricina	1 02@1 10	Cardamon	75
Chloridum	12@ 14	Rosmarini	@ 100	Cardamon Co.	75
		Rosae oz.	6 50@7 00	Castor	1 25
Aniline		Succini	40@ 45	Catechu	50
Black	2 00@2 25	Sabina	90@1 00	Chinchona	50
Brown	80@1 00	Santal	@ 40	Chinchona Co.	60
Red	45@ 50	Sassafras	30@ 35	Columba	50
Yellow	2 50@3 00	Sinapis, ess. oz.	@ 65	Cubebae	50
		Tigil	1 10@1 20	Cassia Acutifol	50
Baccas		Thyme	40@ 50	Cassia Acutifol Co	50
Cubebae	24@ 28	Thyme, opt	@ 60	Digitalis	50
Juniperus	8@ 10	Theobromas	15@ 20	Ergot	35
Xanthoxylum	30@ 35			Ferri Chloridum	50
		Potassium		Gentian	50
Balsamum		Bi-Carb	15@ 18	Gentian Co	50
Copaiba	70@ 80	Bichromate	13@ 15	Guaiaca	50
Peru	2 75@2 85	Bromide	18@ 20	Guaiaca ammon	60
Terabin, Canada	65@ 70	Carb	12@ 15	Hyoscyamus	50
Tolutan	40@ 45	Chlorate	12@ 14	Iodine	75
		Cyanide	30@ 40	Iodine, colorless	75
Cortex		Iodide	2 50@2 60	Kino	50
Abies, Canadian	18	Potassa, Bitart pr	30@ 32	Lobelia	50
Cassiae	20	Potass Nitras opt	7@ 10	Myrrh	50
Cinchona Flava	18	Potass Nitras	6@ 8	Nux Vomica	50
Buonymus atro.	60	Prussiate	23@ 26	Opil	1 25
Myrica Cerifera	20	Sulphate po	15@18	Opil, camphorated	1 00
Prunus Virgin.	15			Opil, deodorized	2 00
Quillaja, gr'd	12	Radix		Quassia	50
Sassafras, po 25	24	Aconitum	20@ 25	Rhatany	50
Ulmus	20	Althae	30@ 35	Rhel	50
		Anchusa	10@ 12	Sanguinaria	50
Extractum		Arum po	@ 25	Serpentaria	50
Glycyrrhiza Gla.	24@ 30	Calamus	20@ 40	Stromonium	50
Glycyrrhiza, po.	28@ 30	Gentiana po 15	12@ 15	Tolutan	50
Haematox	11@ 12	Glycyrrhiza pv 15	16@ 18	Valerian	50
Haematox, 1s.	13@ 14	Hydrastis, Cana	2 50	Veratrum Verde	50
Haematox, 1/2s	14@ 15	Hydrastis, Can. po	@ 60	Zingiber	60
Haematox, 1/4s	16@ 17	Hellebore, Alba.	12@ 15		
		Inula, po	18@ 22	Miscellaneous	
Ferru		Ipecac, po	2 00@2 10	Aether. Spts Nit 3f	30@ 35
Carbonate Precip.	15	Iris plox	35@ 40	Aether. Spts Nit 4f	34@ 38
Citrate and Quina	2 00	Jalap, pr	25@ 30	Alumen, grd po 7	3@ 4
Citrate Soluble	55	Maranta, 1/4s	@ 35	Annatto	40@50
Ferrocyanidum S	40	Podophyllum po.	15@ 18	Antimoni, po	4@ 5
Solut. Chloride	15	Rhel	75@1 00	Antimoni et po T	40@ 50
Sulphate, com'l	2	Rhel, cut	1 00@1 25	Antipyrin	@ 25
Sulphate, com'l, by	70	Rhel, pv.	75@1 00	Antifebrin	@ 20
bbl. per cwt.	7	Spigella	1 45@1 50	Argent Nitras oz	@ 53
Sulphate, pure	7	Sanguinari, po 18	@ 15	Arsenicum	10@ 12
		Serpentaria	50@ 55	Balm Gilead buds	60@ 65
Flora		Senega	85@ 90	Bismuth S N	75@1 95
Arnica	30@ 25	Smilax, off's H.	@ 48	Calcium Chlor, 1s	@ 9
Anthemis	50@ 60	Smilax, M	@ 25	Calcium Chlor, 1/2s	@ 10
Matricaria	30@ 35	Scilla po 45	20@ 25	Calcium Chlor, 1/4s	@ 12
		Symplocarpus	@ 25	Cantharides, Rus.	@ 90
Folia		Valeriana Eng.	@ 25	Capicil Fruc's af	@ 20
Barosma	40@ 45	Valeriana, Ger.	15@ 20	Capicil Fruc's po	@ 22
Cassia Acutifol.	15@ 20	Zingiber a	12@ 16	Cap'l Fruc's B po	@ 15
Tinnevelly	25@ 30	Zingiber j	25@ 28	Carphyllus	20@ 22
Cassia, Acutifol.	25@ 30			Carmine, No. 40	@ 25
Salvia officinalis.	18@ 20	Semen		Cera Alba	50@ 55
1/4s and 1/2s	8@ 10	Anisum po 20	@ 16	Cera Flava	40@ 42
Uva Ursi	8@ 10	Apium (gravel's)	13@ 15	Crocus	40@ 45
		Bird, 1s	@ 6	Cassia Fructus	@ 35
Gummi		Carui po 15	15@ 18	Centraria	@ 10
Acacia, 1st pkd.	@ 65	Cardamon	70@ 90	Cateacum	@ 35
Acacia, 2nd pkd.	@ 45	Coriandrum	12@ 14	Chloroform	34@ 34
Acacia, 3rd pkd.	@ 18	Cannabis Sativa	7@ 8	Chloro'm Squibbs	@ 90
Acacia, sifted sts.	@ 15	Cydonium	75@1 00	Chloral Hyd Crss 1	35@1 60
Acacia, po.	45@ 65	Chenopodium	25@ 30	Chondrus	20@ 25
Aloe Barb	22@ 25	Dipterix Odorate.	80@1 00	Cinchonidine P-W	38@ 48
Aloe, Cape	25	Foeniculum	@ 18	Cinchonid'e Germ	38@ 48
Aloe, Socotri	25	Foenugreek, po.	7@ 9	Cocaine	2 60@2 85
Ammoniac	55@ 60	Lini	4@ 6	Corks list, less 75%	@ 45
Asafoetida	35@ 40	Lini, grd. bbl. 2%	3@ 6	Creosotum	@ 2
Benzoinum	50@ 55	Lobelia	75@ 80	Creta, bbl 75	@ 5
Catechu, 1s	@ 14	Pharlaris Cana'n	9@ 10	Creta, prep.	@ 6
Catechu, 1/2s	@ 16	Rapa	5@ 6	Creta, precip.	9@ 11
Catechu, 1/4s	@ 16	Sinapis Alba	8@ 10	Creta, Rubra	@ 8
Comphorae	80@ 85	Sinapis Nigra	9@ 10	Cudbear	@ 24
Euphorbium	40			Cupri Sulph	8@ 10
Galbanum	@ 10	Spiritus		Dextrine	7@ 10
Gamboge po. 1	25@1 35	Frumentum W D.	2 00@2 50	Emery, all Nos.	@ 8
Gaulacum po 35	@ 45	Frumenti	1 25@1 50	Emery, po	@ 6
Kino po 45c	@ 45	Juniperis Co O T	1 65@2 00	Ergota po 65	60@ 65
Mastic	@ 45	Juniperis Co.	1 75@3 50	Ether Sulph	35@ 40
Myrrh po 50	@ 45	Saccharum N E	1 90@2 10	Flake White	12@ 15
Opium	85@5 00	Spt Vini Galli	1 75@6 50	Galla	@ 30
Shellac	45@ 55	Vini Oporto	1 25@2 00	Gambler	8@ 9
Shellac, bleached	60@ 65	Vini Alba	1 25@2 00	Gelatin, Cooper.	@ 60
Tragacanth	70@1 00			Gelatin, French.	35@ 60
		Sponges		Glassware, fit boo 75%	
Herba		Florida sheeps' wool		Less than box 70%	
Absinthium	45@ 60	carriage	3 00@3 50	Glue, brown	11@ 13
Eupatorium oz pk	20	Nassau sheeps' wool		Glue white	15@ 25
Lobelia oz pk	25	carriage	3 50@3 75	Glycerina	18@ 25
Majorium oz pk	25	Velvet extra sheeps'		Grana Paradisi	@ 25
Mentha Pip. oz pk	25	wool, carriage	@ 2 00	Humulus	35@ 60
Mentha Ver. oz pk	25	Extra yellow sheeps'		Hydrarg Ch. Mt	@ 90
Rue oz pk	25	wool carriage	@ 1 25	Hydrarg Ch Cor.	@ 90
Tanacetum V.	22	Grass sheeps' wool,		Hydrarg Ox Ru'm	@ 1 00
Thymus V. oz pk	25	carriage	@ 1 25	Hydrarg Ammo'l	@ 1 15
		Hard, slate use.	@ 1 00	Hydrarg Ungue'm	50@ 60
Magnesia		Yellow Reef, for	@ 1 40	Hydrargyrum	@ 80
Calcined, Pat.	55@ 60	slate use		Ichthyobolla, Am.	90@1 00
Carbonate, Pat.	18@ 20	Syrups		Indigo	75@1 00
Carbonate, K-M.	18@ 20	Acacia	@ 50	Iodine, Resubi	3 85@3 90
Carbonate	18@ 20	Aurant Cortex	@ 50	Iodoform	3 90@4 00
		Zingiber	@ 50	Lupulin	@ 40
Oleum		Ipecac	@ 50	Lycopodium	70@ 75
Absinthium	4 90@5 00	Ferri Iod	@ 50	Macis	65@ 70
Amygdalae Dulc.	75@ 85	Rhel Arom	50@ 60		
Amygdalae, Ama	8 00@8 25	Smilax Off's	50@ 60		
Anisi	1 60@1 70	Senega	@ 50		
Aurant Cortex	2 75@2 85	Scilla	@ 50		
Bergamii	3 75@4 00				
Cajuputi	85@ 90				
Caryophylli	1 10@1 20				
Cedar	50@ 90				
Chenopadi	3 75@4 00				
Cinnamoni	1 75@1 85				
Citronella	50@ 60				
Coumum Mac	30@ 35				

Liquor Arsen et		Rubia Tinctorum	12@ 14	Vanilla	9 00@
Hydrarg Iod	@ 25	Saccharum La's.	22@ 25	Zinci Sulph	7@ 8
Liq Potass Arsinit	10@ 12	Salacin	4 50@4 75		
Magnesia, Sulph.	3@ 5	Sanguis Drac's	40@ 50	Oils	
Mannia, S. F.	45@ 50	Sapo, W	13@ 16	Whale, winter	bbl. gal.
Menthol	2 65@2 85	Sapo, M	10@ 12	Lard, extra	70@ 70
Morphia, SP&W	3 15@3 40	Sapo, G	@ 15	Lard, No. 1	85@ 90
Morphia, SNYQ	3 15@3 40	Seidlitz Mixture	20@ 22	Linseed pure raw	60@ 65
Moschus Canton.	@ 40	Sinapis	@ 15	Linseed boiled	42@ 45
Myristica, No. 1.	25@ 30	Sinapis, opt	@ 18	Neat's-foot, w str	43@ 46
Nux Vomica po 15	@ 10	Snuff, Maccaboy,	@ 30	Neat's-foot, w str	65@ 70
Ox Sepia	35@ 40	DeVoes	@ 51	Spts. Turpentine	Market
Pepsin Saac, H &	@ 1 00	Snuff, S'h DeVoes	@ 51	Paints	
P D Co	@ 1 00	Soda, Boras	@ 10	Red Venetian	bbl L.
Picis Liq N N 1/4	@ 2 00	Soda, Boras, po.	@ 10	Ochre, yel Mars	13@ 2 @3
Picis Liq doz	@ 2 00	Soda et Pot's Tart	25@ 28	Ochre, yel Ber	13@ 2 @4
Picis Liq qts	@ 2 00	Soda, Carb.	1 1/2@ 2	Putty, commer'l	2 1/2@ 3
Picis Liq pints	@ 2 00	Soda, Bi-Carb	3@ 5	Putty, strictly pr	2 1/2@ 3
Pil Hydrarg po 80	@ 50	Soda, Ash	3 1/2@ 4	Vermilion, Prime	
Piper Nigra po 22	@ 18	Soda, Sulphas	@ 2	American	13@ 15
Piper Alba po 35	@ 30	Spts. Cologne	@ 2 60	Vermilion, Eng.	75@ 80
Pix Burgum	@ 8	Spts. Ether Co.	50@ 55	Green, Paris	29 1/2@33 1/2
Plumbi Acet	12@ 15	Spts. Myrcia Dom	@ 2 00	Green, Peninsular	13@ 16
Pulvis Ip'cet Opil 1	30@1 50	Spts. Vini Rect bbl	@ 60	Lead, red	7 1/2@ 8
Pyrethrum, box H	@ 75	Spts. Vini Rect 1/2 b	@ 60	Lead, White	7 1/2@ 8
& P D Co. doz.	@ 20	Spts. Vini Rect 10 gl	@ 60	Whiting, white S'n	@ 90
Pyrethrum, pv.	20@ 25	Spts. Vini Rect 5 gal	@ 60	Whiting, Gilders	@ 95
Quassiae	8@ 10	Strychnia, Cryst'l	1 10@1 30	White, Paris Am'r	@ 1 25
Quina, S P & W.	18@ 20	Sulphur Subl.	2 1/2@ 3 1/2	Whit'g Paris Eng.	@ 1 25
Quina, S Ger.	18@ 23	Sulphur, Roll	2 1/2@ 3 1/2	cliff	@ 1 40
Quina, N. Y.	18@ 28	Tamarinds	8@ 10	Shaker Prep'd	1 25@1 35
		Terebenth Venice	23@ 30	Varnishes	
		Thebromae	55@ 60	No. 1 Turp Coach	1 10 1 20
				Extra Turp	1 60@1 70

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.

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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

Spanish Peanuts
Provisions
Fresh Meats
Corn and Oats

DECLINED

Canned Apples
Dried Apples
Prunes
Spring Wheat Flour
Meals and Feeds

Index to Markets
By Columns

Col	1	2
A	Ammonia	Ammonia
B	Baked Beans	Baked Beans
C	Candies	Candies
D	Dried Fruits	Dried Fruits
E	Farinaceous Goods	Farinaceous Goods
F	Fish and Oysters	Fish and Oysters
G	Gelatine	Gelatine
H	Herbs	Herbs
I	Hides and Pelts	Hides and Pelts
J	Jelly	Jelly
K	Meat Extracts	Meat Extracts
L	Mince Meat	Mince Meat
M	Mustard	Mustard
N	Nuts	Nuts
O	Olive	Olive
P	Pipes	Pipes
Q	Pickles	Pickles
R	Playing Cards	Playing Cards
S	Potash	Potash
T	Provisions	Provisions
U	Rice	Rice
V	Salad Dressing	Salad Dressing
W	Saleratus	Saleratus
X	Salt Soda	Salt Soda
Y	Salt Fish	Salt Fish
Z	Seeds	Seeds
AA	Shoe Blacking	Shoe Blacking
AB	Shuff	Shuff
AC	Soap	Soap
AD	Soups	Soups
AE	Spices	Spices
AF	Starch	Starch
AG	Syrups	Syrups
AH	Tea	Tea
AI	Tobacco	Tobacco
AJ	Twine	Twine
AK	Vinegar	Vinegar
AL	Wicks	Wicks
AM	Woodenware	Woodenware
AN	Wrapping Paper	Wrapping Paper
AO	Yeast Cake	Yeast Cake

1	2
ARCTIC AMMONIA	Plums
12 oz. ovals 2 doz. box...75	Plums
AXLE GREASE	Plums
Frazer's	Plums
1lb. wood boxes, 4 dz. 3 00	Plums
1lb. tin boxes, 3 doz. 2 35	Plums
3 1/2 lb. tin boxes, 2 dz. 4 25	Plums
10lb. pails, per doz. 6 00	Plums
15lb. pails, per doz. 7 20	Plums
25lb. pails, per doz. 12 00	Plums
BAKED BEANS	Plums
1lb. can, per doz. 90	Plums
2lb. can, per doz. 1 40	Plums
3lb. can, per doz. 1 80	Plums
BATH BRICK	Plums
American	Plums
English	Plums
BLUING	Plums
Arctic	Plums
6 oz. ovals 3 doz. box \$ 40	Plums
16 oz. round 2 doz. box 75	Plums
Sawyer's Pepper Box	Plums
No. 3, 3 doz. wood bxs 4 00	Plums
No. 5, 3 doz. wood bxs 7 00	Plums
BROOMS	Plums
No. 1 Carpet, 4 sew...2 75	Plums
No. 2 Carpet, 4 sew...2 40	Plums
No. 3 Carpet, 3 sew...2 25	Plums
No. 4 Carpet, 3 sew...2 10	Plums
Parlor Gem	Plums
Common Whisk	Plums
Fancy Whisk	Plums
Warehouse	Plums
BRUSHES	Plums
Scrub	Plums
Solid Back 8 in. 75	Plums
Solid Back 11 in. 95	Plums
Pointed Ends 85	Plums
Stove	Plums
No. 3 90	Plums
No. 2 25	Plums
No. 1 75	Plums
Shoe	Plums
No. 8 1 00	Plums
No. 7 1 30	Plums
No. 4 1 70	Plums
No. 3 1 90	Plums
BUTTER COLOR	Plums
W., R. & Co.'s, 25c size 2 00	Plums
W., R. & Co.'s, 50c size 4 00	Plums
CANDLES	Plums
Paraffine, 6s 10	Plums
Paraffine, 12s 10	Plums
Wicking 20	Plums
CANNED GOODS	Plums
Apples	Plums
3lb. Standards 90@1 00	Plums
Gallon 3 25@3 75	Plums
Blackberries	Plums
2lb. 1 25@1 75	Plums
Standards gallons 6 5	Plums
Beans	Plums
Baked 80@1 30	Plums
Red Kidney 85@95	Plums
String 70@1 15	Plums
Wax 75@1 25	Plums
Blueberries	Plums
Standard 1 35	Plums
Gallon 7 00	Plums
Brook Trout	Plums
2lb. cans, spiced 1 90	Plums
Clams	Plums
Little Neck, 1lb. 1 00@1 25	Plums
Little Neck, 2lb. @1 50	Plums
Clam Bouillon	Plums
Burnham's 1/2 pt. 1 90	Plums
Burnham's pts. 3 60	Plums
Burnham's qts. 7 20	Plums
Cherries	Plums
Red Standards @1 40	Plums
White @1 40	Plums
Corn	Plums
Fair 80@85	Plums
Good 1 00@1 10	Plums
Fancy 1 45@1 50	Plums
French Peas	Plums
Sur Extra Fine 22	Plums
Extra Fine 19	Plums
Fine 15	Plums
Moyen 11	Plums
Gooseberries	Plums
Standard 1 75	Plums
Hominy	Plums
Standard 85	Plums
Lobster	Plums
1/2 lb. 2 25	Plums
1 lb. 4 25	Plums
Picnic Tails 2 75	Plums
Mackerel	Plums
Mustard, 1lb. 1 80	Plums
Mustard, 2lb. 2 80	Plums
Soused, 1 1/2 lb. 1 80	Plums
Soused, 2lb. 2 75	Plums
Tomato, 1lb. 1 50	Plums
Tomato, 2lb. 2 80	Plums
Mushrooms	Plums
Hotels @ 24	Plums
Buttons @ 28	Plums
Oysters	Plums
Cove, 1lb. 90@1 06	Plums
Cove, 2lb. @1 85	Plums
Cove, 1lb. Oval @1 30	Plums

3	4	5
Limburger @19	Fluted Coconut Bar 10	FARINACEOUS GOODS
Pineapple 40 @60	Fruit Tarts 12	Beans
Sap Sago @22	Ginger Gems 8	Dried Lima 6 1/2
Swiss, domestic @16	Graham Crackers 8	Med. Hd. Pk'd 2 40
Swiss, imported @20	Ginger Nuts 10	Brown Holland 10
CHICKEN GUM	Ginger Snaps, N. B. C. 7	Farina
American Flag Spruce 55	Hippodrome Bar 10	24 1 lb. packages 1 50
Besman's Pepsin 55	Honey Cake, N. B. C. 12	Bulk, per 100 lbs. 3 50
Adams Pepsin 55	Honey Fingers, As. Ice 12	Hominy
Best Pepsin 45	Honey Jumbles 12	Flake, 50lb. sack 1 00
Best Pepsin, 5 boxes 2 00	Household Cookies 8	Pearl, 200lb. sack 4 00
Black Jack 55	Household Cookies Iced 8	Pearl, 100lb. sack 2 00
Largest Gum Made 55	Iced Honey Crumpets 10	Maccaroni and Vermicelli
Sen Sen 55	Imperial 8	Domestic, 10lb. box 60
Sen Sen Breath Perf 1 00	Iced Honey Flake 12 1/2	Imported, 25lb. box 2 50
Long Tom 55	Iced Honey Jumbles 12	Pearl Barley
Yucatan 55	Island Picnic 11	Common 3 65
CHICORY	Jersey Lunch 11	Chester 3 75
Bulk 10	Kream Klips 20	Empire 4 40
Red 10	Lem Yem 11	Peas
Eagle 5	Lemon Gems 10	Green, Wisconsin, bu. 2 50
Frank's 10	Lemon Biscuit Square 8	Green, Scotch, bu. 2 65
Schener's 10	Lemon Wafer 15	Split, lb. 64
CHOCOLATE	Lemon Cookie 8	Sago
Walter Baker & Co.'s	Mary Ann 8	East India 5 1/2
German Sweet 26	Marshmallow Walnuts 16	German, sacks 7
Premium 38	Mariner 11	German, broken pkg. 7
Caracas 31	Molasses Cakes 8	Tapoca
Walter M. Lowney Co.	Mohican 11	Flake, 110 lb. sacks 6 1/2
Premium, 1/4s 36	Mixed Picnic 11 1/2	Pearl, 130 lb. sacks 5 1/2
Premium, 1/2s 36	Nabob Jumble 14	Pearl, 24 lb. pkgs. 7 1/2
COCOA	Newton 12	FLAVORING EXTRACTS
Baker's 36	Nic Nacs 8	Foot & Jenks
Cleveland 41	Oatmeal Crackers 8	Coleman Brand
Colonial, 1/4s 35	Orange Gems 8	Lemon
Colonial, 1/2s 35	Oval Sugar Cakes 8	No. 2 Terpenessless 75
Epps 42	Penny Cakes, Assorted 8	No. 3 Terpenessless 1 75
Huyler 45	Pretzels, Hand Md. 8	No. 8 Terpenessless 3 00
Lowney, 1/4s 40	Pretzettes, Hand Md. 8	Vanilla
Lowney, 1/2s 39	Pretzettes, Mac. Md. 7 1/2	No. 2 High Class 1 20
Lowney, 1/4s 38	Raisin Cookies 8	No. 4 High Class 2 00
Lowney, 1s 40	Revere, Assorted 14	No. 8 High Class 4 00
Van Houten, 1/4s 12	Rube 8	Jaxon Brand
Van Houten, 1/2s 12	Scalloped Gems 10	Vanilla
Van Houten, 1s 12	Scotch Cookies 10	2 oz. Full Measure 2 10
Webb 35	Snow Creams 16	4 oz. Full Measure 4 00
Wilbur, 1/4s 39	Spiced honey nuts 12	8 oz. Full Measure 8 00
Wilbur, 1/2s 40	Sugar Fingers 12	Lemon
COCOANUT	Sugar Gems 08	2 oz. Full Measure 1 25
Dunham's 1/4s & 1/2s 26 1/2	Sultana Fruit Biscuit 16	4 oz. Full Measure 2 40
Dunham's 1/4s 27	Spiced Gingers 9	8 oz. Full Measure 4 50
Dunham's 1/2s 28	Spiced Gingers Iced 10	Jennings D. C. Brand
Bulk 12	Sugar Cakes 8	Terpenessless Ext. Lemon
COCOA SHELLS	Sugar Squares, large or small 8	Dos.
20lb. bags 4	Superba 8	No. 2 Panel 75
Less quantity 4	Sponge Lady Fingers 25	No. 4 Panel 1 50
Pound packages 4	Sugar Crimp 8	No. 6 Panel 2 00
COFFEE	Sylvan cookie 12	Toper Panel 1 50
Rio	Vanilla Wafers 16	2 oz. Full Meas. 1 25
Common 10@13 1/2	Waverly 8	4 oz. Full Meas. 3 00
Fair 14 1/2	Zanzibar 9	Jennings D C Brand
Choice 16 1/2	In-er Seal Goods	Extract Vanilla
Fancy 20	Per doz.	Dos.
Santos 20	Albert Biscuit 1 00	No. 2 Panel 1 25
Common 12@13 1/2	Animals 1 00	No. 4 Panel 2 00
Fair 14 1/2	Butter Thin Biscuit 1 00	No. 6 Panel 8 50
Choice 16 1/2	Butter Wafers 1 00	Taper Panel 2 00
Fancy 19	Cheese Sandwich 1 00	1 oz. Full Meas. 2 90
Peaberry 19	Cocoa Nut Dainties 1 00	2 oz. Full Meas. 1 80
Maracaibo 16	Faust Oyster 1 00	4 oz. Full Meas. 3 50
Choice 19	Fig Newton 1 00	No. 2 Assorted Flavors 1 00
Mexican 16 1/2	Five O'clock Tea 1 00	GRAIN BAGS
Fancy 19	Frotana 1 00	Amoskeag, 100 in bale 19
Guatemala 15	Ginger Snaps, N. B. C. 1 00	Amoskeag, less than 19 1/2
Java 12	Graham Crackers 1 00	GRAIN AND FLOUR
African 12	Lemon Snap 50	Wheat
Fancy African 17	Oatmeal Crackers 1 00	New No. 1 White 33
O. G. 25	Oysterettes 50	New No. 2 Red 33
P. G. 31	Old Time Sugar Cook 1 00	Winter Wheat Flour
Arabian 21	Pretzettes, Hd Md. 1 00	Local Brands
Mocha 21	Royal Toast 1 00	Patents 5 50
Package	Saltine 1 00	Second Patents 5 30
New York Basis	Saratoga Flakes 1 50	Straight 5 00
Arbuckle 16 00	Social Tea Biscuit 1 00	Second Straight 4 75
Dilworth 14 75	Soda, N. B. C. 1 00	Clear 4 00
Jersey 15 00	Soda, Select 1 00	Subject to usual cash discount.
Lion 14 50	Sultana Fruit Biscuit 1 50	Flour in barrels, 25c per barrel additional.
McLaughlin's XXXX	Unedea Biscuit 50	Warden Grocer Co.'s Brand
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	Unedea Jinjer Wayfar 1 00	Quaker, paper 4 70
Extract	Unedea Milk Biscuit 50	Quaker, cloth 4 90
Holland, 1/2 gro boxes 95	Vanilla Wafers 1 00	Wykes & Co.
Felix, 1/2 gross 1 15	Water Thin 1 00	Eclipse 4 70
Hummel's foil, 1/2 gro. 85	Zu Zu Ginger Snaps 50	Kansas Hard Wheat Flour
Hummel's tin, 1/2 gro. 1 43	Zwieback 1 00	Judson Grocer Co.
CRACKERS	Holland Rusk 2 90	Fanchon, 1/2 cloth 5 70
National Biscuit Company	40 packages 3 20	Grand Rapids Grain & Milling Co. Brands.
Brand	60 packages 4 75	Wizard, assorted 4 40
Butter	CREAM TARTAR	Graham 4 30
Seymour, Round 6	Barrels or drums 29	Buckwheat 5 60
N. B. C., Square 6	Boxes 30	Rye 4 75
Soda	Boxes 30	Spring Wheat Flour
Select Soda 8	Box 32	Roy Baker's Brand
Saratoga Flakes 13	Fancy caddles 35	Golden Horn, family 5 55
Zephyrette 13	Sundried Apples	Golden Horn, baker's 5 45
Oyster	Evaporated 9 @10 1/2	Duluth Imperial 5 30
N. B. C., Round 6	California 20@24	Judson Grocer Co.'s Brand
Gem 6	California Prunes	Ceresota, 1/4s 6 20
Faust, Shell 7 1/2	100-125 25lb. boxes @ 5 1/2	Ceresota, 1/2s 6 10
Sweet Goods	80-90 25lb. boxes @ 6	Ceresota, 3/4s 6 00
Boxes and cans	70-80 25lb. boxes @ 6 1/2	Lemon & Wheeler's Brand
Atlantic, Assorted 10	60-70 25lb. boxes @ 7	Wingold, 1/4s 6 00
Brittle 11	60-60 25lb. boxes @ 7 1/2	Wingold, 1/2s 5 90
Cartwheels 9	40-50 25lb. boxes @ 8	Wingold, 3/4s 5 80
Cassia cookie 9	30-40 25lb. boxes @ 9	Pillsbury's Brand
Current Fruit Biscuit 10	1/2 c less in 50lb. cases	Best, 1/4s cloth 6 20
Cracknels 16	Citron @20	Best, 1/2s cloth 6 10
Coffee Cake, pl. or iced 16	Corsecan 10	Best, 1/2s paper 6 00
Cocoa Nut Taffy Bar 12	Currents 9	Best, 1/4s paper 6 00
Cocoa Nut Bar 10	Imported bulk 8 1/2 @ 9	Best, wood 6 20
Cocoa Nut Drops 12	Peel 15	Warden Grocer Co.'s Brand
Cocoa Nut Honey Cake 12	Lemon American 15	Laurel, 1/4s cloth 6 00
Cocoa Nut Hon. Fingers 12	Orange American 14	Laurel, 1/2s cloth 5 90
Cocoa Nut Macaroons 18	Raisins	Laurel, 1/4s & 1/2s paper 5 80
Dandellon 10	London Layers, 8 or	Laurel, 1/2s cloth 5 80
Dixie Sugar Cookie 9	London Layers, 4 or	Wykes & Co.
Frosted Cream 9	Cluster, 5 crown 2 25	Sleepy Eye, 1/4s cloth 5 90
Frosted Honey Cake 12	Loose Muscatels, 2 c 7	Sleepy Eye, 1/2s cloth 5 70

6	7	8	9	10	11
Meal Bolted 3 50 Golden Granulated 3 60 St. Car Feed screened 27 50 No. 1 Corn and Oats 27 50 Corn, cracked 26 00 Corn Meal, coarse 26 00 Winter Wheat Bran 27 50 Cow Feed 28 50 Middlings 28 50 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 31 60 Cottonseed Meal 28 00 Gluten Feed 29 00 Malt Sprouts 25 00 Brewers Grains 28 00 Molasses Feed 24 00 Hammond Dairy Feed 24 00 Oats Michigan carlots 57 Less than carlots 58 Corn Carlots 70 Less than carlots 71 Hay No. 1 timothy carlots 13 00 No. 1 timothy ton lots 14 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail 55 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count. 8 50 Half bbls., 600 count. 4 75 Small Half bbls., 1,200 count 5 75 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist. 2 25 POTASH 48 cans in case 4 00 PROVISIONS Barreled Pork Mess 13 75 Clear Back 15 00 Short Cut 14 00 Short Cut Clear 14 50 Bean 13 00 Brisket, Clear 14 50 Pig 17 50 Clear Family 13 50 Dry Salt Meats S. P. Bellies 9 75 Bellies 9 75 Extra Shorts 9 75 Smoked Meats Hams, 12 lb. average. 10 75 Hams, 14 lb. average. 10 75 Hams, 16 lb. average. 10 75 Hams, 18 lb. average. 10 75 Skinned Hams 11 Ham, dried beef sets. 15 California Hams 7 75 Picnic Boiled Hams. 13 75 Boiled Ham 17 Berlin Ham, pressed 9 Mince Ham 9 Bacon 10 @ 12 1/2 Lard Compound 7 75 Pure in tierces 9 80 lb. tubs. advance 7 75 60 lb. tubs. advance 7 75 50 lb. tubs. advance 7 75 20 lb. pails. advance 7 75 10 lb. pails. advance 7 75 5 lb. pails. advance 7 75 5 lb. pails. advance 1	Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 25 1/4 bbls., 40 lbs. 1 90 1/2 bbls. 3 80 1 bbl. 9 00 Tripe Kits, 15 lbs. 70 1/2 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef middles, set 16 Sheep, per bundle 40 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 45 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 45 Potted ham, 1/2 lb. 45 Potted ham, 1/4 lb. 85 Deviled ham, 1/2 lb. 45 Deviled ham, 1/4 lb. 35 Potted tongue, 1/2 lb. 45 Potted tongue, 1/4 lb. 85 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 1/2 s. 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100lb. cs. 1 00 Lump, bbls. 80 Lump, 145lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Nutmegs, 105-10 85 Nutmegs, 115-20 85 SALT FISH Cod Large whole 7 Small whole 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock 4 White Hp, bbls. 7 50 @ 9 00 White Hp, 1/2 bbls. 4 00 @ 5 00 White Hoop mchs. 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 1 50 Trout No. 1, 100lbs. 7 50 No. 1, 40lbs. 3 25 No. 1, 10lbs. 90 No. 1, 8lbs. 75 Mackerel Mess, 100lbs. 15 00 Mess, 40lbs. 6 20 Mess, 10lbs. 1 65 Mess, 8lbs. 1 35 No. 1, 100lbs. 14 00 No. 1, 40lbs. 5 80 No. 1, 10lbs. 1 65 No. 1, 8lbs. 1 35 Whitefish No. 1, No. 2 Fam 100lb. 9 75 @ 3 50 50lb. 5 25 @ 1 90 10lb. 1 12 @ 55 8lb. 92 @ 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large, 3 dz 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85	SNUFF Scotch, in bladders 37 Maccaboy, in jars. 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 4 75 Star 3 50 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars 2 90 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 2 10 Marseilles, 1/2 bx toilet 2 10 A. B. Whisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 25 Pepper, Singapore, blk. 15 Pepper, Singp. white. 17 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochinchina 25 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lbs. 5 Muzzy, 40 lbs. 4 3/4 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 lb packages 4 3/4 16 lb. packages 4 3/4 12 lb. packages 5 3/4 50 lb. boxes 3 3/4 SYRUPS Corn Barrels 29 Half Barrels 31 20lb. cans 1/2 dz. in cs. 2 00 10lb. cans 1/2 dz. in cs. 2 10 5lb. cans 2 dz. in cs. 2 10 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sndried, medium 24 Sndried, choice 32 Sndried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31	Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 22 @ 24 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 30 Pingsuey, medium 30 Pingsuey, choice 40 Pingsuey, fancy 40 Young Hyson 30 Choice 36 Fancy 40 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hawatha, 5lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 46 Sweet Burley 44 Piger 40 Plug Red Cross 31 Palo 35 Hawatha 41 Battle 35 American Eagle 37 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 39 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 33 Piper Heidsick 36 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 34 Forge 40 Nickel Twist 32 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream 38 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 3oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 26 Cotton, 4 ply 26 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 10 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 25 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 5lb. size, 12 in case. 63 10lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal. each 2 40 Barrel, 10 gal. each 2 55 Barrel, 15 gal. each 2 75	Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 70 Egg Crates and Fillers. Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 raper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 75 Mouse, tin, 5 holes. 80 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable No. 3 7 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 60 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 3 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 1 15 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 18 Whitefish, No. 1 12 Trout 12 1/2 Halibut 10 Clisces or Herring 8 Bluefish 17 Live Lobster 38 Boiled Lobster 38 Cod 12 Haddock 8 Pickerel 12 1/2 Pike 9 Perch, dressed 10 1/2 Smoked, White 13 1/2 Red Snapper 11 1/2 Chinook Salmon 14 Mackerel 15 Finnan Haddie 12 1/2 Roe Shad 20 Shad Roe, each 40 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 5 Green No. 2 4 Cured No. 1 6 Cured No. 2 5 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured No. 2 9 1/2 Pelts Old Wood @ 20 Lambs 20 @ 40 Shearlings 10 @ 30 Tallow No. 1 @ 4 1/2 No. 2 @ 3 1/2 Wool Unwashed, med. @ 18 Unwashed, fine @ 14	CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case. 8 1/2 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 8 1/2 Cut Loaf 9 Leader 8 1/2 Kindergarten 10 Bon Ton Cream 9 French Cream 9 1/2 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Big stick, 30 lb. case. 8 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 10 Champion Chocolate 13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 16 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molass- es Kisses, 10lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore- hound drops 60 Peppermint Drops 60 Champion Choc. Drops 76 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Cr'ms 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 200s 1 35 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica Almonds, California sft. shell Brazilis 12 @ 13 Filberts @ 13 Cal. No. 1 Walnuts, soft shelled @ 18 Walnuts, Chilli @ 14 Table nuts, fancy @ 16 Pecans, Med. @ 10 Pecans, ex. large @ 12 Pecans, Jumbos @ 13 Hickory Nuts per bu. Ohio new Chestnuts, New York State, per bu. Shelled Spanish Peanuts 6 1/2 @ 7 1/2 Pecan Halves @ 48 Walnut Halves 32 @ 35 Filbert Meats @ 21 Alicante Almonds @ 42 Jordan Almonds @ 47 Peanuts Fancy H. P. Suns 6 @ 6 1/2 Roasted 6 1/2 @ 7 1/2 Choice, H. P. Jumbo 7 @ 7 1/2 Choice, H. P. Jumbo Roasted

Special Price Current

AXLE GREASE



Mica, tin boxes....75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 85
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 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur35
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
25 1/4 lb. pkg. per case 2 60
25 1/4 lb. pkg. per case 2 60
18 1/4 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass8 @11
Hindquarters10 @13
Loins11 @16
Rounds8 @ 9 1/2
Chucks8 @ 9 1/2
Plates5 @ 5
Livers6 @ 6

Pork

Loins@13
Dressed5 @5 1/2
Boston Butts@10
Shoulders@ 8 1/2
Leaf Lard@ 8 1/2
Trimnings@ 6

Mutton

Carcass@11
Lambs@16
Spring Lambs@16
Veal
Carcass6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

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; Fiebach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz.1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Nelson's1 50
Knox's Acidu'd. doz. 1 30
Oxford75
Plymouth Rock1 30

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Michigan, Ohio And Indiana Merchants

have money to pay for
what they want. They
have customers with as
great a purchasing power
per capita as any other
state. Are you getting
all the business you want?
The Tradesman can "put
you next" to more pos-
sible buyers than any
other medium published.
The dealers of Michigan,
Ohio and Indiana

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—A dry goods stock with established business at a bargain if sold at once. Modern storeroom, best location and the cleanest stock in the state, \$12,000. This is a snap you can not afford to let pass. Call on or address Reynolds Bros., Eaton Rapids, Mich. 635

The office man of a machine shop wishes to retire. A good opportunity to get the position and stock. Address Box 4, Station D, Grand Rapids, Mich. 633

Because I have two stores and can not give both my attention, will sell my general stock at Alto, Mich. Address B. M. Salisbury, Ovid, Mich. 632

Wanted—Good location in small town where either grocery or dry goods business is needed. Address No. 631, care Tradesman. 631

For Sale—Wholesale and retail ice cream factory; good location and money-maker. Price \$1,250. Wm. Happ, South Bend, Ind. 630

For Sale or Exchange—Two 1/4 sections of land for clothing or general stock. F. J. Schwab, Churdan, Iowa. 628

Clothing—36 suits at a big bargain, regular sizes, new goods. Will close the lot out at \$3.25 per suit. Lindquist's General Store, Box 68, Greenville, Mich. 627

For Sale—Stock of general merchandise, including dry goods, boots and shoes, groceries, crockery and gent's furnishings, in lively country town in Central Michigan. Best store in town. Stock will inventory about \$12,000. Address No. 626, care Michigan Tradesman. 626

Opportunity to exchange your stock for a farm. I have the following farms listed direct from the owner to exchange for merchandise, and if you wish to exchange your stock, write to me at once about these farms. No-125-A. 145 acres in Rock Island Co., Ill. Fine improved, price \$15,950, incumbrance \$4,000. No-126-A. 752 acres in Iowa on the Des Moines River, bottom land, fine improvements, price \$70 per acre, incumbrance \$18,000. No-127-A. 320 acres in Rock Island Co., Ill., fine improved fine land, price \$110 per acre, incumbrance \$10,000. I have a large number of merchandise stocks for sale in different states and if you wish to buy a stock, write me. I have a large number of hardware and implement stocks. H. Clay Bowsher, 4116 McGee St., Kansas City, Mo. 625

Stocks of Merchandise Closed Out Realizing 100 Cents on the Dollar.

S. J. TWYMAN

Hamilton, Ohio.

I pay all advertising expense attached to all sales—write for information and references from merchants I have closed out.

Wanted—Merchants and dealers to handle our quick-selling post cards and novelties. The latest designs, lowest prices, big profits. Send for illustrated catalogue. Easter samples 25c. Perkins Novelty Co., 2nd Par-E., Buxton, Iowa. 624

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 shoes and fixtures in resort town, inventories \$3,000 will sell for \$2,500. Good 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

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 Altorfer & Co., Roanoke, Ill. 614

For Sale—A desirable drug business on easy terms. For particulars write Cas-cara, 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

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

G. B. JOHNS & CO.
Merchandise, Real Estate, Jewelry
AUCTIONEERS
GRAND LEDGE, MICH.

I have just closed a successful sale for F. H. Ballinger, Shepherd, Mich. Write him about it.

T. J. Faucett—C. P. Adams. Faucett & Adams, merchandise auctioneers. Stocks bought and closed out. All reference. Faucett & Adams, Howell, Mich. 602

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

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

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. 565

For Sale—One Dayton computing scale, almost new. Cheap. Judson Grocer Co., Grand Rapids, Mich. 617

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—My retail coal and wood business, \$5,000 profits annually. I want to retire. Only \$8,000 required to handle the proposition, including the stock of wood and coal. N. F. Cheadle, Guthrie, Okla. 568

For Sale—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

**100c on the Dollar
Guaranteed
Leonard and Company**
Sales Managers and Auctioneers
Bank and Commercial References
68 and 74 LaSalle St. Chicago, Ill.

Clothing stock for sale. Four hundred suits in first-class condition. Sizes from 35 to 44 and well assorted. Address No. 501, care Michigan Tradesman. Grand Rapids, Mich. 501

For Exchange—One saw mill complete, for good property of any kind. Address Lock Box 31, Onaway, Mich. 461

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

To Exchange—80 acres, 40 cleared and in hay, 40 acres cedar, ash and elm timber, fine creek. Price \$3,000. Want dry goods or general stock. Evans-Holt Co., Fremont, Mich. 476

For Sale—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—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—White Rocks, White Leghorns, Partridge Wyandottes, Rhode Island Reds, Pekin Ducks, Collie Pups, eggs and stock. Price, quality, treatment, pleases all. Michaelis Poultry Farm, Marinette, Wis. 517

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 or Rent—Store building on Croton, suitable for general stock. No other store within nine miles. L. E. Phillips, Newaygo, Mich. 410

For Sale—A new Toledo stock and die 2 1/2 to 4 inches, \$40. Address Thos. Cecil, Coldwater, Mich. 605

HELP WANTED.

Wanted—Clerk for general store. Give references and salary wanted. Address L. E. Phillips, Newaygo, Mich. 634

Wanted—Experienced shoe salesman. Give age, references and salary wanted. Rosen Bros., Muskegon, Mich. 629

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.

A STRANGER IN TOWN.

The advent of an unknown man in the average village anywhere usually causes comment and some curiosity—and it is not always the people of a small village who are thus interested. Even the larger villages and the smaller cities become inquisitive over the appearance of a stranger.

Primarily the initial question raised as to the man's identity is most delicately flavored with a touch of discretion. Is he all right or is he doubtful? And prudence of this sort is valuable; but it is an extremely easy matter to be over careful or to be unjustly suspicious. Most men visit places with which they are acquainted as a matter of business. It is very largely the minority who make such visits for mere pleasure or idle enquiry, so that it is somewhat indiscreet to indulge in surmises that are suggestive until one finds out some fact or facts upon which to base opinions.

One merchant in a small village in Southwestern Michigan makes a practice of keeping a sort of surveillance over the coming and going of strangers—watches the trains and scans the hotel register—and he does it as a matter of business and good citizenship. "I do not neglect my business in doing this," he said, and then he explained that he could meet the trains and visit the hotels all within fifteen minutes' time and that he has learned how to greet strangers, how to put himself in the way to be questioned. "And do you know," he added, "I find that with very rare exceptions I meet fine men, men looking for something we have in our town and men who appreciate volunteered courtesy. Of course, now and then I pick up a chap who isn't in search of anything; doesn't know what he wants or where he is going, but as a rule I am able to bestow service and I believe it pays." As a result of such service the merchant mentioned three prosperous farmers just outside his village who located there because he "put himself in their way" and was courteous; and he also pointed with real satisfaction to the establishment of a rival merchant whom he induced by his friendliness and gratuitous attention, when the man arrived on a prospecting tour, to establish himself in the village as a competitor.

What Other Cities Are Doing.

Written for the Tradesman.

The Detroit City Service League has been organized under the Board of Commerce auspices, the general object being to stimulate a pride among the people in beautifying the streets and alleys, keeping them clean, and in the cultivation of lawns, shrubbery and flowers. Auxiliary to the League there are to be a large number of neighborhood associations to awaken locality interest and pride. There will be a silver cup prize for the association showing the best results in its district, to be awarded annually. This year individual prizes will be awarded to those showing the most artistic arrangement of front and back yards with flowers, plants and shrubbery. These prizes are in

money, \$75, \$50 and \$25, respectively, and the contest will open May 1, closing Sept. 1.

The Merchants' Association and Board of Trade of Holland have joined forces in the work of ridding Black Lake of sunken logs. A committee composed of H. Van Tongeren, Jacob Lokker, Arend Vissecher, J. B. Mulder and J. G. Van Duran has given a contract to remove the sunken spiles and the old scow at the mouth. Then other parts of the Lake will be attended to, and the work will be carried on until the danger of losing launch wheels in collision with deadheads will be reduced to a minimum.

Drinking from milk cans and refilling milk bottles while en route through the city has been made a misdemeanor by the city council of Toledo. For some time the Health Department has been having a time with a few milkmen, who persisted in collecting bottles, refilling them in the wagons and then selling them to other customers. Some have also been seen to drink from the covers of the milk cans. In addition the ordinance provides that milk cans shipped into the city shall be sealed while in transit, so that the contents can not be tampered with by anyone.

The early closing schedule adopted by the proprietors of stores at Houghton and Hancock terminates April 1. This is the fourth season during which early closing from Jan. 1 to April 1 has been in vogue. An innovation started last summer by business men of the two towns, which will be continued, is the big picnic of the merchants and their families. Last year's picnic was held at Freda and was attended by over 2,000 people.

The merchants of Coldwater inaugurated a sales' day March 25 for the purpose of stimulating and extending local trade and it proved a success. The streets were filled with farmers, attracted to Coldwater by the free auction sale of farm stock and machinery, the band concert, exhibition drills, etc. Another sales day will be held in June.

Almond Griffen.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, April 1—Creamery, fresh, 25@29c; dairy, fresh, 20@24c; poor to common, 17@20c; rolls, 20@23c.

Eggs—Strictly fresh, 15c.

Live Poultry—Springs, 15@15½c; fowls, 15@15½c; ducks, 14@15c; geese, 12@13c; old cox, 9@10c.

Dressed Poultry—Springs, 15@16c; fowls, 14@16c; old cox, 10@11c; turkeys, 16@20c.

Beans—Marrow, hand-picked, \$2.25; medium, hand-picked, \$2.25; peas, hand-picked, \$2.35; red kidney, hand-picked, \$1.90; white kidney, hand-picked, \$2.30@2.40.

Potatoes—White, 75c per bu.; mixed, 70c.

Rea & Witzig.

Suspicious.

Cook—My father lived in the same house for twenty years.

Hook—Didn't he get any time allowance for good behavior?

Making the Best of It.

"I have an uncle and aunt living up in Vermont, ten miles from a railroad," said the furniture salesman, "and last Christmas I went up to see them for the first time in twelve years. They let me off at the store for a week, and the week was about up when a snow storm came on. It began snowing about noon, one day, and when it let up at dark next day my uncle came into the house and said to my aunt:

"Hanner, there's five feet of snow on the level!"

"Never mind, Hiram," she answered, 'last year at this time there was seven.'

"But how am I to get to the railroad?" I asked.

"You can't," says my aunt. 'It's probable the Lord's doings to save you from being drowned somewhere.'

"It turned awfully cold that night, and next morning my uncle came in from the barn and said:

"Hanner, it's twenty degrees below zero."

"But it was thirty this time last year, Hiram."

"Three of the calves froze to death last night."

"But four froze last year."

"And fourteen of the hens."

"That's against twenty-two that froze last year, Hiram. Providence is being purty good to us."

"I wanted to know how long before the highway would be dug out, and my aunt answered:

"Now, Harry, don't you worry. If the road was dug out mebbe you'd go home to die of smallpox."

"It grew colder and they lost all their ducks, but aunt said that ducks never paid for their keep. They lost six turkeys, but she thanked the Lord there were six left. The well froze up, but she sang hymns as she melted snow. We all got frostbites, but she was thankful they were not boils. I was weather-bound right there for four weeks, and then came a thaw and a rain and let me out. The barn was floating away on the freshet as I left, but Aunt Hanner bade me good-by with a smile and said:

"Yes, the barn's going; but we order be good and thankful that the house and the pigpen are left."

Life on Mars.

For some unaccountable reason there seems to be a strong prejudice among both scientists and laymen against acknowledging the existence of a race of intelligent beings upon any planet other than our own. We can not help thinking that our earth is the most favorably situated of the solar system, and is the best suited to support life. To be sure, this is so as regards life with which we are familiar; or, to state it more correctly, the animal and vegetable life of this earth has adjusted itself, its habits and its requirements into harmony with conditions already fixed upon earth. This is no argument that life can not adjust itself to conditions such as are found on other planets. Those laymen who expected that the question of life on Mars would be settled by observations

during the 1907 summer's favorable opposition were predestined to disappointment. No one who is familiar with the subject expected as much. It is highly improbable that we can ever prove with mathematical accuracy that animal life does exist upon the planet. It is far easier to prove the existence of vegetable life by the seasonal changes in the color of large fields of forests. If these areas of vegetation show any unusual configuration and arrangement such as the "oases" and "canals" or "lanes of vegetation" on Mars, it is not unreasonable to argue that the vegetation is being cultivated or regulated by a race of intelligent beings. At the same time the existence of such beings is not infallibly proved by such evidence.

Origin of Moving Pictures.

The beginning of moving pictures was in this wise: Sir John Herschel after dinner in 1826 asked his friend Charles Babbage how he would show both sides of a shilling at once. Babbage replied by taking a shilling from his pocket and holding it to a mirror.

This did not satisfy Sir John, who set the shilling spinning upon the dinner table, at the same time pointing out that if the eye is placed on a level with the rotating coin both sides can be seen at once. Babbage was so struck by the experiment that the next day he described it to a friend, Dr. Fitton, who immediately made a working model.

On one side of a disk was drawn a bird, on the other side an empty bird cage. When the card was revolved on a silk thread the bird appeared to be in the cage. This model showed the persistence of vision upon which all moving pictures depend for their effect. The eye retains the image of the object seen for a fraction of a second after the object has been removed. This model was called the thaumatrope.

Next came the zoetrope, or wheel of life. A cylinder was perforated with a series of slots and within the cylinder was placed a band of drawings of dancing men. On the apparatus being slowly rotated, the figures seen through the slots appeared to be in motion. The first systematic photographs taken at regular intervals of men and animals were made by Muybridge in 1877.—Chicago Tribune.

Unfathomable.

Rollins—What is the greatest mystery of life?

Collins—It is why a hat that looked stylish last year doesn't look stylish this year.

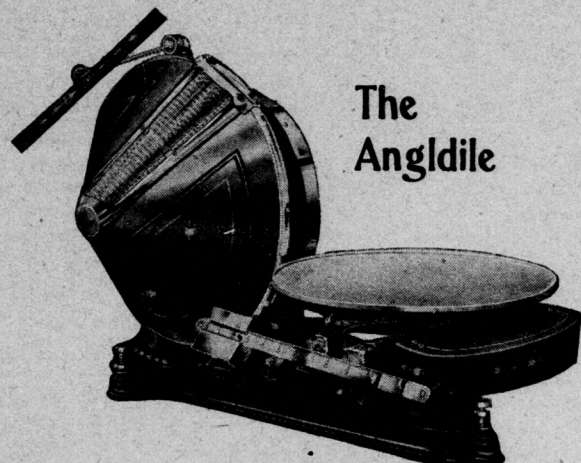
BUSINESS CHANCES.

For Sale—An undertaking and furniture business in a small town in Central Michigan. Everything new and up-to-date. A fine chance for a good man. Invoices about \$1,800. For particulars address Undertaker, care Michigan Tradesman. 633

For Sale—Small stock of drugs and groceries, also store building and residence. Address Box 4, Bailey, Mich. 637

New general hardware stock invoicing about \$1,400. Will sell stock and building or stock and rent building. Good location. Reason, poor health. Write for discount. Address No. 636, care Tradesman. 636

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.

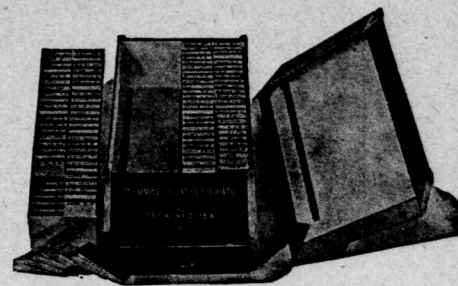
Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

Let us convince you.

Angldile Computing Scale Company
Elkhart, Indiana

Any Trouble Making Collections?



Don't blame it all to Hard Times, if your customers do not pay up promptly.

Don't blame it all to Ill Luck, if you have several Bad Accounts.

THINK CAREFULLY

Do your customers know at all times the total amount of their accounts?

Can your customers settle with your delivery boy on the route or with you in the store without a moment's notice and yet be positive the right amount has been paid?

Do you know at all times what each and every customer is owing you?

Can you Limit Credit and Stop It at will?

All this and more is made possible through our NEW IMPROVED KEITH SYSTEM.

No possibility of OVERTRADING.

No disputes with customers.

No POSTING ACCOUNTS.

No FORGOTTEN CHARGES.

A system that just fits your business and is FIRE-PROOF in the bargain.

The Simple Account Salesbook Co.

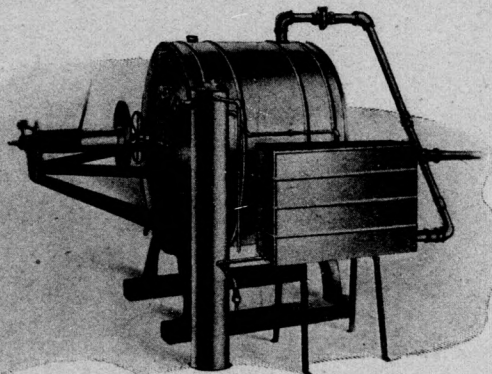
Sole Manufacturers, also Manufacturers of Counter Pads for Store Use
1062-1088 Court Street

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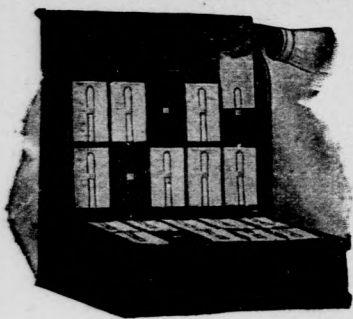
Grand Rapids Office, 362-363 Houseman Bldg.
W. R. Minnick, Michigan Sales Manager

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.



The Greatest Firm In The World

The name of the firm is:

DON'T KNOW, DON'T THINK, FORGOT & CO.

They do more business, lose more money and fail oftener than any other, and yet never dissolve partnership.

Mr. Merchant, do you know of such a firm?

Well, for your information, will say they don't have any system in their business.

THE MERCHANT that uses the McCASKEY ACCOUNT REGISTER SYSTEM is JOHNNIE-ON-THE-SPOT. He KNOWS. He THINKS, and he DOES NOT FORGET.

The McCASKEY is the greatest Systematizer in Retail Store Accounting Methods ever devised.

Over FORTY THOUSAND McCaskey Systems in use.

If you are not using one of them, YOU OWE IT TO YOURSELF to investigate this wonderful MONEY SAVER.

Send for our 64-page Catalog.

THE McCASKEY REGISTER CO.

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads;
also the different styles of Single Carbon Pads.

Agencies in all Principal Cities

There's Nothing Like It

Quality of stock, roasting, packing, sanitary handling, entirely by automatic machinery, all conspire to make an ideal coffee for best family trade. * * * * *

WHITE HOUSE

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE

With the passing of each week more and more grocers are finding it expedient to take it on, and its popularity increases with big strides. * * * * *

SYMONS BROTHERS & COMPANY

SAGINAW, MICH.

WHOLESALE DISTRIBUTORS

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

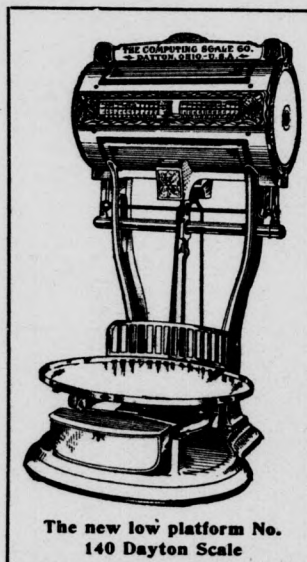
The subject of "Saving Profits" comes closer to the heart and pocketbook of the retail merchant when trade is dull than when prosperity is at its highest. Merchandise is sold at a closer margin and in smaller quantities, but the average of loss in the use of old style scales does not decrease in proportion. 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.....



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58 State St., Chicago