

MICHIGAN TRADESMAN

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Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 8, 1908

Number 1281



"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



WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

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. 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 Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

SPECIAL FEATURES.

- | | |
|-------|------------------------------|
| Page. | |
| 2. | Window Trimming. |
| 4. | Around the State. |
| 5. | Grocery and Produce Market. |
| 6. | Gone Beyond. |
| 8. | Editorial. |
| 9. | Plain Talk. |
| 10. | God Provides. |
| 12. | Butter, Eggs and Provisions. |
| 13. | New York Market. |
| 14. | Dry Goods. |
| 16. | Making Change. |
| 18. | Jack Had the Nerve. |
| 20. | Woman's World. |
| 22. | Good Goods. |
| 24. | Stoves and Hardware. |
| 26. | Clothing. |
| 28. | Maple Sugar. |
| 30. | Changed the Number. |
| 32. | Shoes. |
| 36. | A Careless Payment. |
| 38. | The Village Life. |
| 40. | The Commercial Traveler. |
| 42. | Drugs. |
| 43. | Drug Price Current. |
| 44. | Grocery Price Current. |
| 46. | Special Price Current. |

OUR CIVIC REVIVAL.

It is up to the business men of Grand Rapids to support a novel enterprise, so far as Michigan is concerned—the Civic Revival—which is to begin on May 11 and continue one week. This event will be under the auspices of the Grand Rapids Board of Trade and will consist of illustrated lectures, afternoon and evening of each day during the week, by Professor Zubelin, of Chicago, one of the best informed and most entertaining speakers and instructors now before the public.

These lectures will be illustrated by stereopticon views and will, each one of them, discuss essential factors in the development of the best there is in civic life and municipal excellence. They will be entirely free to the public and are intended to serve a valuable purpose in a campaign of education having for its object the creation of a clearer, broader, better grounded public opinion toward high ideals in the growth of our city; a better understanding and an inspiration toward all things that make for good citizenship.

Already Grand Rapids is receiving words of praise and congratulations from other cities in Michigan because of its initiative in this direction; because of its having taken the lead in Michigan without waiting for a precedent nearer home; and that is agreeable, even pleasant. It is gratifying to have our neighbors applaud us. But now, having received many words of commendation, it is up to the business men of Grand Rapids to prove that we deserve the distinction.

In reiterating that the lectures will be intensely entertaining as well as instructive and that they will be absolutely free to all, it may be added that an audience of 1,200 people can be comfortably accommodated at each lecture—or a grand total of 14,400 individuals during the week. It is intended that every organized civic interest in the city shall have one lecture at least, which will appeal

directly to matters pertaining to that interest; shall be presided over by some person prominently identified therewith.

There is to be no collection taken, no passing of the hat. Not a thing is asked of any citizen save that he shall attend the entertainments and, as nearly as possible, come in a genuine spirit of civic pride and local loyalty, open to conviction and prepared to seize upon and utilize whatever of good he may hear or see. To do anything less will be to discount whatever of praise has already been bestowed upon our city by our applauding neighbors, to say nothing of the loss purely personal to those who fail to take advantage of the opportunity.

WHERE HORSES ARE CHEAP.

The season of the year is approaching when almost every one would like to have a horse. Some, of course, would like to have an automobile, but, that being out of the question, would gladly compromise on a horse if agreeable terms could be secured. Despite the general introduction and popularity of the whiz wagon the price of horses was higher last year than ever before, although it is reported as being somewhat lower this spring. Even with the reduction the price is still so high as to put the horses beyond the reach of many who would like to have them. Such may be interested in knowing that out in the State of Nevada there are 15,000 wild horses chasing around and that they constitute a pest and a menace, and the inhabitants seriously contemplate the inauguration of a systematic war of extermination.

There was some talk that the Government had authorized the forest rangers to destroy these horses, but that does not appear to be the fact. These beasts are classed along with wolves and wildcats and no fence is strong enough to stop them. The ranchmen have no hesitancy in shooting them when they come their way. Nevada had a law for a time permitting it and more than a dozen thousand were killed, but the law has been repealed and now the situation is so bad that it looks as if the old statute would be re-enacted. They are profitable game for the pot hunters, because the hide is valuable and finds ready sale in the markets. While there is no game law which permits it or gives any open season, there is no one to find fault with their destruction by the score. Any man can have all the wild horses he wants if he will catch them, but unless they are tamed more easily than most of them, one will be quite enough and he will keep that only a little while.

No man can stay strong by holding down a soft snap.

RESULT OF THE ELECTION.

For a number of years the city of Grand Rapids has carried a considerable stain against its good reputation because of its world-famous water deal scandal, in which city officials and others were implicated, and for which some of the participants were punished and some were not; and now, as though glorying in a distinction so unsavory, the city has consented to remain two more years with the acknowledged Go-Between of that disreputable enterprise as its Mayor. If Justice miscarried in the trial of some of those who were on the ground floor of the city's water scandal, she certainly went wool-gathering when, for a second time, she stood mute while George E. Ellis schemed and plotted his way back to the mayoralty for a second time.

The result of the election on Monday practically places a premium on a career devoted to the wrecking of men's lives, the breaking of women's hearts and the impoverishment of little children. It practically says to every young man in Grand Rapids: Become a gambler; conduct a gambling establishment, either in the shape of a poker den, a faro bank or a bucket shop; get rich on ill-gotten gains; act as the negotiator in some crooked water deal—and then run for Mayor of Grand Rapids. There are enough crooks and cranks and unthinking people in the city to place you in the highest office to which you can aspire in Grand Rapids. This has been done twice within two years. Why not continue such a system indefinitely?

"The Grasshopper Level" on the Pennsylvania Railroad is within four miles of Lancaster, and derived its name from this circumstance: The grasshoppers one season were so numerous as to destroy the crops, and it is said the fence rails were worn smooth by the insects crossing from one side to the other in searching for green pastures. While that may seem incredible, an examination of the grasshopper's hind legs will corroborate the probability of the story's correctness. During that season the pests were so thick on the rails in the vicinity mentioned that the engines with their trains were stalled, so that to make any progress it became necessary to have men precede the trains and pour sand on the tracks. This suggested carrying the sand in boxes, and next putting the boxes astride of the locomotive, and then adding rods which were placed under the control of engineers and firemen.

The religion for eternity is the religion for every day.



Exhibits All Point To Popularity of Brown.

If straws show which way the wind blows—and they generally do along in the last half of March and the first half of April—everybody, this summer, is either going to be in a brown study or else a study in brown, whichever way you choose to look at it. I much fear we shall grow enormously tired of this color which is the "resultant of the mixture of red and black or of red, black and yellow."

Matcher's Task No Easy One.

Ever set out on a brown matching expedition? You'd think it'd be the easiest thing in the world to match up brown shades. Well, it's the most difficult thing in the world when it comes to feminine necessities. With men's clothes the case is not quite so hopelessly arduous. Given a suit of mixed goods, 'tis easy enough to select a tie in a brown that harmonizes very nicely with it. The tie disposed of, 'tis child's play to pick out hat, shoes and hosiery and gloves. The hardest part is the getting together the shoes and hosiery, on account of their juxtaposition in wearing.

But, when the additional item in the feminine outfit is a brown gown in a solid shade, then, indeed, is the matcher's cup of annoyance "full and running over;" and if a brown veil also be taken into consideration—well, one really wouldn't imagine that there were so many tones of brown.

Of course, these tones of the outfit need not be all the same. They may be lighter or darker, but they must be the "same kind" of brown—not a mahogany brown and next to it an olive brown, for instance.

A "Sweet Symphony in Brown."

In starting out to become a "sweet symphony in brown," a girl must exercise extreme caution not to develop, instead, into a "horrid caricature in brown." Too many shades of it at once would be like wearing "all the colors of the rainbow" at one and the same time.

Will Run Brown Into Ground.

As I said, I'm afraid Grand Rapidsites are going to run brown into the ground during the approaching season. It already seems to have "struck them hard." As yet, the fad for tan shoes seems mostly confined to the men, although every day sees more and more of the women succumbing to the fascination.

They Rubbed at Her Pretty Ankles.

The other day a trim and coy maiden walked trippingly past the Morton House, and on up Monroe street, clad in tan from head to feet, the

latter being encased in oxfords with white tops which met brown hosiery on her pretty ankles. The combination was very fetching—as was attested by the fact that all the men, women and children on the thoroughfare rubbed at the charming vision as long as discretion permitted—and some of the first-mentioned even longer!

Women Have Cinch on Cerise.

Women will have to share brown with the opposite sex, but they have a cinch on cerise, which is seen by itself and in combination with every other color under the sun, especially in millinery, where its display is looked upon as "the thing!" And well may I put a "scare," for the examples where this vivid color runs riot on chapeaux is truly "something fierce."

"A touch of cerise in everything," calmly declare the insouciant milliners, and they try it on peachy and saleratus complexions alike, to the enhancement of the former, but the death of the latter.

Prayers and Entreaties Count for Naught.

When a woman gets it into her noddle, however, that she "can wear cerise" nothing is able to get her over the halucination. The prayers and entreaties, ridicule and anathemas of her kith and kin fall on ears of stone. Cerise she will have, cerise she does have, and no power on earth short of death and taxes to be met with her hat-money could separate her from her "sotness."

Only the Fairest Wear Cerise.

This color is as "painful" as brick red, and that's saying a good deal. Only the clearest of faces should attempt the one or the other. If the "cerise craze" had hit the men, too, we never could have lived through it! Fortunate 'tisn't a "man's color."

Men Flee from Milliners' Prices.

Where an entire millinery window is trimmed with this striking color in all its various gradations, 'tis one to stop gazers' feet—at least the feet of the gazers who happen to be of the feminine persuasion. But any window, this lovely vernal season, which carries over it the simple word

MILLINERY

is enough to bring terror to the stoutest soul and cause the men to fly from it "as if from the doom of Fate," so dire are such windows in flattening results to their pocket-books. Ye gods and little fishes! But when a milliner strikes a man's pocketbook, she strikes his very heart.

The present-minute hats wouldn't seem so dreadful in price if there was a dud on them that could be used in the future, but there is nothing to

them but so-called style, and next year that will be deader'n a door-nail.

Ostrich Feathers Are Like Diamonds.

Of course, the above statement doesn't apply to those hats that include five or six long ostrich feathers sticking up on their tub-like proportions, for these are as good an investment as diamonds—almost. A feather's a feather so long as a shred of it remains, and can be utilized until the end of time—almost. At any rate, a first-class ostrich plume can be used for years and years with care and an occasional fresh topping by Madame the Feather Woman.

If you, gentle peruser, must buy one of the awful monstrosities in millinery seen on every hand—or, rather, on the head of every store dummy—select one that includes somewhere in its expansive anatomy a plethora of ostrich plumes or tips.

The Only Free Tip This Year.

This tip I give you is the only free thing you'll find in tips this year!

Lucky No Law About Price Tags in Windows.

Fine thing for the craft that there's nothing on the statute books compelling them to place price tags on headgear displays in the windows, for then even the women would not dare to get any farther than the store fronts!

Examine Ten Cent Store Windows To-day.

Country merchants of contiguous territory who chance to be in town to-day would do well to take a peep at the Ten Cent Store windows. They are a marvel of what can be accomplished in the way of compelling interest in small cheap notions and similar merchandise. The trimmer is particularly to be congratulated on this midweek's trims.

The Smile Is Worth Dollars and Cents.

Written for the Tradesman.

Personality?

'Tis everything, in clerking.

Enthusiasm?

That's another of the important things never to be lost sight of.

The two go hand in hand. Inseparable when it comes to being a good clerk.

How many times you go into a store, to be waited on by a clerk whose chief characteristic is a lackadaisical exterior. Nothing seems possible to melt the iceberg.

Of course, such a clerk may be suffering from a physical or (what is worse) a mental ailment which we wot not of; but we have to take its consequences, which are anything but agreeable.

The day is beautiful overhead and underfoot. You enter the store completely under the influence of the salubrious weather. You approach the counter of the lackadaisical one. In ignorance of such an one's mental atmosphere, you feel like expecting an exhilaration like your own. Instead you are chilled at once by a coldness that cools your transport, and are put out of the mood of buying. Then you do one of two things: You do not buy as much at this time as you had intended or you "merely

look"—and do your purchasing in another shop.

"Now, that's too bad on the innocent merchant?"

Can't help it. No one courts grouchiness, it matters not where one runs across it. Sunshiny smiles are an open sesame the world over.

Meet a little child along the street. You don't know it. It doesn't know you. Smile. It smiles back and camaraderie is established between you.

So with clerking.

Don't hire a clerk who hasn't a smile that comes easy. He's a pessimist or his liver's out of order, depend upon it. The former may be—probably is—the result of the latter. Then get a clerk whose liver works normally. Too much bile is bad for business. It tinges the clerk's behavior with melancholia. It reduces him to a walking, a living refutation of the fact that this is a pretty good old world to live in.

Hire a smiler.

Smile yourself.

Fire a fellow who won't smile, and fill his place with one who can and does.

Smiles are dollars and cents in your pocket, let alone that warm feeling around the heart.

Smile! Smile! Smile!

Then smile again.

Not grin. Erminie Kenyon.

Can't "Talk Up" Goods Too Much.

"The man who advised the salesman not to be backward in 'talking up' his shoes knew what he was talking about," said a well-known salesman who represents one of the foremost shoe manufacturing concerns of the East. "The point—and another point with it—was emphasized very strongly to me several years ago, when I was dealing with N. B. Holden, one of the leading shoe retailers of Chicago.

"I was on my regular Western trip. Mr. Holden seemed to be interested, but gave no indication that he had decided to buy from my line. I was eloquent—I wanted his order. I said everything I could think of in favor of the quality, style and wearing merits of my line. Finally I stopped for breath.

"Any more good points?" he asked.

"That's about all I can think of," I said, after I had thought a minute.

"I made up my mind some time ago to give you an order," he said.

"I wish I'd known it," I answered, still out of breath.

"Your efforts have not been lost on me," he replied. "Everything you told me I shall remember and tell to my clerks and customers."

"And I guess he did. He is certainly a great man to learn all he can about the shoes he sells, which is essential if the merits and qualities of the shoes must be talked about."

Didn't Want To Pay More.

"You are fined \$10 for contempt of court."

"I'm glad, judge, that this is not a higher court."

BUYING A SHIRT

May Become Quite a Complicated Matter.

Written for the Tradesman.

Taken in the abstract the purchase of a shirt does not seem a particularly appalling undertaking, but considered concretely it may sometimes turn out a rather arduous task and furnish a fund for considerable conversational fireworks. And such was the case one time with Fred Green and his friend Black.

Green was hurrying down the street at about a quarter to 6 one evening, when he felt himself violently seized by the shoulders and heard a loud voice shout in his ear:

"Where are you going, Green?"

"Buy a shirt," responded Green, as he turned and recognized his neighbor Black.

"So am I," said Black.

"Well, then, come along with me and you'll get the best in town."

"Where's that?"

"Down here at Blake's, of course."

"Blake's? Not much, old man. They soak you down there. Every time you go in there you pay for the electric lights, the window display, part of the rent and a monthly payment on the clerk's diamond pin. Oh, I know that place. Better come down here to Harper's with me; there's where you get value received. No frills—nothing extra for the privilege of getting in the door."

"Harper's!" exclaimed the other with an emphasis of disgust. "That's a cheap place, Black, and you never can tell when you go in there whether you are going to get a civilized outfit or a waiter's uniform. The clerks never show you more than one piece at a time and trot out the poorest seller first. No, come along with me. I know Charley down here and he'll trot out the whole line of shirts and then stand back and converse about the weather while you make your choice. That's the way to treat a man who knows what he wants. I couldn't stand for one of those pinheads over at Harper's telling me what I want—not on your life."

Black muttered something about every one being welcome to do as he liked and paying for the consequences and started across the street toward Harper's.

Green entered Blake's fashionable, spick-and-span haberdashery. He felt a decided pity for his friend's inferior taste as an immaculately dressed clerk stepped up and with a very precise smile exclaimed:

"Well, Mr. Green, this is lovely weather we're having."

"Not much like Harper's, where they come at you in a common manner and demand what you're looking for," thought Green.

The clerk spread before Green's eyes a perfect wilderness of shirts, and was still spreading them out along the counter when his customer, nearly overpowered by the array, was accosted by a newcomer.

"Fitting out with a new shirt, Green?"

Green turned and recognized one of

the tenants of the office building in which he worked.

"Here's a dandy," continued the newcomer, as he handled a soft white shirt of delicate texture.

Green surveyed the large and varied assortment, examined one or two, noticed that some of the clerks were closing up their stock for the day—an unpleasant habit some clerks have—hesitated for a moment and then picked up the white article.

"Those are the real goods," remarked the other customer. "I think I'll take one of those right now, Charley."

"They are certainly the correct thing, Mr. Westbrook," said Charley, as he enquired the size and reached for another box.

Westbrook was a gentleman who had the name of being an extremely tasty dresser and Green had great confidence in Charley's judgment in such matters, so, as he was at a loss to select from the mass, he quickly spoke up:

"I believe I'll take one myself."

Green had not expected to pay over a dollar and a half for his purchase, but he hardly begrudged the two dollars and a half when Charley handed him over his parcel and said:

"You have a very nice article there, Mr. Green, our exclusive make."

Meanwhile Black had entered Harper's "Clothing and Gents' Furnishing" establishment. Walking up to the first clerk he announced what he wanted.

"About what price—a dollar or something better?"

"Let me see your dollar ones."

The clerk caught sight of the red striped shirt that adorned Black's person and accordingly pulled down a box of that variety and began to enlarge on their merits.

"This is a fine staple brand. We sell a bunch of these and they always give satisfaction. We have something better for one-fifty—perhaps you'd like to see those."

"No, never mind," said Black, "I'll take this."

Black met Green and Westbrook on the car.

"Get fixed up all right?" he enquired of Green.

"You bet you," responded Green. "Mr. Westbrook and myself both invested—got something just right."

"How much did you pay?" enquired Black with a half sneer.

"Two and a half," responded Green in a matter-of-fact tone.

"Huh! Got stung, I'm afraid. I got one for a dollar, and it will wear just as long."

"Maybe it will," observed Green, "but we're pleased."

"So am I."

"Then every one is happy," volunteered Westbrook, as he rang for his crossing.

But Westbrook was mistaken—every one was not happy. Mrs. Green and Mrs. Black were not considered in that statement.

The two women met in the butcher shop the next morning.

"What do you think!" said Mrs. Green. "Here comes Fred home last night with a new shirt, proud as a peacock when he ought to have been

ashamed of the fool he'd made of himself. He doesn't know any more about shopping than Mary Ann knows about ironing my shirtwaists!"

"Mr. Black did the same thing."

"What's that?"

"Bought a shirt."

"Well, I hope he made a better bargain than my husband."

"I don't see how any one could have done any worse! Why, he came home with a package and smiles all over his face. 'I guess you've an economical husband,' he said. There he had gone and bought another one of those red striped shirts that do not match his complexion, as I have told him, any more than silk trimming matches a gingham working dress. He's bought that brand now for two years and hardly ever changes the pattern. Why, I'm ashamed to go out with him. It looks as though he never changed his shirt. I'm disgusted! The next time he buys a shirt you'll see me going along, now I'll tell you that!"

Mrs. Black snapped out the last words with indignation.

"Well, I'm sure it's hard to tell who has the more fool husband," responded her friend. "Fred knows very well that our laundry bill is large—he's always reminding me of it when I send a few shirtwaists on account of the girl's not knowing how to Jo them up—and yet he had the audacity to boast to me last night that he had made a great bargain in buying a plain white shirt and paying \$2.50 for it, with attached cuffs, too, so as soon as he wears it a day in that dirty office it will only be fit for the wash. Just think of it, Mrs. Black, two-fifty for a shirt! Why, I was that mad I could have cried. But he always will go to Blake's for his stuff. I think he takes a pride in going there to spite me just because I paid \$30 once for a hat at Madame Arnold's. Only think what it will cost for laundry for that shirt? Oh my! I don't see why these men can't be more reasonable and less proud."

"Well, I wouldn't much care where Mr. Black went if he wouldn't patronize that cheap bargain store of a Harper's. Everything he gets there has Harper's standing out all over it." Both women gave vent to a sigh and the conversation, after a moment's silence, turned to other matters.

Wm. A. Mulhern.

What Are You Doing To Hold Your Job?

"What in particular am I doing or trying to do in order that I may continue to hold my position?"

I don't know of any other one question which the young man can press home to himself more profitably than this query which in its answer brings the employe always a little nearer the point of view of his employer and to their mutual advantage. I have called attention to the disposition of the young man to exaggerate the importance of his first position as a something to be got at any cost. Out of this exaggeration of his opportunity for place to prove himself, however, the young man, gravitating to the place that is acceptable, is quite likely to find him-

self "letting down" on the tension at which he assumed the first duties of his position. He has done his work acceptably, so far. He has not been called to task for shortcomings of any kind. It isn't so hard after all, this making one's way in business.

Too often this is the point of view of the young man, and the unction is entirely too flattering for his best interests in life. The thought came to me forcefully the other day in talking with a man who is at the head of a great mercantile business.

"How many men to you suppose we have, high up in places of responsibility who are all that we would like to have them be in their work?" he asked.

I could not answer the question, and he did not venture to do so himself, but the inference was that such men are comparatively few. They must be. There can be no standard of absolute perfection in such places.

The situation is that most men in competitive work to-day are holding their places on a wholly comparative basis. In a certain work requiring many men for its performance one man of them all may be doing twice as much work as any other one of his fellows. This man may or may not be paid proportionately to the service rendered, but other things equal, he is assured of his position. Yet at the same time the others working beside him will not be discharged solely because they are able to accomplish only half as much as does this expert.

The position of the employe at large is not greatly different from that of the man whom another, on comparatively slight acquaintance, should invite to his home to dinner and for a social evening with his family. The stranger has a pleasing personality sufficient to have caused him to be invited. But because he has received the invitation this guest will need to bear in mind the duty that he owes to his host in accepting.

Does the average employe in the business house to which he has been invited stop to consider that he may be gravitating to a position in which finally he must expect to become an unwelcome bore and parasite? It is an ugly position for a man when he finds himself in the eyes of his employer a personage who seems to deserve only a matter of course recognition among his fellows. Especially so if in the ranks of his fellows are men who have earned a distinctive social greeting from such a business head. No man can do his best work under such conditions. Doing his best work, he could not work long without recognition. Which brings the question home to him:

"What am I doing or trying to do in order that I may continue to hold my position?" John A. Howland.

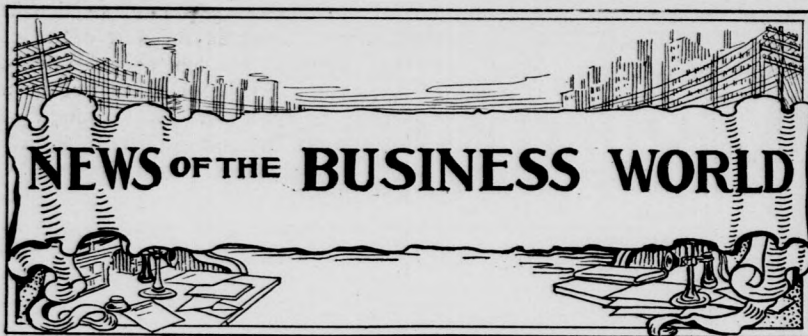
Who Supported Atlas?

Teacher: "Who was it supported the world upon his shoulders?"

Tommy: "Atlas, sir."

Teacher: "Who supported Atlas?"

Tommy: "The book don't say; but I 'spect his wife did!"



Movements of Merchants

Ionia—A. G. Snell has purchased the Z. D. Dow grocery stock on West Main street.

Freeport—Otis Bunnell has discontinued his meat market and retired from business.

Battle Creek—P. H. Remalie succeeds J. A. Mitchell as manager of the Chas. E. Blood & Co. dry goods store.

Owosso—Edwin C. Kline has sold his stock of groceries to Geo. W. Hawcroft, who will continue the business at the old location.

Newaygo—L. E. Phillips has moved his stock of general merchandise at Fowler to this place and combined it with his stock here.

Lansing—M. H. Hunt & Son, of Detroit, have leased one of the Bird stores on East street and will open a mail order and jobbing business in bee keepers' supplies.

Sault Ste. Marie—James J. Ryan has purchased the interest of his partner, John P. Haller, in the music, cigar and tobacco store operated under the firm name of Haller & Ryan.

Coopersville—Muzzall & Marvin, who have conducted a general merchandise business for nearly ten years, have sold out to Henry Ferguson and Elroy M. Reed, who will continue the business under the firm name Ferguson & Reed.

Saginaw—The grocery business conducted for many years by O. A. Draper, at 109 South Jefferson avenue, has been purchased by Charles H. Kretchmer, who will conduct the business under the style of the Charles H. Kretchmer Grocery Co.

Ann Arbor—Oliver M. Martin, who has been in the undertaking business in this city during the past thirty-five years, has disposed of his establishment to R. A. Dolph & Co., of Genoa, Ohio, who have had many years' experience in the business.

Detroit—A corporation for the buying, holding, improving and renting of real estate has been formed under the style of the Pratt Realty Co. The company has an authorized capital stock of \$28,000, of which \$21,000 has been subscribed and paid in in property.

Rochester—Arthur E. Collins' private bank and his dry goods, crockery and grocery store were closed April 4, on a petition in voluntary bankruptcy filed in the United States Court at Detroit. The liabilities are scheduled at \$22,000 and the assets at about \$16,000.

Blissfield—A corporation has been formed under the style of the Hunter-Stadelman Hardware Co., which will conduct a general wholesale and

retail hardware business. The new company has an authorized capital stock of \$12,000, all of which has been subscribed and paid in in property.

Stanton—H. W. Wisner, who recently sold his farm south of town, has purchased a half interest in a furniture and undertaking establishment at Charlotte with his brother, W. G., who formerly operated a bank at Edmore. Mr. Wisner contemplates removing to Charlotte in the near future.

Coldwater—The Fair grocery and meat market, for years conducted by Geo. Miller and A. A. Howard, have been purchased by J. W. Orton and Geo. A. Olmsted, both experienced retail grocers. Mr. Howard will take a much needed rest, while Mr. Miller will devote himself to his other enterprises.

Gaylord—A number of Detroit houses have filed a petition in bankruptcy against Willard E. Bell, dealer in shoes and furnishing goods. They allege that he has a store and stock in Gaylord valued at about \$8,000, so far as they can learn; that he has turned it over to J. Lee Morford, cashier in the Gaylord bank, as trustee and that Morford is permitting Bell and his brother to remain in charge and sell off goods. They also allege that Bell sold a branch store he had near Gaylord at less than 50 cents on the dollar, and that so far as they are able to learn, he is not treating his creditors justly. They also declare their belief that his debts amount to approximately \$20,000. The petition was referred to Lee E. Joslyn, referee in bankruptcy, and Fitzland L. Wilson, of Bay City, was appointed receiver.

Manufacturing Matters.

Gaylord—Joseph North is moving his small mill from the Jensen siding, near this place, to Kelly's shingle mill at Vanderbilt.

Detroit—The Knock-down Case Co., which is engaged in the manufacture of showcases, has changed its name to the Victor Manufacturing Co.

Chassell—The Worcester Lumber Co. has donated a large quantity of timber for the \$100,000 building to be erected by the Y. M. C. A. at Calumet.

Shelby—J. A. Harrison has shut down his shingle mill, after a cut of over 750,000 feet. He is cutting up crating stock and will start the basket factory soon.

Cadillac—The St. Johns Table Co. has resumed work on a ten hour basis with a full force of men. It had been working short hours for several

months, but has a fine lot of orders on the books, which will be gotten out as fast as possible.

Detroit—Albert Grauer & Co., manufacturers of illuminating tile and reinforced concrete sidewalk lights, have increased their capital stock from \$4,000 to \$25,000.

Detroit—The Rex Paint & Varnish Remover Co., which will engage in the manufacture of a preparation for removing paint and varnish, has been incorporated with an authorized capital stock of \$1,020, of which \$510 has been subscribed and \$255 paid in in cash.

Caro—A corporation has been formed under the style of the Almer Brick & Tile Co., which will engage in the manufacture of brick and tile, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,660 paid in in property.

Detroit—A corporation has been formed under the style of the Koenitzer Tanning Co., which will engage in the manufacture of leather and the tanning of hides, etc. The company has been capitalized at \$200,000, all of which has been subscribed and paid in in property.

Tecumseh—A corporation for the manufacture of macaroni and other products of flour has been formed under the style of Uncle Sam's Macaroni Co., with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash and \$8,000 in property.

Lansing—The W. C. Duffus Bending Co., a new concern at this place, has located in the old Bement plant and is turning out hickory rims for automobile wheels, wagon hounds and wheel felloes. Mr. Duffus was formerly Michigan manager for the McGann Lumber Co., of Toronto, and has timber interests in the South.

Traverse City—G. H. Heimforth & Co. contemplate building a car ferry slip at High Island harbor, where they have large timber acreage, and are building a mill. They have 3,000 acres on the Island in which is a large percentage of valuable birch. It is but a short distance out of the route of the Northport & Manistee car ferry.

Thompson—The sawmill of the North Shore Lumber Co. has started work for the season and will operate until next fall. The company operated several logging camps during the winter and put in a large amount of timber. This is being brought to the mill by train. The officials of the company report an increased enquiry for lumber and look for a prosperous season.

Grand Marais—The big sawmill of the Marais Lumber Co. has started up for the season. The company will put in its usual cut. The mill has been thoroughly repaired and put into first class shape and a full crew of men is employed. The mill of Cook, Curtis & Miller, Incorporated, is also in operation with a full crew and the summer season at this place will likely be as good as any in its history.

Escanaba—The cedar situation is much improved. Local dealers have

booked a number of orders during March for April and May delivery and will do considerable shipping within the next six weeks. Prices are not nearly so high as those paid a year ago but are about the same as those paid in 1905. A considerable number of posts have been shipped from this city during the last sixty days, most of them for Western points, at a fair price.

Menominee—With the opening of the spring sawing season the outlook appears to be much brighter for local lumbermen and they anticipate a fairly prosperous business during the summer. Every sawmill in the Menominee River district will operate to its fullest capacity until late in the fall. Some of the mills will be obliged to run nights in order to saw all their logs. The reduction in wages, which was proposed by the operators, is being accepted and operators and employees seem inclined to make the best of depressed market conditions during the lumbering season.

Detroit—Stephen Pratt has merged his boiler works and brick manufactory into two separate stock companies under the style of the Stephen Pratt Boiler Works, which will manufacture steam boilers, metal tanks and all other kinds of appliances made from boiler plate and sheet metal, with an authorized capital stock of \$35,000, all of which has been subscribed and \$20,000 paid in in cash and \$15,000 in property, and the Stephen Pratt Brick Co., which will manufacture and deal in building and other kinds of brick, with an authorized capital stock of \$14,000, all of which has been subscribed and \$5,000 paid in in cash and \$9,000 in property.

One Woman's Ingratitude.

"Talk about ingratitude," recently remarked a Grand Rapids fireman, "it would be impossible to sharpen any tooth belonging to a serpent or anything else so it could bite like the ingratitude of a woman whose house caught fire last week. It was an ivy-covered house and very pretty:

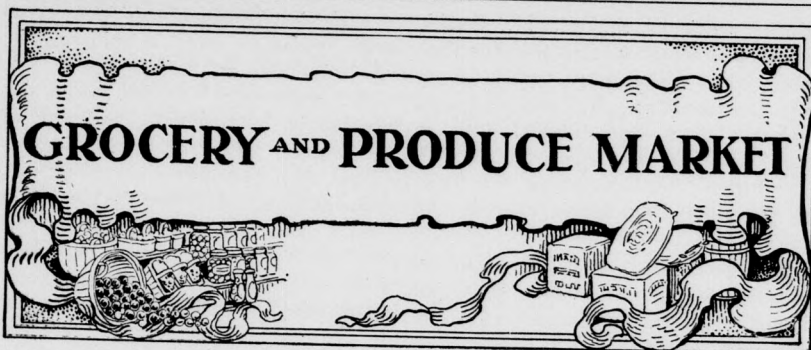
"The fire had got a fine start before the alarm was sent in, and it took some pretty lively hustling on our part to keep the whole place from going up in smoke. However, we managed to save the house, the people living there and most of the furniture, not to mention a few pet dogs and a canary, so we flattered ourselves that we had done about all that could be expected under the circumstances.

"But we found that we were mistaken. The day after the fire the woman who owned the house gave us a call. We supposed she had come to thank us—people do these things sometimes, you know—but she hadn't; if you will believe me, she had come to lambast us for tearing loose all those ropes of ivy that it had taken her so many years to train over the walls of the house."

The Old-Fashioned Kind.

"Are there any talking machines in this flat?"

"Six of them. Four married and two single."



The Produce Market.

Apples—\$1.75@2 per bbl. for cooking stock and \$2.75@3 for eating. With the continually increasing supply of vegetables and the continued large demand for oranges, apples are comparatively inactive. Fancy No. 1 stock continues in small supply and brings good prices. There is still a good deal of No. 2 fruit on the market and demand is not as active as it might be.

Bananas—\$1.50@2.25 per bunch.

Beets—60c per bu.

Butter—The price of both solids and prints has advanced 1/2c per pound. There has been a falling off in the make of fresh butter, as is usual for the season, and stocks of storage butter are very light. Present conditions are likely to last for a few weeks yet, and so long as they last prices may continue to advance. Under grades of butter are getting scarce, but they advanced in sympathy with the better grades. Creamery is held at 31c for tubs and 32c 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, and 85c@1 per bunch for Florida.

Cocoanuts—\$4.50 per bag of 90.

Cranberries—Late Howes are in fair demand at \$10 per bbl.

Cucumbers—\$1.50 per doz. for household.

Dressed Hogs—Dealers pay 7c for hogs weighing 150@200 lbs. and 6 1/2c for hogs weighing 200 lbs. and upwards; stags and old sows, 5c.

Eggs—Receipts are still very liberal. The market is ruling on the same basis as a week ago, as the speculative demand is very good. The consumptive demand for eggs is very good also and the quality of the present receipts is fancy. Present conditions are likely to continue during the month of April. Local dealers pay 13@14c for case count, holding at 15c.

Grape Fruit—Florida commands \$4.50 for 80s and 90s and \$5 for 54s and 64s. Grape fruit continues in large demand with the higher class trade and the fruit now coming is of good quality and appearance.

Green Onions—18c per doz. bunches.

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

Lemons—California and Messina command \$3 per box. Lemons are inactive and there is little prospect of any advance in price in the near future owing to the fact that the Cali-

fornia crop is the largest in the history of the State.

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. Genuine Bermudas are now in market, commanding \$1.75 per crate.

Oranges—California Redlands command \$3@3.25 and Navels fetch \$2.85. The demand continues heavy and the quality is unimpaired.

Parsley—40c per doz. bunches.

Parsnips—50c per bu.

Pieplant—\$1.75 per 50 lb. box of Illinois.

Pineapples—\$5 per crate for all sizes.

Potatoes—Local dealers hold at 65@70c. The market has an easier tone, the demand from the South having been largely cut off as it has become possible for Southern buyers to secure their stock nearer home. Demand from retailers continues of seasonable proportions. Values are apparently on a steady basis.

Poultry—Local dealers pay 11c for live hens and 13c for dressed; 11 1/2c for live spring chickens and 13 1/2c for dressed; 12 1/2c for live ducks and 14c for dressed; 14c for live turkeys and 17c for dressed. The demand is steady and of good proportions and there is some fine stock coming into this market. Turkeys continue of remarkably fine quality for this season of the year and are good sellers at moderate prices.

Spinach—75c per bu.

Strawberries—\$2.25 for 24 pints of Louisiana.

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

Tomatoes—\$3 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; 7 1/2@9c for good white kidney from 90 lbs. up. The market has stiffened up some, owing to lighter receipts.

A Detroit judge evidently has not heard of the discovery by Dr. Wiley's expert that peanuts are a very healthy and nutritious food. A woman who made complaint against her husband for non-support testified that frequently when there was nothing to eat in the house he would thrust a bag of peanuts in her hand and say they were good enough for her. The court ordered him to put up \$500 bail. When the case comes to trial he may prove by expert evidence that peanuts are a feast for a king.

It takes an uplifted eye to keep a clean heart.

The Grocery Market.

Sugar—No change in price has occurred since a week ago, but a higher range in values is confidently expected soon. Raws are strong and the general situation is bullish. The demand for sugar is good.

Tea—All grades are maintained on last week's basis, the lower grades being firmer than either the middle or the higher grades. No change is in sight unless the demand should increase much beyond its present volume. The consumptive demand is moderate.

Coffee—All of the good selling grades are strong. Good selections are hard to find. Low grade Rios are the only weak spot in the entire list.

Canned Goods—Tomatoes continue quiet and steady. Off quality stock is urged, but full standards are firm at present prices. Don't be confused by quotations on off grade tomatoes. Situation in corn remains unchanged, with market steady. Medium grade peas continue strong, with fairly good demand. String beans are scarce and the market holds strong. Baked beans are steady. All kinds of California canned goods are scarce and there are none to be had from first hands. The market continues on a strong basis and it is predicted that the same condition will prevail throughout the heavy consuming season just beginning. Raspberries, strawberries, blueberries and pineapples are practically out of the market. Standard strawberries are in about the same notch as last week. Gallon apples are still an uncertainty, excepting that the well known brands are very firm. Salmon continues strong. It is reported that canned salmon of all grades are entirely out of first hands, which is due to the exceedingly short pack in 1907. It is also reported that purchases by the United States Government cleaned up all available stocks on the Coast. Packing of Columbia River salmon begins soon and it is believed the market will open strong. Chinooks have largely been taken up by the mild cure packers for export, they having offered a higher price for the fish than canners could afford to pay. Red Alaska is strong and supplies are getting short. No change in domestic sardines. Cove oysters continue low and weak.

Dried Fruits—Apricots are still high and dull. Apples are steady and in moderate demand. Citron, dates and figs are unchanged and dull. Prunes are unchanged in price and in light demand. Peaches are very dull, at prices which show no further decline. Raisins are dull and weak. Currants are in fair demand at unchanged prices.

Rice—Desirable grades are hard to get, most of the rice now offered being off colored. This commodity has reached such a high point that demand has been restricted to some extent. Jobbers have asked for and received samples of foreign rice and importations are likely to follow.

Farinaceous Goods—The market on navy beans is very strong. It is said that some imported beans of equally good quality are being offered

at a less price, which will probably have a tendency to ease the situation somewhat. Rolled oats are in about the same notch as for some weeks past. The same is true of sago, tapioca and pearl barley.

Syrups and Molasses—The market on syrup is the same as a week ago, but an advance is expected at any time on account of the high prices of corn. Molasses remains unchanged. The market is quiet and steady.

Fish—Cod, hake and haddock are unchanged and in light demand. Domestic sardines remain unchanged and dull. No considerable number of packers have named future prices as yet. Imported sardines are still scarce and firm. Salmon is in light demand at unchanged prices. The market for Norway 3 mackerel has shown some weakness during the week, owing to the fact that this size has not been selling very freely. Holders therefore want to move stock. Irish mackerel and other grades of Norways are scarce and high; demand fair.

Provisions—Smoked meats have advanced 1/2c, owing to the advance in the price of hogs. Pure and compound lard are both firm at 1/4c advance, due in the case of pure lard to the advance in hogs, and in the case of compound to sympathy with pure. Barrel pork is about 25c per barrel higher and canned meats and dried beef are unchanged.

The Grain Market.

There has been little news of interest so far as the wheat situation is concerned. The market has been dull and dragging for the past two weeks. Prices are now from 12@15c off from high point of the season, with crop news generally, both foreign and domestic, showing the growing plant in good healthy condition. Cash wheat to-day on this market is selling at 90c, with very little offered at the price. Growers who have carried the grain down from \$1 and above are loath to sell now; then, too, country roads are not in prime condition for hauling. With the light movement and heavy decline of late, it would seem that a reaction of a few cents was due in the near future.

Corn has held steady. There has been very little change in strictly sound grain, while damaged and damp corn is offered at a discount of 1@4c, according to condition.

Oats have lost about 1c per bushel the past week. The movement is light and there is a very good demand for spot shipment.

Millfeeds are strong, bringing nearly the price of wheat, selling from \$28@29 per ton. Ground feeds are in good demand and prices range from \$27@29 per ton.

L. Fred Peabody.

The Ratio.

"When I first knew that man," said the observant waiter, "he couldn't have been making more than \$1,000 a year. I'll bet it's \$10,000 now."

"How do you know?" asked the other.

"He used to give a fifty-cent tip, but now he only gives me a nickel."

GONE BEYOND

Death of the Oldest Resident of Lansing.

Lansing, April 7—The oldest business man of this city, Daniel W. Buck, passed away March 31, at his home, of neuralgia of the heart. During his funeral on Friday, April 5, all business houses and factories of Lansing were closed. The services were in charge of the Knights Templar, Mr. Buck having been the oldest member of Lansing Lodge, No. 33, F. & A. M. In honor of his memory as an ex-mayor, Mayor Hugh Lyons and nine ex-mayors acted as honorary pall bearers. Hundreds of friends and residents viewed the body as it lay in state at the residence on Thursday. The funeral services were simple and unostentatious, as had been the life of the well-known, universally respected pioneer citizen.

Mr. Buck was born April 21, 1828, in Lansing, Thompsons county, New York, from which town the capital city of Michigan derives its name. His elder brother had come to Michigan when there was not much here but Indians, swamps, fever and ague, timber and game, and had taken up some Government land. He had been induced to come by the stories told by some young men who had been to Michigan on a hunting trip. For a lark they had plotted an imaginary city which they called Biddle City, and on their return to York State had told wonderful tales of this beautiful town, and had sold corner lots to numerous farmers there. Daniel Busk, Sr., had invested in some of the platted real estate, and one of his sons, together with some seventeen neighbors' sons, started West to grow up with the country.

Upon arriving at Detroit they learned the trick that had been played upon them, and most of them stopped by the way, only seven reaching the destination for which they started. They found the much-boomed Biddle City to be a wild swamp covered with water and inhabited by snakes and frogs, at the junction of the Grand and Cedar Rivers, where the Grand Trunk depot and the Reo automobile factory now stand. Determined to make the best of a bad bargain, they decided to take up some Government land in the neighborhood and cultivate it for farms. This was in 1836.

In 1847, when the capital of Michigan was to be moved from Detroit, then only a village, to a point nearer the center of the State, and all the towns were bidding for it, it was as a joke that a spot of ground in the woods, with sawmill and one log cabin, was named for the legislative center. This was located where North Lansing now stands. Lansing proper was called Michigan City, and was a village of 200 inhabitants, with a little log school house, where meetings were held. The first legislative session of the State was held here in the winter of '47, and the name of the town changed to Lansing, through the influence of Levi Buck and old Joe North. It was at this time that young Daniel Buck came West to visit his brother, Levi. Look-

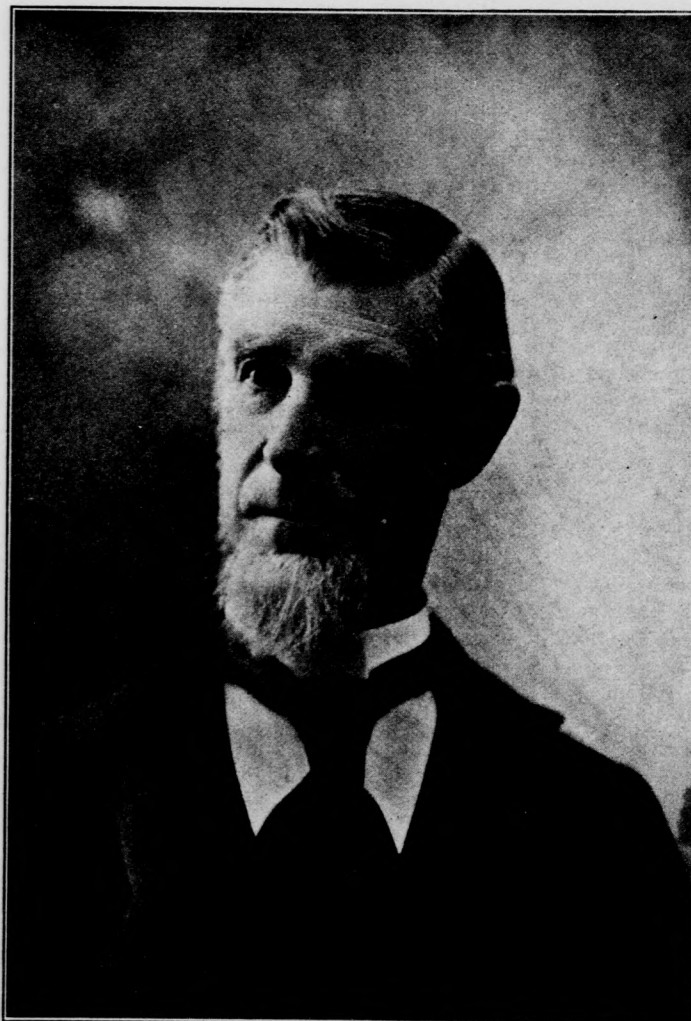
ing over the situation in the newly-located capital, he decided to stay and start in business. Utilizing a hunter's cabin, an 8x12 log hut, five feet high, and without windows, with a few sticks of timber he fitted up a bench and began work, Oct. 8, 1848. He had served an apprenticeship as a cabinetmaker at home.

The first article he made was a table with folding leaves, known as a breakfast table. It was made of green cherry, and was sold as soon as made for \$4. It is still in use by the buyer's grandson, and in good condition.

Mr. Buck's shop was located on a wagon-road through the woods, and often he would see rabbits and squirrels, flocks of partridges and wild

blocks north on the site Mr. Buck's store occupies now. He sold for \$300 what is now the most valuable corner in Lansing. He manufactured chamber suits, and himself sold at retail all that he made. In 1890 he discontinued manufacturing and turned his entire attention to running the retail store.

Mr. Buck had been in business continuously in the same spot for fifty-four years, and in Lansing for sixty-one years. He had seen the town grow from a small frontier village to a city of 35,000, and had during that time been identified with all improvements and advances. He was never a politician, but served his ward as Alderman at one time, and in 1873 he served two terms as Mayor, and was again elected in 1886.



The Late Daniel W. Buck

turkeys and sometimes a fox or a deer when going or returning from his brother's farm, three miles away. There were plenty of birds in those days, and he could enjoy their music as he worked. Once he was lost in the woods at the spot where the first Baptist church now stands.

He occupied this shanty for about six weeks, when his brother built him a shop on what is now the northeast corner of Michigan and Washington avenues. His first bureau he traded for a load of potatoes, an equivalent for \$12. In six months after starting with nothing he was employing ten men, and his business continued to increase until he employed from forty to sixty men. In 1854 he felt the need of larger quarters, and built a factory two

He always showed a public spirited interest in all that was for the good of the city, and it was as a tribute to him and his life in the city that he was entertained as guest of honor at the annual banquet in 1902. It was to him that Lansing was indebted for the Buck Opera House, now known as Baird's. It was dedicated in March, 1873, and in the following May Edwin Booth came to the city for a performance. Mr. Buck and his son, M. J. Buck, conducted the house until 1891, and during those years some of the world's greatest stage people trod its boards.

During his long business career many of the men now identified with various phases of the city's industrial life served an apprenticeship to him, and many of them now known

as staid business men to the city at large remained boys to him as he recalled them in former days.

Mr. Buck never ceased to be interested in local events, and one of the greatest pleasures to him was in having old customers come in the store and ask for him to wait on them. Although for the last few years he had turned the management of his store over to his two sons, owing to his failing health, he retained his full share of interest in the business. He was an entertaining conversationalist and told many amusing anecdotes and stories of his experiences. In the old Buck homestead, located across the street from his store, on Capitol avenue, he had the large pleasant southwest room, with big sunny windows, and always with a wood fire burning in the fireplace. He loved to sit and watch the flames, and it was here, resting in his big leather chair, the firelight playing over his expressive face, that he told the writer the above facts in his early history, and the story of Biddle City, only a few weeks before he passed away. He was always pleasant and genial, and will be mourned by a large circle of friends who loved him, and who can not but feel, with Riley:

"I can not and I will not say
That he is dead; he is just away."

During his last day he was about the house as usual, and expressed deep disappointment when he ascertained that the project for erecting a convention hall in this city had failed, remarking that he believed the people had made a mistake.

Mr. Buck's wife died twenty-four years ago. He is survived by five children, Mayton J., Miss Florence, Bailey M., Miss Mary and Mrs. R. I. Speer, of Fort Wayne, Ind., together with six grandchildren and many other relatives. Among the latter are a brother and sister, James G. Buck, of East Lansing, N. Y., and Mrs. Phoebe Conger, of Groton, N. Y. They are the last of twelve brothers and sisters. C. P. B.

Arizona Oranges.

The citrus industry in Arizona bids fair, from present indications, to become an important one and it is said that no one industry in the Salt River Valley has received such an impetus as that of orange culture. Over a hundred carloads of oranges were marketed in the East from Arizona this year, which amount is very much in excess of shipments of any season since the industry was first started in that State, and the growers by judicious grafting have so improved the quality of the fruit as to entitle it to rank among the finest flavored oranges on the market. Small shipments of lemons and grape fruit have also been made this year.

So great have been the returns from orchards this year and so eminently satisfactory the prices received from shipments to the various markets that not only are those living in what is known as the "Orange Belt" turning their attention to the planting of young orchards, but much capital is being put into the business by home-seekers and capitalists from outside of Arizona.

SLEEP AND GOOD FOOD.

They Count for Much in Achieving Salesmanship.

Written for the Tradesman.

"Yes, I've been in this department for almost as many years as I can count on the fingers of both my hands," said the pleasant girl in the underwear section of a large general store.

"I have customers that I have kept since the first day I stood behind the counter.

"When I began clerking I laid down certain rules for myself to follow. They might look austere to an outsider now, but they stood me in good stead then, and have done so in all these years.

"I made up my mind—and this seemed to me the first, the most important law to be set down—to treat all customers with a fine courtesy, but, if anything, to be more particular in serving the known-to-be or evidently poor people than the known-to-be or supposedly rich folk. I have never deviated from this standard. It is but right, in the first place, and, in the second, a considerable proportion of my customers have risen from struggling circumstances to affluence; and do you suppose anyone else could get these customers away from me? No. They quite frequently refer to the fact that I always have tried to please them, but that they were especially grateful to me in the days when they were limited as to the amount of money they had to do with. At present they spend money galore at my counter. They show good judgment in purchasing now, as they have been through the school of experience where they were obliged to be judicious, but of course since they became well off there is no scrimping necessary. The underclothing they buy is simply a 'dream,' but it's a blessed reality to me so far as piling up my sales is concerned.

"The underwear that is bought by the general public, take sales right through the year, has changed greatly since I began to earn my living. Everybody seems to go in for more and more extravagance; whether they can afford it or not seems small concern of theirs. Girls in offices who, it is understood, draw very meager salaries will indulge in elaborate lace-trimmed garments throughout, when they should be buying things that have good wear in them; thicker cloth with plain tucks for ornamentation would be much better for girls in their straightened circumstances. Often these are girls that have miserable homes to go to when their day's work is done, homes that are almost toppling over, the weight of the wretched mortgage on them is so heavy. Or the father is straining every effort to get out from under a debt incurred by sickness or other misfortune, and the money put by the frivolous daughters on foolish finery would be such a help if turned over to aid him. These daughters are among the selfish ones of earth; they are bound to make a show, no matter how much their own kin have to suffer therefor; they are of those

whose are ashamed of their old mother because she looks so old-fashioned and shabby. If they took one-half of the money they leave with me and put it to the use of the family comfort it would look a good deal better to those who know those families' pinching poverty. But, no; these unworthy daughters must have their belaced and beembroidered and beribboned skirts to wear with filmy—and I might say flimsy, as one quality generally goes with the other—muslin dresses, 'because,' forsooth, 'the lace shows through!' To my way of thinking it would be a good deal more to their credit to have kind and generous deeds show through their lives than for people to see the lace 'show through their dresses!

"No. 2 of my self-constituted commandments was that I would be fair alike to my employer and my customers. I think I may say in all honesty that I have always been perfectly square with both. I am always on time to work and I don't drop everything and fly the moment the clock strikes 12 or 6. The instant the gong sounds that longed-for hour some of our employes flee for the door as if shot out of a catapult. All they seem to live for, in the store, is the welcome sound of closing time. Mere clock-watchers are not the ones that give satisfaction. They are not often among those who get a raise.

"The third precept I set down on my list was to take excellent care of my stock. Many losses result from deterioration of merchandise, and carelessness of the clerk in handling same is one of the chief causes. If garments in my sort of stock get all jumbled up by crazy customers and are shaken out and laid in the folds in which they left the manufacturers' hands they will keep fresh-looking for a long time, whereas if folded any old way different from when leaving first hands they become full of creases and the patrons then get the idea that they are old goods; that we have had them in the store so long that they have become shopworn. Then they want a reduced price. So you see it pays in dollars and cents not to be 'negligent in well-doing' when it comes to my department.

"Cheerful whether I feel like it or not?"

"Yes, I can always manage to scare up a smile even if I'm so down in my own dumps that I have to pry it out! Nobody wants to be waited on by a glum sour old grouch of a clerk. I wouldn't want that sort myself, so I never dispense that variety of service. An employe who allows herself to show hateful moods soon gets a reputation for disagreeableness that is harder to get rid of than to acquire; it's like bad company in that respect.

"Good health has a great deal to do with good temper. I take the best of care of my physical self, consequently my mental self needs no looking after. Few people realize that 'A sound mind depends upon a sound body.' They keep late hours,

eat all kinds of stuff at all times of the day and night, dope with many varieties of pernicious medicine and otherwise smash the 'rules and regulations' of right living. I get plenty of refreshing sleep and eat wholesome food, so am not often attacked by the megrims. I like my work and probably that is the principal reason of my success in this special department."

There is much more that might be favorably remarked about this young lady than what she said of herself. I, for one, hope she will stay where she is, for she's certainly a daisy to trade with.

Jeanie Hirth.

Two Features Which Always Go Together.

High wages depend upon the value and the quality of the product of labor. No employer can profitably continue paying wages in excess of the value which the labor paid for creates. It is necessary that labor shall be efficient in order that wages may be high.

The dearest labor is not that for which the highest wages are paid, but that which is the least efficient and produces least. If a skilled bricklayer lays 2,000 bricks a day and receives \$6 wages, his labor is cheaper than that of a bricklayer receiving \$4 and laying 1,000 bricks.

Where the labor is employed in the operation of costly machinery its actual cost depends even more upon its efficiency. If the operator on a typesetting machine sets 50,000 ems in eight hours, and he was paid \$5 a day, the labor cost would be 10 cents a thousand. If he sets 20,000 ems a day and was paid \$4 wages, the labor cost would be 20 cents.

But the labor cost of the operator in any machine production is only part of the cost. There are the value of the machine, power, floor space and material which it uses, the cost of keeping it in repair, the cost of maintaining the building, light and heat. These are little more when a machine produces twice as much as when it produces half as much.

It correspondingly follows that low wages do not in themselves decrease the cost. A reduction in wages, accompanied with diminished efficiency of dissatisfied workmen, increases instead of diminishes the cost of production. Also increased wages, unless accompanied with increased efficiency, increase cost.

President Stickney, of the Chicago Great Western Railway, explains the bankruptcy of his road by the decreased efficiency of the trainmen and repair men. He says that increases in wages account for only a third of the increased cost of operation. The other two-thirds come from the increase in wrecks, collisions and damage to the railroad's property. Repairs have been less carefully and economically made. Trains are more carelessly operated. Supplies are wasted. The aggregate of these little wastes and less efficient work is enormous. There are two causes for this—one an economical fallacy which has spread in recent

years, and the other the growth of class feeling.

A man in any trade is inclined to think that making work makes wages. Perhaps the plumber, when he is called on a job, leaves it in such shape that it will leak and there will be occasion for repairs within a few weeks. Or the mason does not do his work to last. He takes care that the joints will have to be repointed and some refilling done in two or three years. The railroad engineer knows that a little carelessness on his part will add to the work in the repair shops, and the repair shop machinist knows how to patch a job so that it will come back again in a few months.

The illogical result is that everybody tries to make more work and that everybody is that much worse off.

If making work were a benefit, the burning of San Francisco would be a good thing because that made work. War would be a good thing because war makes work. The destruction of property would be good because that makes work.

The object of every invention, the whole struggle of mankind from the prehistoric ages, has been to make life easier, to reduce the amount of work and to increase the number of good things that can be got with the same amount of effort. Only by this method can wages be raised, capital be accumulated and mankind have leisure and comfort.

J. G. Gray.

A Spirited Witness.

Sir Henry Irving was once the guest of honor at a lawyer's banquet in New York. In the course of a graceful address he said:

"You, gentlemen, have given me most helpful advice on the art of acting. Will you permit me to give you in return a piece of advice regarding your profession?"

"My advice, then, is that you make your cross-examination less vigorous, less harsh. What is the good of treating an honest and sensitive witness on the witness stand as though he were a sneak thief? A young man in my company was a witness in a case of robbery. He had seen a thief snatch a young girl's pocketbook and make off.

"Well, the thief's lawyer cross-examined my young friend shamefully. He roared at him, shook his fist at him, raved at him.

"And at what hour did all this happen?" the lawyer, sneering, asked toward the end of his examination.

"I think—" my friend began, but he was at once interrupted.

"We don't care anything here about what you think!" said the lawyer, with a snort of contempt.

"Don't you want to hear what I think?" said my young friend, mildly. "Certainly not," the lawyer replied.

"Then," said my friend, "I may as well step down from the box. I'm not a lawyer. I can't talk without thinking."

If there is nothing heavenly here there is no heaven there.



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OF BUSINESS MEN.

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THE INTERURBAN BOGIES.

Down in Hillsdale county, as in many other counties, there is talk about electric interurban railways. In Detroit, Grand Rapids, Kalamazoo and other cities railway officials are talking hard in an effort to show that no more railways of any kind will be built in Michigan until the tax laws of the State are amended.

The talk in the small towns of Hillsdale county touching the interurban proposition is that the coming of the electric roads will practically wipe the small towns off the map; the talk in the larger cities about no more roads being built is that Eastern capitalists will not buy bonds until the State lets up on taxes.

The residents who fear their little home towns are to be annihilated are mistaken and the railway officials who are trying to frighten our State officials are equally in error.

As yet there is no case on record where a small city, a smaller village or a mere four-corners neighborhood has been wiped off the map by the coming to them of electric interurban railways. On the contrary, there are dozens of examples in the State of Michigan where real estate values have improved, where increased demands for houses and stores have developed and where improvements have come to all lines of business in those places. The car-every-hour schedule enables the farmer to visit their nearest village almost at will and, as a rule, he makes those visits in preference to going to the farther away metropolis. He knows the merchant, the artisan or the professional man in his nearby town, he does not know people in the city so well; he can make the shorter and more attractive visit in less than half the time; he can give an order from home by telephone to the man he knows, serene in his confidence that he will be well treated and that his order will be delivered on the next car.

And, finally, it has been the experience of all small town merchants along interurban lines, that because

of their lower prices, made possible by much smaller expenses, they are able to and do draw considerable trade in staple goods and all varieties of produce, from the residents of the larger business centers.

LONG LIVE THE DREAMER.

May the day never come when the man who dreams shall cease to hold a place among men.

And, as a foil to such a wish, may the day soon come when all men will be so broad of both brain and heart as to treat all dreamers fairly and cease calling them cranks, lunatics and the like.

Centuries ago a dreamer named Coronado declared that in due time the great public benefaction and improvement now building across the Isthmus of Panama would become a reality and his associates declared that he was insane.

Nearly a century ago a Mr. Roosevelt, an ancestor of our President, was an investor and an active participant in the building and operation of the first steamboat to cover the route from Pittsburgh to New Orleans. He was called a dreamer by his friends and when, during the trip, he predicted that thousands of steamboats would be plying up and down those rivers within half a century, his friends said he had gone mad on the subject.

At one time in his career as an inventor Robert Fulton was under serious consideration by his kinsmen and close associates as to the wisdom of having him declared crazy and a fit subject for an asylum. Similar observations and recommendations were indulged as to the man who originally suggested the construction of the Erie Canal.

Of course there are two sides to this discussion. The one side presents the dreamer of bad dreams and the other side shows the great majority of men who leap joyously and oracularly to the conclusion that any new problem suggested is worthless and not practicable, if it fails to bring immediate and direct material benefits to the present generation.

All scientific revolutions, all industrial revolutions and all worthy revolutions in commerce have had their genesis in the brain of some dreamer who had little or no pleasure and satisfaction in the working out of the problem he formulated beyond the keen and most abundant reward of achieving the result he foresaw and the intense delight he experienced through realization of the fact that he had bestowed a perpetual benefit upon his fellowmen.

And so will it be with many citizens in Grand Rapids to-day, who, in the face of satire, narrow minded criticism and prejudiced ignorance, have for years been firm in their faith as to the value there is for the city of Grand Rapids in the ultimate transformation of our shallow river from this city to Grand Haven into a slack-water, 15 foot channel navigable for deep-draught boats.

These men know that many years will be required to educate the public to the broad practical view of the case; they know that millions of dollars must be expended to carry out

the project and that the campaign will be beset with disappointments; they also know that "their children and their children's children, even to the third and fourth generation," will proudly boast that their ancestors were among the sturdiest, most persistent and most generous supporters of the most lasting and most valuable public improvement ever bestowed upon their city.

GOOD TWIN ORDINANCES.

There is an old, old saw which reads, "Order is Heaven's first law," and there is another one which declares that "Self preservation is the first law of Nature."

Just now, for various good reasons, the average citizen is inclined to sneer at the average modern epigrammatic utterance, so that it is good to call attention to old time sayings that are something besides merely smart.

How many retail merchants are there who, contemplating their own business and its possibilities, can give serious thought to the ancient axioms given above without intuitively tying them together, and so coming to a realization of the fact that it is possible to see considerable of Heaven and a great deal of Nature in his own bailiwick?

Merchants are not so dissimilar to other human beings that they are indifferent to their own self preservation, neither are they so superior to others of the genus homo that they are invariably and irrevocably orderly.

In almost exact proportion to his observance of Heaven's first law of order will a merchant contribute to a full realization of the first law of Nature. The merchant who has no system, no order in the conduct of his business, can not hope and has no right to expect to preserve his business for any considerable length of time. His accounting goes awry; his stocks leak away from him or lose their value through careless accumulation; his store becomes dusty, musty and unwholesome; his help grows indifferent and his customers gradually disappear. More than these, failure on the part of a merchant to observe the law of order invariably results in the development of a near-by competitor who sees the opening thus created and makes the most of it.

Order means something more than opening one's store at a certain hour in the morning, traveling over the same route in going to and fro between the store and home, washing one's windows on a certain day each week, dusting off the show cases and counters at exactly the same hours each day, and so on. It means self preservation as a merchant; the doing of something all the time to keep your store, your lines of goods, your help, your spirit of enterprise and interest in local affairs, clean, fresh, attractive and forceful day in and out. Brush away every speck of dusty accumulation as soon as it is discovered whether it be located upon your goods, your furniture, or the minds and energies of yourself or your assistants.

WELL DECEIVED.

In his Tale of a Tub Jonathan Swift says that, "The happiness of life consists in being well deceived," and that somewhat doubtful aphorism is brought to mind by the action of the Class in Practical Religion at the Plymouth Congregational church last Sunday when, in the face of the records of Mayor George E. Ellis and of Gambler George E. Ellis, a declaration favoring Mr. Ellis' candidacy for the mayoralty was formally adopted.

Of course, there are various definitions possible, as to the exact meaning of the term Practical Religion and as yet we have no specific analysis as to the Plymouth Congregational brand. Presumably it consists of maintaining a studious indifference to facts; of the rejection, without qualification, of all efforts to inform the uninformed; of accepting, without investigation, any cock-and-bull pretext that may be invented by a cold blooded, unscrupulous candidate for office or by his well trained, sycophantic workers. If this elucidation is the correct one, then, as Mr. Swift indicates, the Plymouth Congregational church Class in Practical Religion are happy, for they have surely been well deceived.

The United States Department of Agriculture has been experimenting in various sections of the country for several years, in the culture of Egyptian cotton. It is now announced that very promising results have been obtained in New Mexico and Arizona. Experiments also indicate that it can be successfully grown in Southern Georgia and Florida. The locality where the plant has done the best thus far is the basin of the Colorado River, 900 pounds having been grown on one acre there last year. The Egyptian cotton, while not as valuable as the best grades of sea island cotton, is considerably more valuable than the inland specimens of sea island and the uplands varieties. It is the strongest variety of cotton, of good length and is used largely for the best grades of undergarments. Several million dollars' worth is annually imported into this country.

The first quarter of the year has passed and its business record shows a great improvement over the concluding quarter of last year. Fewer failures occurred in March than in either of the preceding three months and the volume of March liabilities was the smallest for any month since September. While there are still some unfavorable conditions and trade is quiet, with curtailed production in many industries, there is a feeling of hopefulness that is growing. This feeling is one which can be promoted to a very considerable extent if all who are in a position to give orders for work will cease to hesitate and delay. Confidence is a child of slow growth, and should have every possible stimulus.

You always can measure a man by the things that provoke him to meriment.

PLAIN TALK.

Sensible Suggestions on Several Different Topics.

Many a man living in a small town sighs to live in a large city. It is supposed to be broadening to live in a large city where people think and do great things. In the city of Minneapolis there is added to our population say 20,000 people every year—enough to make a very respectable sized country town. And we build and plan on a large scale for the accommodation of our rapidly increasing population. In New York there is 200,000 of population added each year. And they build sky high and state wide to accommodate them. The City of New York could swallow a Minneapolis once every eighteen months and never bat an eye. These are great things; and it is inspiring to have a hand in the doing of them. But the town of small population and slow growth is not necessarily a place of small things only. A great souled man can do great things in a small town. And, on the other hand, it is appalling to see the percentage of small souled men in a great city. In the large city we get accustomed to letting the city do things for us. We thus lose our individual grip and initiative. If the wind, for example, breaks the top out of one of our street trees we let it hang and dry and rot until the city forester finds time to take it away. Last summer the Ladies' Gardening Society in our suburb, in an endeavor to make the place more presentable, called on a neighbor and asked if he would not cut the weeds at the roadside before his own door. "Not much," he replied. "I ain't goin' to break my back doin' what's the city's business. Let the city cut the weeds if it wants them cut." In our great cities we have local improvement associations. Some of these have the true spirit of getting together and lifting together for mutual helpfulness and neighborhood improvement. Others drift into the grab bag plan, jumping on the aldermen and the various boards of the city for appropriations for their particular section. Such associated effort often becomes pestilent, and in time develops a disrupted, discordant municipal government bordering on anarchy.

* * *

But in the town small enough to be a workable unit within the grasp of the average citizen's mind, one man of good will and good sense can do great things in the way of civic betterment. There are a hundred ways in which this beneficent activity can find expression. Every town of 100 or more people should have a park. If there is a grove yet standing within or near the village limits a movement should be put on foot at once to acquire it for park purposes before it shall be cut down. Twenty years from now trees will be precious things in America. Our National Forester, who doubtless has more accurate first hand knowledge of our forests than any other American citizen, says that at the present rate of cutting, our lumber trees will

be swept clean off the land by the year 1928. This being so it is none too early to organize this spring in every town in this Western country a tree planting association. Beginning now a very handsome start at foliage dressing can be given our naked landscapes at the end of twenty years. In certain New England towns such tree planting associations have been in successful and continuous existence for the past fifty years, with results that are strikingly rich, adding immeasurably to the value of property and to the value of living in those towns.

* * *

If you have not studied the matter you will be astonished to know what a great and rich variety of trees and ornamental shrubs can be grown in the treeless North and Northwest portions of the Mississippi Valley, and even yet farther north and northwest. It is now proven that in the southern half of Minnesota chestnut trees, beechnut trees, shell bark hickories and other hickories, black walnut and butternut trees can be grown to profitable nut bearing age, promising old age and high timber values. Timber and ornamental trees from many parts of the world have been naturalized in this climate. The planting of these by roadsides, by brooksides, in waste and rough places, on hillsides and in gullies is not only a matter of soul culture—it will soon be proven even to the fool's understanding that it is a matter of preservation of life, of liberty and of happiness. Tree planting associations formed this spring in a thousand Northwest towns would be worth more to this section than an appropriation of \$100,000,000 for the improvement of rivers and harbors. And one public spirited man in each town can insure, if he will, the establishment and successful management of such an association. For your aid in this work the Government forest service at Washington offers free of cost an abundance of educational literature.

* * *

Any man who lives in a cultivated land lives with other people, and for that reason must to a degree be molded to fit the conveniences and necessities of other people. Especially is this true of the employee, the man whose hopes of life are all pinned to the pay envelope. Such a man's life plans are more or less tentative. He must hold himself ready to be picked up any time to plug up a hole in another man's plans or to be thrown out altogether as unnecessary to that man's plans. Thus he loses much of the keenest of life's enjoyment, the consciousness that he is as one of the gods, free to choose his own plan and free to execute it. This God-given power in a man—this independence, individuality—is what differentiates men from human floodwood. In masses it makes all the difference between the high-strung, world-winning classes of our American West and the unstrung, gumbo masses of Hindoostan. This is the chief reason why I have a quarrel with the great heaped-up piles of individual wealth in America, where from 1,000

to 10,000 pay envelopes hang on one man's desk hook and all may be thrown into his wastebasket if he so wills it. Our industrial evolution has made it necessary that wealth works in lumps, but it is not necessary that one overfed man shall sit on top of the lump and with his one little will negative the wills of 10,000 of his fellow men.

* * *

I have been told by the advocates of the let-her-go-policy that this condition of one big man to 10,000 little ones is not so very distressing. The little ones learn to flock around the big one, look up to him for their daily bread as the chickens do to the farmer's wife with the pan of corn. They grow comfortable in their relations and are saved the trouble of worrying over their daily loaf. This is all very well until some fine morning the farmer's wife falls sick and forgets the chickens. Last week a forgotten chicken came to my door. He was not a spring chicken, either—being about 55 years old. He was canvassing for a nursery, but up to two years ago he was a book-keeper in a big Chicago concern. At that time he was forced to take a rest at a sanitarium, and when he got back he found a younger chicken in his feed box. Grown up under the shadow of the corn pan he had learned to look up and not down for his food. The average old book-keeper out canvassing is about like the average chicken out swimming. This man was a real nice man to visit with, but a canvasser must be a man who, while he is visiting a man, can hold him up and take away his valuables in such a way that the man will thank him for the courtesy. Now this man could not take a cigar from a wooden Indian, much less an order from a live white man. Wouldn't you hate to be the woman dependent on this stray chicken to keep the wolf from the door?

* * *

What kind of a nation would we be with 10,000 people such as he to every one captain of industry? It is inevitable that many men should be employees. But even so, every encouragement possible should be offered men to do business for themselves; to save a part of their earnings; to lay by in a perfectly safe place their savings; to plan for themselves and look out for their own future. It would be vastly better for the industries themselves, as well as for the men as individuals, if they could invest in the stocks of the company for which they work; first being assured that some person behind the curtain is not juggling with the stock. Once offer to your masses who now live from hand to mouth a safe and handy jug for their odd pennies and you would see millions of money saved for beneficent use where now it is devoured by wildcats or thrown to the birds. Then there would be encouragement for a man to plan for himself and to know himself for a self-molded man and not a wad of putty molded by another man.—Sharpshooter in Commercial West.

Imitation Gold Made from Copper.

Manufactured gold is metallurgy's latest feat. It is composed of 978 parts of copper, two parts of gold and twenty parts of aluminium. The first step in its production is the melting of the copper and the gold in a melting pot of fire clay or some other fireproof material. The mixture is kept in a molten condition about half an hour, after which fifty parts of borax are added as flux. The mass then can be poured out into bars. This alloy can be wrought into plate or wire, thus allowing of the manufacture of manifold varieties of ornaments and trinkets. The tint can be altered to suit by changing the proportion of the three metals. To produce red, less gold and less aluminium are needed. For yellow, a little less gold; for green, less gold and more aluminium. The new gold is extremely ductile, malleable, and, when polished, brilliant. It therefore not only resembles gold in appearance but has the enduring qualities of gold. It is not a gold plated article, but a gold imitation which requires no plating. There is no danger that it will lose its attractiveness by having the thin coat wear off, but its composition must be good or it is of no value whatever. The mixture of copper, gold, and aluminium is cheap and therefore enables the making of ornaments and jewelry at much lower prices than double plated articles. Although there is at least a small quantity of genuine gold in this composition, there are alloys made entirely of base metals. There is one consisting of 100 parts of zinc and eight to fifteen parts of sulphur strontium, to which as much copper is added as is needed to produce the desired tinge.

Magic Well Discovered in Ohio.

Salt water and fresh water from the same well is an Ohio novelty discovered by a member of the United States Geological Survey engaged in making investigations of ground water conditions in Hamilton county of that State. Except for the fact that two pumps are set in it side by side, it resembles an ordinary well. But one of the pumps supplies water excellent to taste, whereas the water from the other is so highly charged with various mineral salts that it is almost brine. This water has been recommended by some physicians as having big medicinal value. When first dug the well was a great wonder. The secret of the phenomenon lies in the fact that two water bearing beds confined between layers of limestone occur at this point, the upper carrying fresh water and the lower salt. The pipe of the fresh water pump is but 16 feet long, and that of the salt water pump is 35 feet. The brine, being heavier than the fresh water, does not mix with it, but remains at the bottom of the well and the longer pipe consequently draws only the salty water.

Your religion is not to be measured by what you are giving up, but by what you are giving out.

There are too many trying to whiten the world by blackening others.

GOD PROVIDES

For His Birds, His Lilies and His Children.*

The shady, quiet nooks by the purling streams that flow through the forest growth are getting more and more rare as the years go by. In the rapid elision of forest growth we have to go farther and farther from town to find these beautiful quiet protected places where the early flowers first bloom in springtime. But if you could go with me in a few days now to certain places along Plaster Creek or upon the river bank below the city we could find certain seductive places in which grows the adder's tongue, one of the most attractive members of the lily family. First comes the thick green lanceolate leaves and soon after follows the rapid growing flower stem tipped with a golden recurved blossom, a typical lily in form and color.

If we should cast about with eyes open to the beautiful "green things growing" we should probably find the Trillium, or Wake-robin, and that exquisite little harbinger of the soft springdays, the Spring Beauty, and co-ordinate with these beautiful denizens of the wood are the Hepatica and the Squirrel-corn and that perfection of all wood flowers, the Bloodroot.

Some of us have transplanted these frail things to our home grounds and can enjoy their delicate beauty as they spring so suddenly into life without taking the long trip to the woods. Others have imitated Nature by adopting the more aristocratic relations of these flower people to the conditions of the grounds about our rooftree. And we have the Crocus, the Narcissus, the Snowdrop, the Jonquil and the Daffodil. Later on we decorate our homes at the Easter season with rare Bermuda lilies, and still later in the season some of us have the pleasure of worshipping at the shrine of that prince of all lilies, the Auratum. In all of these exquisite creations there is one principle involved which expresses the wonderful provision of Nature which we can interpret as "God providing for His lilies."

How is it that this miracle can be performed in the springtime? One day the woods and ground beneath the trees are simply browns and grays and in a day or two we have the glory of a variety of flowers in full bloom. This to the child seems as great a miracle as the conversion of water into wine, the healing of the sick or the multiplying of manna. It is not a miracle; it is the working out of God's law. It is an expression of the wonderful provision of Nature in the care of her most beautiful creations. It seems a miracle because the transformation is so sudden, but all the year before the good Lord has been preparing for this demonstration. Under the marvelous plans of creation, stored up nourishment has been gradually accumulating in the bulbs of all these early flowering plants and, when the quickening life of spring occurs, all of this nourish-

ment is suddenly transformed into beauty of form and delicacy of color. It is a perfect illustration of God's method, the expression of which we find in Jesus' words, "My Father worketh hitherto and I work."

The wonderful adaptation of plants to situations in which they are protected and in which they can develop perfectly is a study of God's word at once interesting and entrancing. From it we can learn lessons as far-reaching in their influence upon human character as in any printed word.

Who of you has not cried out with joy while hunting for the first spring flowers to find a spray of that beautiful Harbinger of Spring which we call Pepper and Salt? So much like the tints of the ground surface it is thus protected in its frail delicacy from destruction. And who of you has not enjoyed the pleasure of sitting down by some mound in the wood and studying the artistic arrangement of the trailing Partridge Berry with its scarlet fruit adorning some bit of earth carefully molded into beautiful shape by Nature's forces? And I trust many of you have had the pleasure of plucking the shy Trailing Arbutus so carefully hidden beneath the protecting covering of leaves and stems. From Nature's perfect method of hiding and protecting her treasures, we learn the lessons which lie at the foundation of the landscape gardener's art.

Turning from the lilies to the birds, how wondrously has Nature provided for the multiplication and protection of these denizens of the air, the woods and the river side! In the study of the traits of birds we trace an instinct which we can not fully understand, but before which we bow with an emotion that is kindred to worship because it is such a wonderful expression of God in Nature. How long and earnestly have our bird lovers studied the migration of birds without fully explaining or understanding it. What delightful literature has been evolved from the tireless study of the ways of the feathered creation.

We watch the robin as he hops about on the lawn apparently intent upon the sky above when suddenly he stops and listens and his beak goes down in among the roots of the grass and draws out the larva with which to feed the nestlings. How did he know the food was there? We might with our highly developed senses have listened for hours and days and never heard or seen indications of this source of food supply.

How cautiously the pair of wrens, which visit us in the springtime, seek out the various nooks of safety and finally make a choice of a location in which to build their home for the season, and with what care and precision and exquisite workmanship the oriole selects its material and weaves it into the wonderful bird home in which to domicile for the season and rear its brood.

How marvelously has Nature provided through imitating tints and shades for the protection of bird life from invasion, as illustrated in the

whip-poor-will, which can hardly be picked out from the gray branches and mosses of the ground where it has chosen its place for nesting. How passing strange is the development of that instinct, which is illustrated in the partridge and quail and many of the water birds, when upon the approach of danger to their young, imitate the actions of the injured bird to attract the attention of the marauder from the young which she desires to protect.

In a thousand ways we find illustrated in bird life the protecting care of the Father which is voiced in the topic we are considering. And as we pass on to the wonderful protection in God's care for His children we find uppermost of all the parental instinct so strongly implanted in the human mind and heart as to make any sacrifice for the protection of the babe that comes into this world's life so illy prepared to care for itself. The young of our domestic animals are born into the world far better equipped to be independent than our human babies, but God has abundantly provided for this emergency in the ability of motherhood and fatherhood to protect and care for child life during its greatest need. And herein lies that greatest responsibility of life which God has placed upon His human children. In the instinct for race preservation, in the quality of human brotherhood and in the missionary spirit, which finds a place in human life wherever it may be found, we note the spirit of that protecting care for which God has arranged in the care of His children. But in the study of the details illustrated in the working of God's laws as affecting life, it is well for us to pause a moment and think of our own responsibilities. Of all the creation of life in this world, it is reserved for human life to have the responsibility of right action. In the children of men God has implanted an obligation which can be found nowhere else in creation, and it is this obligation which not only gives us distinction but places upon us a responsibility which we can not shirk and which we should consider in all the activities and relationships of life.

We have spoken of God's protecting care of the wild flowers. Do not we share with God the responsibility of this protection and this thoughtful care? Are we always mindful of this responsibility? When we carelessly gather the Trailing Arbutus so rare by the armful and as a result of this ruthless destruction finally blot out this delicate expression of vegetable life from our region, thus depriving the children of another generation of the pleasures which we have enjoyed, are not we careless of a responsibility which is upon us to protect the lilies of the field? When we gather great bunches of wild flowers, grasping them tightly in our hands until they wilt and become valueless and then cast them from us, thus destroying the beauty which ought to remain as a source of joy to others, are we not careless of our responsibility to the lilies of the field?

Good friends of our city have gathered money and saved from destruction a beautiful fringe of woods several miles in length upon our river bank below the city. Beneath these trees and shrubs there grow a wonderful variety of these most delicate wild flowers. A little later in the season a perfect carpet of color in many places upon this driveway will be upon exhibition. These public-spirited citizens have saved this bit of natural forest with all its beautiful accompaniments for the pleasure of all the people. As thousands of children in the future traverse this beautiful stretch of ground by the river's edge, I trust they will remember the responsibility to protect these beautiful things that may be preserved for all time to give enjoyment to children and children's children, for it would take but a single season or two of constant plucking to destroy all the value that we have preserved.

The lesson that should come to us is that all of these things are for our use and pleasure and that we must not ruthlessly destroy them in trying to contribute to our immediate enjoyment. And in the Father's protection of the birds we ought to learn a most important lesson which so many of us are guilty of forgetting. The boy who is out with his air gun hunting in every nook and corner for a bird to kill has not learned this lesson. The child who thoughtlessly grabs the pebble to cast at the bird or the squirrel ought to have this lesson sink more deeply into his heart. The man with a gun who as a simple source of pleasure ruthlessly destroys the life of our birds until many of them have become extinct, takes upon himself a very serious responsibility, and if he looks inwardly he will find that his heart is not quite in accord with the Master's thought of providing for the birds of the air.

I would be glad if this neglected responsibility could be confined to boys and men, but, unfortunately, the love of finery on the part of our girls and women is responsible in a large measure for the gradual extinction of many of our most beautiful feathered friends. We have a right and a duty to develop within us a spirit which appreciates the artistic side of life, but in the evolution of this love of art we break a higher obligation when we do it at the expense of bird life, and especially when we seek to adorn ourselves with the delicate forms which are an expression of bird maternity, the deprivation of which destroys the life not only of a mother but of her fledgelings. We pronounce our encomiums of praise upon the tenderness of women, and God forbid that through any expression of art we should develop a tendency to lower our standard of womanhood by taking away any of this tender thoughtfulness which marks the sweetest human attribute.

We do well to etch into our lives that sweet expression of the apostle of art, John Ruskin, when he says, "I will not hurt or kill any living

*Address by Hon. Chas. W. Garfield at Division street M. E. church.

creature needlessly or destroy any beautiful thing, but will strive to save and comfort all the gentle life and guard and protect all natural beauty on earth."

The same force formed the sparrow
That fashioned man, the King,
That God of the whole gave a spark to the soul
Of every feathered thing.

And I am my brother's keeper
And I will fight his fight,
And speak the word for beast and bird
'Till the world shall set things right.

I would like to impress as a final word upon us all the fact that we are living in a beautiful world; that it is God's world; that because we live here and are children of God we have a great responsibility in maintaining the usefulness and the beauty of our environment. We have no right in the interests of selfishness to sacrifice any of the beautiful things of the earth. We have no right to deprive the generations that will come after us of the same beautiful things which make this world attractive and which have contributed to our welfare and happiness. A great responsibility rests upon the shoulders of each child of God (and we are all His children) to foster and protect all of the expressions of beauty with which this world is adorned and which are evidence of a Father's care and thoughtfulness for His children.

It takes some frost to ripen the best fruits of the heart.

He can not pray for himself who prays only for himself.

One Way the Railroads Punish the Public.

Grant, April 7—There can be no doubt of the fact that the railroads are even yet sulking over the act of Michigan's last Legislature fixing the passenger rate at 2 cents per mile. It was, of course, unfortunate that the money panic should come upon the heels of the law's enactment, rendering anything like a fair trial of the new order out of the question.

There has, of course, not been a fair showing of how the law works, and yet, judging from the Commissioner's report, the railroads make a surprisingly good showing. How much the panic has had to do with the lack of usual business in certain quarters it is, of course, impossible to say.

I am led to these remarks by certain little incidents that came under my observation during a recent trip through the State.

At one station on the Pere Marquette, where several passengers took the northbound train, there was no fire in the waiting room, although the day was damp and raw. Country people, some of whom drive many miles to reach the station, find themselves, after a long chilling ride, subject to a long wait in a damp and fireless room.

No attempt had been made to build a fire and the chilled passengers were obliged to exercise their powers of pedestrianism in order to save themselves from severe colds. What right have railroad companies

to so treat their customers? Since the rains of heaven fall alike upon the just and the unjust, these monopolistic firms punish their friends and enemies with equal severity.

Possibly there might have been an excuse for this one instance of neglect of the people's comfort, although none was apparent, had not a like offense appeared at another station less than a dozen miles farther up the line where we alighted—a cold waiting room, with a shuddering lot of passengers wondering and inwardly anathematizing the railway company.

It looks to an ordinary individual like a mighty small piece of business for a giant corporation to vent its spite in this manner. Doubtless along the length of the line many other fireless waiting rooms greeted the incoming and outgoing passengers on this raw March day.

It is said there is a proper time to kick. Perhaps that time has about arrived. No fair minded man wishes to see the railroads suffer a loss from receiving too small compensation for passenger traffic; and a fair and honest trial of the new law, should it demonstrate ruinous loss to the railways, would undoubtedly result in a return to the old rate. However, this wholesale punishments of the public such as the game of freeze out as above described, will not tend toward making friends for the railroads among the mass of the people.

J. M. Merrill.

Knew His Place.

There is a Grand Rapids man of some wealth, but simple tastes, the latter of which include certain things he liked to do as a country boy.

One day, according to his own account of the incident, he was sitting on the back porch of his house overlooking his garden busily shelling a bag of peas. This was the servant's work, of course, but he was doing it for the fun of the thing, his wife the meantime entertaining some "smart" friends. Suddenly the owner of the place heard one of the women say:

"Oh, I must see your pretty garden. I have heard so much of it."

The next instant a window was opened and out popped two heads. The man was in a strait. He knew, of course, that his wife would be horribly mortified. With great self-possession he turned his head away and continued his work. His wife was not far behind him in quickness of resource:

"Patrick!" she called out, "you mustn't forget to mow that grass before Mr. Blank comes home."

"Yis, mum," answered the peasheller, with his best brogue, and the crisis was passed in safety.

Trying To Do Them Justice.

"Who is that queer-looking man over there? The one who is jumping around and tearing his hair? I can't understand a word he says."

"It's just as well you can't. That's a foreign automobilist describing our American roads."

We Guarantee the Sale of

Post (Formerly called Elijah's Manna) Toasties

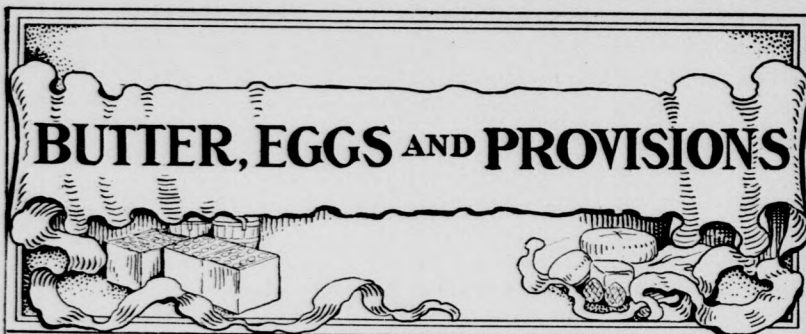
We keep them "on the move" by our well-known, liberal, and convincing advertising.
We save the dealer "the trouble to explain" the change in name from

ELIJAH'S MANNA to POST TOASTIES

by fac-simile display ads.—The food is the same—delicious, crisp Corn Flakes, with the special "toasty" flavour, "browned to a turn."

"The Taste Lingers"

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



Observation of a Gotham Egg Man.

We can not judge at all accurately of the relative scale of egg production by a comparison of the March receipts because the volume of these is considerably affected by the character of the weather in February. This year we did not reach the first heavy flush of arrivals until the week ending March 14, while last year we reached it in the week ending March 9 and this difference may account for all of the reduction in receipts. Another element of difference which must be considered is that last year eggs were coming forward in considerable quantity for storage in Eastern houses during the latter part of March, while this year it looks as if a larger part of the storing to this date has been done in interior houses. It is the general opinion of the trade that while production got into full swing later this year than last, the productive capacity is fully as great as last year if not greater.

Yet, in spite of this general belief, in spite of the heavy losses incurred on the early storage operations last year, and in spite of the far less favorable industrial conditions now prevailing, prices fail to come down to the level which operators generally looked forward to as being necessary in order to make the storage of spring eggs reasonably safe. And an additional argument in favor of the necessity of a low storage level is the evidence that consumptive trade is not up to expectations.

Packers seem to be impressed with the general feeling that the present level of prices makes storage hazardous, and yet they adopt the very course which sustains them. Country prices for loose eggs which, a short time ago were ranging mainly from 11@12½c are now said to have risen to 12@13c as a rule. Packers pay these prices, and instead of letting the goods come forward freely to distributing markets many of them are grading up their goods, packing for storage, selling what they can find buyers for at a profitable price, and accumulating the balance. And so prices are kept up. At the rates now ruling for loose eggs in the interior storage packings can not be profitably sold in seaboard markets under a range of 16@17c, according to the location and the closeness of the grading, and some packers in desirable localities ask the outside figure net. Buyers in this section are not taking hold to any extent at these prices, and it is now a question whether they will later, or whether interior operators will store enough to hold the prices up,

or whether a general holding off will ultimately force the market to a safer point. The most hopeful factor, as favoring the latter outcome, is the fact that most of the storehouses are holding out in the refusal to advance over \$3 a case in the interior and \$3.35 at seaboard. So far it is reported that only a few houses have been willing to make larger advances than this and their influence may have had an important bearing in supporting prices which will be removed when they get filled up.

One of our local egg dealers brought to the Exchange one day last week a new flat for egg cases which had been used on a shipment of eggs handled by him in the regular course of trade and which is worthy of notice. The flat is made of heavy straw board and is lined with six rather wide corrugations, about half an inch deep.

It is designed to use over the top and under the bottom layers without other packing. As the card is quite stiff and substantial and as it fits the case snugly it can not spread, and the weight of the eggs is not sufficient to crush it down. Thus it acts as a springy support under and over the eggs and looks like a good thing. The lot of eggs in question was free from breakage. We can see only one possible difficulty and that is in the event of wetting, which may occur through accident or through the condensation on the eggs after removal from storage. Its "stand up" qualities under such conditions, especially the latter, should be proven before an unreserved endorsement can be given.—N. Y. Produce Review.

Back To Ireland.

"Back to the old country for mine," said the young Irishman about to sail. "The Irish government is today the most humane and encouraging on the face of the earth for a poor man who wants to get along. You can have all the land you want on your own terms. England will furnish all the seed you need. She has stocked Ireland with the finest stallions and thoroughbred bulls. If you want to raise pigs, she will start you. If you grow chickens and will begin by killing off all the old hens and roosters, she will give a new breed and will provide a good market for your eggs and young chickens. She also provides a good market for your crops, no matter what they may be. Everything possible is done to make you independent. If you build a fence around your farm England will pay half the expense."

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

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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

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

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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.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 4—General enquiry among jobbers as to the coffee situation shows a very moderate trade. Roasters seem to be working along with the lightest possible supplies and interior dealers are sailing along under mighty light spread of canvas. The speculative market is firmer and dealers in "the district" seem to be quite optimistic. In store and afloat there are 3,802,744 bags, against 3,935,064 bags at the same time last year. At the close Rio No. 7 is firm at 6@6½c. Mild grades share with Brazils the general quietude and sales are of small lots generally. Prices show no change in any respect.

Refined sugar is quiet. It is supposed from the amount of business done in withdrawals that distributors must be pretty well stocked up and at the moment trading is extremely light, new business being practically nil. Possibly the cold weather has had some effect on this article and with some really seasonable days a change will set in.

The week has shown a little better movement in teas and dealers are reporting some gratifying transactions. Sales are not large, individually, but the aggregate is quite satisfactory. Low grades seem to be in better request than the better sorts. Quotations are, as a rule, upheld.

Spices are well sustained. Supplies are not overabundant, nor are great quantities reported on the way. The situation is generally in favor of the seller, but quotations show no change.

Molasses is firm, but buyers are taking only enough to keep assortments complete and there is no chance of any noticeable increase in trade, as the season has now about passed. Syrups are quiet. Offerings are light.

There is not an item of interest to be found in the canned goods trade. Spot corn is especially dull and it is reported that some sellers are inclined to accept 55c for last season's pack, and it is thought that, rather than lose a sale, they might shade this. Buyers show mighty little interest and nothing above 50c seems to have any attraction. Some sellers put on a bold front and will not talk of anything less than 60c for standard, with fancy up to 80c and even 85c. Little Maine corn is to be found and quotations are nominal. Tomatoes, according to the buyer, are not worth more than 75c f. o. b. Packers do not like to consider this figure, but regard 77½c as the letting-go rate; in fact, offerings are quite liberal at this figure. For futures packers want 80c, if they can't get 82½c, and might, perhaps, consider 77½c or, possibly, 75c in the case of those who have not a great

reputation to maintain. Peas, and in fact all the remainder of the line, are quiet and quotations are practically unchanged.

The very cold weather has caused the butter market to show a decided advance. Supplies have decreased rapidly and there is really a scarcity, even at the advance of 1c over last week. Creamery specials are worth 30½c; extras, 30c; firsts, 27@30c; held stock, specials, 28½c and down to 24c; imitation creamery, 23@26c, latter for extras; Western factory, firsts, 20@20½c; held, 19@20½c.

The cheese quotations prevailing here have attracted supplies from other sections and supplies have been coming in liberally from unexpected sources, so that the matter has been overdone and some decline has set in, top grades not being held at over 16c. Stock must be very desirable to fetch this rate and the tendency is to a lower level.

Eggs are firm for grades that stand the test and some advance has been made in nearby stock, which is now quoted at 19c. Western grades are firm and fetch 16@16½c; regular pack, 15¾c; firsts, 15¼@15½c.

Modern Methods Pursued by Detectives.

Ten years ago detectives relied upon stereotyped methods of discovering crime. Descriptions of the persons wanted were posted upon the bulletins of every police station throughout the country, and that was considered quite enough. Now the system has undergone a drastic change, and the methods of the detectives of to-day are no less romantic than those of the sleuthhounds of fiction.

The Abbe Delarue vanished some little time ago, and the French police were at a loss to discover any trace of him. That he had been done to death was taken for granted, until a detective searched the surrounding country with a hyena. These animals can scent a dead body from afar, whether buried or not, but in this instance the animal showed no signs of having discovered any such horror.

Then the police turned their attention elsewhere, and finally they discovered the missing abbot in Brussels, alive and well.

Another novelty in the elucidation of crimes is the adoption of the method of compulsory confession. Recently a Paris detective suspected a man of a brutal murder, but the evidence necessary was lacking. Without hesitation, however, he accosted the suspect in a cafe and accused him of the crime.

"Look!" he said, "the third button is missing from your left shoe. Here it is. I picked it up in the house of your victim. Confess!"

This was the merest bluff, but the suspect at once confessed.

Already Employed.

"Want a job, Rastus?"

"No, sah, no, sah; done got a job, sah."

"Indeed, what are you doing?"

"Takin' in washin' foah ma wife to do, sah."

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

Dandelion Vegetable Butter Color

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

Morris Kent Co.

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Wholesale Grain and Produce

Potatoes and Beans a Specialty

We Can Supply You in Car Lots or Less

Strangers Only Need to Be Told That

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

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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

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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.

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Fourteen Years' Square Dealing

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

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.

Printing for Produce Dealers



Distinguishing Features of the Tailor-Made Girl.

Never in the history of modern dress have styles been so simple as they are to-day; and therefore it follows never have they been so difficult. The "simple little frock" men are wont to quote to their wives and sisters as "most fetching" is invariably the product of the skilled couturier. Only in the case of tailored street clothes can we reach anything like success at a reasonable expenditure, and for this we have to thank the shops who follow so closely every dictate of the fashion authorities in cut and color and finish, and who clothe the rank and file of American womankind in a manner which justly earns her the title of the best-dressed woman in the world. Indeed, so much variety, even individuality, is put into the "ready-made" suits to-day that they are scarcely to be distinguished from the productions of the smartest custom tailors.

The tailored girl has many requirements besides her actual suit, or, rather suits, for the up-to-date girl often has several in one season, the number limited only by the size of the dress allowance. There is, of course, the accompanying hat, which is a most serious matter in these days when one is dated, almost, one might say, to the hour, by the headwear one dons. The proper waist to accompany the tailored suit is another chapter in itself. Then there are boots to consider, and gloves, and purse, and neckwear, and even jewelry, for we find the shops featuring tailored jewelry as calmly as they do street boots. And why not, since it is agreed by all women of refinement that the diamond sunburst belongs to the evening function, and the pearl necklace should appear only at indoor affairs. The tailor-made maid is perfection only when she gives attention to all the little details of her outfit. It is the harmony and appropriateness of these that will distinguish the spring of 1908 tailor-made girl above all her predecessors.

Hips Are Abolished.

The tailored suits of spring have a certain similarity of appearance, yet upon examination one finds them vastly unlike. This is because all suits this season are planned to give the same general figure outlines, the svelte, slender, hipless look, with skirts almost skimpy in their lines.

Provided one gets these figure outlines it is immaterial whether the skirt be cut circular or pleated. One takes one's choice, with a tendency toward circular cuts for those who always want the very latest thing.

Tucks and bands, or better still, a band adorns the tailored skirt. One of the very latest manifestations is the skirt which buttons down the front. Actually buttons with truly buttonholes outlined in soutache braid or cloth folds.

As To Coats.

The coats are semi or three-quarters fitted, never tight, and vary in length from thirty to forty inches; that is, they are neither markedly short nor markedly long. The length is usually according to the height of the wearer, the question of a few inches more or a few inches less not affecting the general style of the garment.

Most of the plainer style coats are cutaway, more or less sharply. In some instances the cut is quite from the bust line, and again is indicated only by a modest blunting of the corners.

Aside from the cutaway there is the coat which dips back and front, sloping moderately high on the hip, a style especially becoming to those who have overmuch hip measurement.

Still another style has the postilion back. This, while not generally seen, is exceedingly smart when well tailored, and, like the slope-side coat, is inclined to diminish the apparent girth of the too generous hips.

Trio of Important Features.

Buttons and stripes and bands each play an important part in the tailor-made scheme this spring. About two-thirds of the tailored materials are stripes, either in duotone, shadow effect or in subdued color combinations. Very smart and serviceable are the shadow stripes and duotones in English mohairs, a fabric of almost everlasting wear and exceeding good looks. Several imported models have come over in this material this spring, which, combined with the universal service qualities, put it in the lime light of fashion favor.

Vogue of Twills.

Feather weight worsted and Donegal suitings are among the prime favorites this season. Then there are the serge and cheviot family, enjoying a favor such as they have not known in years. Everything in these twill weaves, from the very finest serges, almost as fine as cashmeres, to the heavy homespun effects, is shown, and each has its particular follower.

As in the style of skirt or length of coat, it is a matter of individual choice.

The Tailor Maid's Shirts.

Shirts to wear with the tailored

suits may be of the severest possible style, or may run to elaborate affairs in laces and embroideries, just as one pleases. Many affect the strictly tailored shirt with a broad bosom effect composed of plaits, which is starched somewhat more than the rest of the shirt. There are regular coat sleeves and attached stiff cuffs or detachable turn-back cuffs. Many of the tailored waists have a touch of color, either in the material or in some added band trimming, in which case the color appears in the collar and cuffs, in trimming bands or in embroideries.

The Lingerie Waist.

The dressy waist, or lingerie waist, as it is called, is so flatteringly becoming to many women that they will not desert it for the more trying tailored styles, hence we see the continued vogue of those soft little blouses of fine batistes and linens, elaborately inset with laces, or entirely of allover embroideries.

One may wear as plain or as elaborate a waist as one wishes with the tailored suit, although, of course, the true tailor-made maid insists on the strictly tailored shirt.

There is a marked tendency to stick to the high buttoned boots this spring as against the low pump or Oxford. This is smart looking and gives a trimmer ankle than the low shoe, but once real hot weather comes the greater comfort of the low shoe will turn the scale in favor of that article without doubt.

In the meantime, boots with cloth or ooze tops in colors matching the suit or some accessory are considered the height of tailor-made correctness. So well have the clothmakers and the shoemakers agreed this year that the girl who can not afford to have her boots made to order can readily match the shade of her spring suit in boot tops in the regular shoe stores. Then the tan and brown leathers in low shoes and high boots will harmonize with all street shades in dress, and are excellent smart styles.

The Purse and Bag Styles.

There are various smart new fancies in bags and purses for the tailored girl, one of which, a wrist bracelet bag, has for the handle two plain metal circles, for all the world like a Tiffany bracelet. These slide over the hand and serve to carry the bag on the arm.

The balloon-shaped bag, introduced last season, is popular again this year, and there are trimmed styles, showing two shades of leather, one or both of which match the tones of the suit.

The purse, it should be remembered, is always a part of the smart tailored suit, and must be selected as carefully, with an eye to harmony, as the actual trimming of the suit itself. Of course it is a fitted purse, for who would go shopping or strolling nowadays without the handy little powder puff and candid little mirror, to help correct any ravages of wind or weather?

The Tailor Maid's Jewelry.

The tailored jewelry would make a whole chapter in itself. It must be

simple as to setting and massive rather than delicate. Quaint old brooches set with huge semi-precious stones are liked for the collar, and are often worn without any tie. Link cuff sets, where worn, must match the pin.

No comb in the hair, and the barrette, if necessary, a plain tortoise one, is the rule of the tailor-made maid. Where a bracelet is worn by the tailored girl it is of the heavy hand-made variety, something distinctly individual. In rings the same idea of quaint but substantial workmanship is conveyed.

The cat's-eye is the simple fashion of the moment in tailored jewelry, and one may see the tailored maid draw off her gloves for luncheon to disclose a cat's-eye cut in a scarabe, extending quite to the first joint. The belt buckle and brooch are of the same stone, and the setting in each case is a French copper finish.

The Tailored Girl's Boots.

Substantial-looking buttoned boots are the approved footwear for street at the present time. First in favor come the boots of ooze calf in shade to match the suit. Patent leather vamps with dull kid tops are staple and with cloth tops to match suit are counted high style. The practical lace boot of fine calf is for hard weather service, for the strictly manish tailored girl.

Shoe Styles for Well-Dressed Men.

With his shirt, his coat and his waistcoat according to the best models there is little chance for the well dressed man to go astray. In details he may carry still further the exhibition of his taste and knowledge.

In his shoes, for instance, he may go so far wrong as to nullify his other excellencies. For wear at dinners, dances and all full dress occasions the only appropriate shoe is the pump. As that may seem to some men too formal for evening wear at the theater, and the pump is not comfortable for walking, a buttoned high patent leather boot is admissible.

This is better style with the usual cap, although there are still many conventional dressers who believe that the only appropriate footwear for full dress on all occasions is a kid top with a patent leather shoe having no tip. This may have been smart in early Victorian days, but nowadays fashion has decreed that only the pump shall be worn. It is still the most popular style of shoe at the opera.

With the pump should be worn silk socks, which do not admit of any color, although black with gray and white patterns are in good style. For wear at home with a dinner coat the line against color need not be so carefully drawn, and there is ample opportunity for the wearer's play of fancy and imagination in colors and combinations.

Proof of Intellectuality.

Hyker—Browning's wife must be an intellectual woman.

Pyker—Why do you think so?

Hyker—I notice he seldom has any buttons on his clothes.

MAN THE SUPERIOR.

He Shows More Artistic Taste Than Woman.

The most enthusiastic believer in the superiority of woman does not pretend that she is perfect and unapproachable at all points. The most famous dressmakers and the most famous chefs are men, and we shall have, sad as it may be, to admit that in some things men have done better than we have. These two subjects are specially within the woman's domain, and yet in their higher aspects she is content to be led by men. This seems strange at first sight. Indeed, it has been used as a reproach. But, after all, there are a number of reasons that make it quite a natural state of affairs. It is still true, as Burton said in his "Anatomy of Melancholy," that "Cookery is become an art, a noble science; cooks are gentlemen."

A woman's knowledge of cooking is almost entirely a knowledge of how to prepare things that will taste nice. She thinks of every dish as an entity, and she seldom considers it in relation to the courses that precede and follow it. She has experience of tastes, but no instinct for suggested flavors. The "Physiologie du Gout" is in two senses an unread book to her. The reason is that she considers food as the wherewithal to remove hunger, and leaves out of her calculations the fact that food is only half the question and drink is the other.

The world owes to wine a great deal of good humor, a great deal of fine literature and a good deal of artificial optimism, which, if not so good as the real thing, is, at least, better than any sort of pessimism.

But women are no judges of wine, for the simple reason that they have not been educated to it. It is an art, and does not come by nature. What woman ever wrote a drinking song or a tavern ditty? The sex has no great natural leaning to it, and has never been taught to acquire it. That is why the best cook is a man. He is like the leader of an orchestra, who knows every instrument beneath him, its capabilities, where it should blend, where it should detach itself and its proportion to the whole; whereas the woman cooks solos, not concertos. Food as a necessity of daily life is the province of the woman; food as a fine art is only mastered by the man, with centuries of cultivation behind him. It is prepared by him for his peers; the chef who is an artist does not value a woman's approbation at all. The very waiters know her status. One of the most humiliating things any woman can do is to order a luncheon with the head waiter's eye upon her. The eye is too respectful to be scornful. It says so plainly, and the woman reads it and quails. As for the wine waiter, he has the air of a dreamer trying to forget the painful episodes of life. The only chance of soothing him is to leave it in his hands. He will then, in the breadth of his tolerance, give one sweet wine, exactly as one spreads a child's bread and butter with sugar.

Women in these exalted regions are as house painters in the National Gallery.

As for dress, the reason for the supremacy of the male (so far) is easily found: Men have always been the executive artists; they inherit the talent of the ages. Women's instinct has not been cultivated to the same extent. They love pretty things, but they do not study themselves. The French woman knows more about her appearance than the English about hers, but not so much as the Frenchman knows about the appearance of all women. In the external treatment of the picture called woman the man has the advantage of detachment from his subject, whereas a woman has a hundred prejudices. As a rule, a woman falls in love with a frock, or a hat, purely on its own merits, and not because it will suit her so admirably. Just as the man cook knows that food and wine are parts of the whole and must be studied together, so the man milliner knows that the woman and her clothes are an entity, and just as the woman cook has concentrated all her energies on food, the woman dressmaker considers clothes apart from their wearers. The really well dressed woman is she who strikes us like a full length Gainsborough at sight—a complete picture, whose dominant center is the face. When we have a feminine Gainsborough we may look for a feminine Worth. It needs cultivation, like any other art. Men have the dress instinct very strongly; it is only in abeyance just now by force of circumstance. The Stuart and the Louis Seize periods alone would prove this. At present, owing to the frock coat and tall hat, women are having the benefit of this dress instinct, which is at liberty to concentrate itself wholly on them. The fallacy that men never know how a woman is dressed is a mere air bubble. It is true enough that they may not know what she has on; but they always know how she is dressed—well or ill, too much, too brightly. The woman notices what clothes the other wears; the man knows whether the picture was successful and harmonious or not. It is this cultivated eye for the whole, the cultivated palate for the whole, which makes the man the supreme artist in dress and in food and will do so until women make up some of the time and education they have lost during several centuries.—H. Pearl Humphry in Black and White.

Now It Is Cement Shingles.

Saginaw, April 7—R. Hanson, of Grayling, George C. Zwerk, W. B. Mershon and E. Germain, of this city, have formed a company for the manufacture of reinforced cement shingles. They will manufacture plain and ornamental shingles, hip covering and ridges, ornamental tile and other roofing material now made of terra cotta only. A large and complete factory will be erected here and operations commenced at an early date.

There is no vital power in a religion you can pigeonhole into one day of the week.

A Quaint Compliment.

On Mark Twain's 72d birthday a Hartford clergyman said of him:

"No wonder he finds happiness in old age. All the aged would be happy if they were as sympathetic and as kind as he. He is constantly going out of his way to please others, and the result is that he is continually pleasing himself.

"Listen, for instance, to the quaint compliment he paid me the last time he came to hear me preach. He waited for me at the church door at the end of the service, and, shaking me by the hand, said gravely:

"I mean no offense, but I feel obliged to tell you that the preaching this morning has been of a kind that I can spare. I go to church, sir, to pursue my own train of thought. But

to-day I couldn't do it. You interfered with me. You forced me to attend to you and lost me a full half-hour. I beg that this may not occur again."

A Clever Scheme.

"Do you have to send Miss Gilday violets?"

"No. I got Miss Brown to tell her that violets don't harmonize with her complexion."

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.

House Cleaning Time

How is your stock of lace curtains, curtain swisses, madras, window shades, curtain poles, curtain fixtures, mattings, oil cloths, linoleums, rugs, door mats, etc.? Our stocks are large and well selected, our prices are right. Mail orders given prompt and careful attention.

P. Steketee & Sons

Jobbers and Importers

Grand Rapids, Mich.

Our Spring Lines

are now

Ready

for

Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

MAKING CHANGE.

Scarcity of Change Obviated by System.

Written for the Tradesman.

I do not know how I happened to adopt certain methods in regard to change which almost entirely obviated the annoyance and vexation of not having change for customers and others whenever required. Strange as the statement may seem, I learned many lessons in storekeeping in the printing office before I ever thought of being a merchant. Perhaps the dislike of scraping my fingers in the bottom of nearly empty cases and the pleasure of having a full case of type when copy was given out had something to do with causing me to plan to have my money drawer always well supplied with change if possible.

Perhaps, again, it was my experience as a collector which taught me the necessity of having change if I wished to transact business. I well remember how, almost at the beginning of my career as a collector, I went to a certain house to collect an account of one dollar. A ten dollar bill was tendered. I counted the money in my purse and made out \$9.05. Unfortunately, the \$9 change which I proffered included one "smooth dime," which was objected to. I examined it and saw that it was an old time sixpence, originally worth more than a dime. But the debtor would not accept it. I then offered \$8.95 and a street car ticket to complete the amount of change required. The woman had no use for a ticket on that particular line, so that proposition failed.

There was no bank or store in that part of the city, but I determined to get the change immediately while there was a disposition to pay and the money to pay with. Three or four blocks away lived a family which had paid me their renewals of subscription to the Herald one or two years previously, and I intended to call on them that day for another renewal. I told the woman I would get the required change and be back soon. I found my old subscriber ready to pay for a renewal and so I went back and changed that ten dollar bill.

And, again, perhaps my youthful reading of war history had deeply impressed upon my mind the fact that great generals always planned for a reserve. In remitting money to pay invoices I always reserved a definite amount for change. I did not wait for a collector to come with an account and then have to scrape the till to make up the amount necessary, and leave the store destitute of change.

In towns where there is a bank there ought to be no excuse for failing to make change for all who desire, at least during banking hours. Where there is no bank, then preparation must be made for change for all ordinary demands. Of course there are times when there is an unusual call for change; there are combinations of circumstances which can not be foreseen.

Where one intends to keep sup-

plied with change just as much as he intends to keep a full supply of every line of goods handled, it will not be his "luck" to always lack change when he needs it most. Scarcity of change may be an occasional but not a constant source of annoyance.

One source from which I frequently secured change is open to every merchant, and that is the commercial travelers. Such good fellows would never send one over the road for relieving them of their silver or bills of small denomination. In fact, I found them always pleased to exchange a load of silver for paper money, if they had silver, and such was often the case, they having received it from storekeepers on their route until they were burdened with it.

If cents, nickels or dimes get scarce in a village or country place, there is the Sunday school Treasurer, who, unless asked for change, might keep collections for three, six or twelve months and then take it all to the postoffice to buy money orders for literature.

The fear that one will inconvenience himself, handicap his business or fail to have change for customers by accommodating people who want change, is almost entirely needless. In the great majority of cases the change given out by the storekeeper is paid to the blacksmith, the cobbler, the carpenter or some other person in the vicinity and comes back to the store in a short time. This is even more apt to be the case where there is only one store in a place than where there are others.

In a town where there are several business places, but no bank, a little co-operation between the various proprietors might help the change situation greatly. No one of them should send any great quantity of change out of town to pay for goods or supplies if any other one has bills to exchange for it. The grain, stock or produce buyers need not pay the farmers with bills of the larger denominations if they would plan to do otherwise. They could order silver or ones and twos of paper in sufficient proportion to the amount paid so that the stores and shops of the place would not have an unusual demand for change every stock day or every day during certain seasons.

The smaller money order postoffices are not allowed any reserve. Whenever at the close of a day's business the money on hand received for money orders amounts to \$50 or more it must be forwarded by the first mail of the next day to the proper depository. It behooves the postmaster therefore to provide himself with ten dollar bills or larger so that he need not be to the trouble of sending a lot of silver by registered mail, nor deprive the office of needed change, if funds happen to be all in change. For his own convenience he must provide a reserve with his own money. If money orders are presented for payment before money has been taken in for money orders issued, the postmaster can not pay them unless he pays them out of his personal funds, and holds until money order funds accu-

mulate in sufficient quantity to redeem them. How long could he be postmaster if he did not do his best to accommodate the patrons?

From observation I judge that the station agent or express agent at a point where there is no bank has a similar experience. The city man may well wonder how people do business promptly and satisfactorily without recourse to banks near at hand. They do get along because they must, and, because they must, they plan and calculate accordingly.

The only rule to be followed in making change is the Golden Rule. The person who asks for change in a respectful manner is entitled to courteous treatment. The business man with sound sense, even if he have not a generous disposition, will not coldly refuse a request for change from a stranger any more than he would a good customer. Asking for change is not begging, and nearly every one resents being treated as a beggar.

The stranger may never come back to the store where he has been accommodated in a small matter, but he may speak a good word to others and influence them to come. Again, a stranger may never return to a city or town where he has been shown favors, but his report of the place may depend entirely upon the treatment he received there. If the station agent, the hack drivers, the hotelkeepers, the druggists, the merchants, the street car conductors are all alike gruff, haughty, independent, uncivil, discourteous, unaccommodat-

ing, he will not forget to condemn the place wherever he goes and whenever occasion is afforded. If the reverse is true, he may come back; he may bring others with him; he may help to bring trade and prosperity, all because he believes the business men of that town are decent fellows, as evidenced by their kindness in making change and in other trifling accommodations.

E. E. Whitney.

Too Good To Lose.

Two wealthy bankers of Detroit were on a fishing trip in Northern Michigan not long ago, when one suggested that they enter a little backwood meeting house which they chanced to come across in the course of their wanderings.

They took their places on a rear bench just as the preacher had begun his sermon. He continued speaking for over an hour; so, as it was getting late in the afternoon, and the speaker showed no signs of stopping, the vacationists began to get uneasy. At last, feeling that they could stay no longer, the Detroiters arose and started out.

At this point the parson's discourse was cut short.

"Under the circumstances," said he grimly, "we will interrupt our remarks and take up the collection now."

Many a preacher would be seldom at church but for the sermon.

The best way to maintain good cheer is to comfort the cheerless.

"THE SIGN OF PERFECTION"



More "FORCE" Than Ever

No other flaked wheat food has ever been half so well advertised as "FORCE". It got so familiar it was sung and staged and written into fiction.

It is easy to sell a thing whose name is a household word.

No explanation is necessary with "FORCE". It was the original flaked wheat food. People know all about it. For this and the reason of quality it is the largest selling breakfast food in the world.

You make *less* money on a slow selling article than you do on "FORCE"—
33 1/3 per cent. is the average profit.

We have several new plans for pushing it.



A SNOWSTORM.

What It Brought To the Little Hills.

Written for the Tradesman.

Snow filled the right of way of the B. O. & X. Road and came up close to the windowsills of the passenger coaches. Across the fields on the one side drifts stood high over the fences. Frequent flurries obscured the vision of the town on the other, then, as they passed, permitted a glimpse of the low red creamery building, the steep-roofed flouring mill and the Methodist church and high school building of Antrim. There were other buildings in Antrim and a cluster of little homes, but the storm did not sufficiently abate to permit a view of these.

The morning passenger train was stalled at Antrim. Four traveling men yawned drearily as they gazed, between hands of their never-ending game of setback, across the desolate heaps of snow.

Two hours the train had stood at the little station and none of the passengers had ventured forth in the storm. They straightened expectantly as the door of the car opened and the conductor entered.

"Wire's down and we can't get an order through for a plow to dig us out," he announced. "Drifts are piling higher all the time and we'll stay here until they send something through to find us. It may be four hours, but it is more likely to be twenty-four."

Four Knights of the Grip versed in the ways of travel quickly stowed their cards, donned their coats and were the first to start an exploration of the town in search of food and lodging, well knowing the limitations of a country hotel and the requirements of the hundred odd travelers who were stranded.

The traveling men and twenty other passengers dined in state at The Farmers' Rest, after an hour's delay, while Boniface foraged for provisions for the unexpected influx of guests. The other travelers raided meat markets and groceries for lunches.

"We're in for a lost day," declared Perkins, the cutlery man.

"Count that day lost whose low descending sun views from thy hand no worthy patron done," paraphrased Hopkins, the wit, whose line was jewelry.

"I made the town last week and can't do more than make a friendly call now," said Jones, the drug man.

"Spontaneous combustion will burn that pedro deck if we shuffle these cards much more," threw in Thompson, who made the big towns for a furniture house.

"It's a shame in a civilized community," the landlord was remarking, as they entered the hotel office. "I took 'em down a hunk of beef and some potatoes myself and some one sent a half cord of wood, but that won't last long."

"Providence has sent us here," murmured Thompson, who received an idea with the remark of the landlord. "What is this case of dire distress, landlord?"

"Yes, yes, four worthy knights

would to the rescue go," chimed Hopkins.

"It's no joke, boys," responded the hotel man. "Fellow named Hill—good for nothing chap—has gone away and left three little kids without any fuel or food and not half enough to wear."

Sympathy filled the hearts of the boys of the road.

"To the rescue!" cried Perkins, emptying his pockets on the counter. "Fine bucks and no mazuma until we get to Marshall and my expense money. That doesn't go far."

"Let's take up a collection over on the train," proposed Jones. "Hop can make a speech that would bring tears to a turnip and draw money from a wooden Indian."

"I've got a better scheme if you're with me," said Hopkins. "It's nothing but nickels and dimes in a collection. Let's hire a hall and give a benefit to-night. We'll have to stay over for sure, for we can't get out of here for at least eighteen hours."

Perkins did a double shuffle, Thompson whistled a bar of "The Steamboat Special" and Jones began the lines of an impromptu monologue and wound up with "Great! you've saved us from ennui and brought first aid to the needy."

"First, we've got to round up our talent," went on Hopkins. "We have a quartette and a reader. You fellows go down to the train and around the house here and see what you can dig up and then come over to the printing office, wherever it is. I'll hunt it up and get the printer started on some handbills. And do not forget we've got to have a quartette. And make strong on the poor kids."

Right well they worked and in an hour and a half town boys were scurrying from door to door with handbills announcing:

GREAT BENEFIT CONCERT
Big Metropolitan Company Gives
Services Free for Local Charity.
GALAXY OF TALENT

Artists never before heard outside of the large cities will sing in
ANTRIM TO-NIGHT

Entire proceeds go to aid three little ones, victims of misfortune, whose plight was brought to attention of Company by charitable townspeople.

The
COSMOPOLITAN COMPANY
brought to Antrim by the providential snowstorm will give an entertainment in the Opera House for the benefit of Leta, Lola and Franklin Hill.

Doors open at 7:30.

Admission 75c.

Then followed a programme of songs, readings, monologue, a sketch by a pair of real vaudeville artists among the passengers and sleight of hand by one of the commercial travelers.

The Opera House Manager donated the house, the printer half his bill. The passengers to the last one and the train crew, as many as could get away, were in the audience except for those who furnished the entertainment.

Perkins made a hit with his clog dance and Jones with his monologue. Thompson, with all his activity as Manager, found time to frame up a bunch of local hits and jokes that pleased the natives. The vaudeville artists were entirely new and the show was certainly a howling success. At its close \$100 was turned over to Landlord Murdock for the little Hills.

As the visitors left the Opera House to seek beds or berths or the car plush seats of the day coaches, as they had planned for the night, the long-drawn whistle of the locomotive announced that the plow had arrived ahead of time and that the train was about to leave Antrim, and the travelers scurried to the station to resume their journey.

"Count that day lost whose low descending sun views from thy hand no worthy action done," quoted Hopkins, without the paraphrase this time, as the four Knights of the Grip settled back into their seats for the twenty mile ride between them and their destination for the night.

"No time lost to-day," said Thompson.

"Make it '66 for a change," said Perkins, as Jones dug the cards from his grip. "Setback is getting stale."

Lewis W. Bailey.

Use for Them All.

"You have three pairs of glasses, professor."

"Yes; I use one to read with, one to see at a distance, and the third to find the other two."

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.

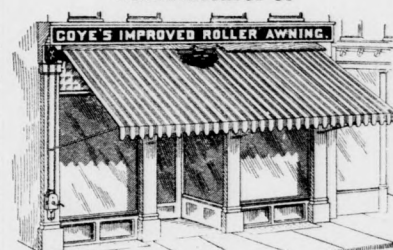
Hand Separator Oil

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.

Chas. A. Coye

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11 and 9 Pearl St.
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Mention this paper.

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Buy Your Molasses NOW

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

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Judson Grocer Co.
Grand Rapids, Mich.

O. A. B.
Cheese

JACK HAD THE NERVE.

Champion Letter Writer Held Job for One Day.

Written for the Tradesman.

The clothier had advertised for a clerk. What he really wanted was a man to write dunning letters, for he had enough money standing out to stock his store with goods and buy a summer resort cottage to boot, and he wasn't very skillful at composition. He had just finished reading his advertisement in the newspaper and settled back for a post-breakfast smoke, when a young man in a last year's suit shot through the door of his private office as if he had been blown in by one of the business-like zephyrs that toy about the wilds of Medicine Hat, where the hurricanes come from. He was short and stocky, with shoulders well back, and a freckled face that displayed a snub nose and a pair of eyes that never left the face of the man he was talking to. He took a chair without being invited to do so and turned the battery of his inquisitive eyes full on the clothing man.

"I came in to see about that job," he said.

"What job?" asked the clothier, a little nettled at the impudence of the fellow.

"Why, you advertised for a clerk."

"Have you had experience in letter writing?" asked the merchant.

"Sure. I was the champion letter writer down at Bayfield."

"What kind of letters did you write?"

"Every kind. I can win out at anything in that line."

"I want a lot of letters written to my debtors," said the merchant. "Can you do that?"

"You bet! My former boss said I had the command direct down fine."

The clothier was in doubt about the fellow. He looked to him like a bit of raw material from the corn field. Still, he wanted a man with plenty of confidence in himself, and also plenty of initiative, and the chap might be just what he was looking for. He was independent, that was clear, and he wanted an original man because he did not want his letters written in stock phrases, so he might be just the one to fill the bill. He was original enough. There was no doubt about that.

"Have you references?" he asked.

The applicant shook his head.

"My name is John Cowdon," he said, "Jack for short. I belong to the Cowdons of Cowdons, and we don't have to ask for references. Our work shows for itself. Besides, the old boss was mad when I quit him, and he wouldn't give me a reference anyway."

The clothier saw that he indeed had an original character to deal with and decided to give him a trial.

"Well," he said, "I'll give you a try-out. You handle the machine, of course. We use a Smith here. Now, I want letters written that will let a man down easy. You've seen these chutes running from the walk to the basements of the big stores? Of course. You put a barrel on the

street end and the thing is down in the hole before it suspects it is in motion. It just glides down and comes up all standing. That is the way we want our letters written. Be firm and dignified yet graceful in style. We don't want to make enemies of all the men who owe us. Understand?"

"Sure thing! Give me a list of names and turn me loose on a typewriter and I'll write letters that will flood your store with money."

"You talk like the real goods," laughed the merchant. "Here is the list, which shows the amount of the bill and the character of the purchase. Here's Tom Black, for instance, and he owes \$25 for a light summer suit bought nearly a year ago. Give him a good sharp letter, for he's able to pay and won't."

The champion letter writer of Bayfield took the list and stepped into the next room, where the typewriter stood. Waiting until he heard the swift click of the keys, the merchant went out to the sales department, leaving the new man to write the letters in his own way. In an hour he returned and picked up a letter which lay on the floor by the copying press. He stepped back into his private room and read it, as follows:

Dear Sir—Honest, now, don't you think it is about time you settled for that summer suit of clothes you talked us out of a year ago? We trusted you when you couldn't get a collar on credit, and think you ought to make good. Only for our giving you time on the goods, you would probably be wandering about town by now in shape to call the attention of the officers to the statutes against indecent exposure. You must remember that, unlike your immediate ancestors, you are not provided with a natural protection against the talk of people and the inclemency of the weather. It is our belief that if you would mark a few rum holes off your visiting list and start an account at some savings bank, you would soon be able to appear in society in a suit of clothes of your own. As we are tired of dressing dudes at our own expense, we must respectfully request you to call and pay the account. If you had frankly informed us at the time you acquired the suit that you were an object of charity we might have given you one of our cheap rigs, but not the fine outfit you lugged away. Hoping to hear from you immediately we remain."

The clothier lay back in his chair and laughed. Finally he laid the letter aside and, going to the field of operations, took another sheet from the copying press. It read as follows:

"Dear Sir—We address you as 'dear' because you have been 'dear' to us. We have sent you bills on several occasions, but have not as yet received a cent on account. You owe us \$45, and we need the money in our business. If we had your nerve and also your lack of conscience, perhaps we might keep up our stock for a few years before the jobbers clapped us in the jail house. However, we have to pay cash for our goods, and consequently can not pass

them out to alleged gentlemen without payment. If you don't answer this letter, we shall feel it our duty to advertise the clothing you are now wearing as for sale, and request possible purchasers to call and look you over. We expect an immediate reply. Yours for the square deal."

The clothier felt like tearing his hair. He certainly had discovered an original in the letter writing business. The next sheet he took up read as follows:

"Dear Sir—We enclose statement of account calling for \$53.50. If we don't succeed in assembling some of our coin now out in the hands of dishonest tight-wads we shall be obliged to skip the country. It would be disastrous, so far as you are concerned, should we be compelled to resort to the long jump suggested, for you would be obliged to quit the golf links and the tennis court for the spot where industrial efforts lead to position on the payroll. If you can by any means pry yourself loose from little sunny-haired Estella and Madge the charmer, kindly drop in and leave a few dollars on account. We understand that you are contemplating a visit to the coast. This may not be true, but our information is sufficiently reliable to warrant us in paying your board in a place where the simple life is assured in the matter of diet. Get a move on and produce the skads, and so avoid trouble. Yours in a hurry."

The clothier walked back to the young man, still writing industriously at the machine, a grin on his freckled face.

"Look here," he said. "You are making these letters too strong. You call one man an ape and a drunkard! He'd have me arrested if that ever got to him. Cut all that out. Understand? And here you speak

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 Morton House

**Whiter—Lighter
And Most
Delicious. More
Loaves To The
Sack. That is Our
Claim For**



Many tests have proven this a fact. Just you try a sack and see for yourself that "WINGOLD" really has no equal. Milled from the choicest northern wheat by our patent process, and scrupulously cleaned—never touched by human hands in the process of making. Ask your grocer for "WINGOLD" FLOUR.

Bay State Milling Co.
WINONA, MINNESOTA

Lemon & Wheeler Co.
Wholesale Distributors

Jennings' Extracts

(At It 36 Years)

Our Serial Number is 6588

Are you supplying your customers with Jennings' Flavoring Extracts?

Jennings' Extract Terpeneless Lemon

Is unexcelled in Purity, Strength and Flavor.

Jennings' Extract True Vanilla

Contains only the flavor of Prime Vanilla Beans.

These Extracts bring customers back to your store—"There's a reason."

Direct or jobber. See price current.

Jennings Flavoring Extract Co.

C. W. Jennings, Mgr. Grand Rapids, Mich.

ESTABLISHED 1872



of advertising for sale the clothes on the back of the wearer. What sort of a crazy scheme is that?"

"It will bring him."

"Oh, keep still! Here you say that we shall have to skip the country if we can't collect! Holy Moses! That would bring the commercial agencies down upon us in no time. And you threaten this man with arrest! You mustn't make threats in letters. You'll have us in jail! And you refer to his lady friends! Just saw off on that machine and climb into your coat. You're too original for me! That letter, circulated among this man's friends would ruin our trade! What you want to do is to get a job writing yellow posters for the circus managers."

"I'll admit," said the champion letter writer of Bayfield, "that some of the letters are rather plain, but that's just what you want. You have not succeeded in making these men pay their accounts. Why don't you give me a show?"

"You'd have us all in jail. What correspondence school did you study in?"

"Why, you wanted the letters to be firm, dignified and graceful," said the other. "You told me so. You spoke of style in composition. What is the matter with this style? I'd just like to mail a few of these letters and note the result. Sure you don't want to send 'em out?"

"Send 'em out? Do you want to bust up the firm? You get on your hat and coat and get out! Say, but you are raw material from the plow, all right."

"Let me put that expression in one of the letters."

The champion letter writer got out of the store just ahead of the boss' foot.

"It is a puzzle," says the clothier when he tells the story, "and I really would like to see some other fellow send out personal dunning letters like the ones Jack wrote. They might bring results. Yes, it is a question how far to go in writing to a man who can pay and won't, all merchants know."

Alfred B. Tozer.

English Praise for Oleo.

The very high price of butter has given an impetus to the manufacture and sale of margarine in England. There has just been opened in Southall, London, a factory which is the largest of its kind in the world, with an output of 700 tons per week. The constituents of margarine are milk, refined beef suet, refined lard and arachide oil. In the factory referred to 650 persons are employed, and their white uniforms are changed and washed every day. At the luncheon which followed the formal opening of their factory Dr. Rutherford, M. P., declared that the nutritive value of margarine was as high as that of butter, and that margarine stood equal to butter in its production of force and in wholesomeness.

Profit-Bringing Ingredient.

Curious Customer—On which one of your prescription ingredients do you make the most profit?

Druggist—On the water.

Pension the Best Kind of an Income.

Written for the Tradesman.

At the little town of Ripley I have a customer named Boardman, Henry Boardman. He is a great observer and a philosopher as well, and the trifling incidents of every day furnish him subjects for thought and conversation. When I was there last an old soldier came in with his pension check, which Henry cashed for him. The veteran settled a small account, made a few purchases and went away.

"Ever think of the different kinds of income?" Boardman began. "The best kind I know anything about is a soldier's pension money. There's the most comfort and satisfaction in it."

"When I was a boy there was one chapter in my arithmetic devoted to the subject of annuities. It was like duodecimals and the metric system in that I never have been able to make any practical application of it, but I have always thought that an annuity would be the nicest way in which to have money: just so much income every year, investment all attended to beforehand, no questions as to whether some different securities might not yield a larger return, no chance of encroaching on one's principal, everything all cut and dried by some one else, no responsibility, no anxiety!"

"A soldier's pension is an annuity, only Uncle Sam, by a wise arrangement, pays it in four quarterly instalments instead of the yearly allowance all in a lump."

"The old soldier enjoys the comfort of feeling absolutely safe and secure about his little fortune, for such it practically is. The Government is behind it. Isn't that enough? Neither fire nor flood nor cyclone can cause him any loss. A panic does not embarrass him. The income of a business man may be cut in two or even reduced to nothing by a period of financial stringency, the man who works on a salary may lose his job for the same reason; but every three months the old soldier will 'draw' and the size of his check is not affected by the fluctuations of the money market."

"Most people think they would like to live on the interest of their money. I don't know myself how it would seem to do that way, for I've never had any money to put out, but I've noticed that some who have money seem to have a hard time to get much income from it. There's my sister-in-law. When her husband died he left her quite a good sized life insurance. And the fuss that woman has had with that money! First she put it into residence property to rent. She had no trouble in getting renters and for a while it looked as if she was going to have a pretty good thing. But before long it seemed as if her tenants worked all day to bang things to pieces and lay awake all night to think of improvements they wanted put on. A new chimney was needed or a doorway must be cut through or a porch added. It was paint and paper every spring. It was screens and awnings

and mowing the lawns. It was plumbing and taxes and insurance. Soon she decided there wasn't any money in renting."

"So she sold her houses and invested in real estate mortgages. These paid better, but still the net income, after all expenses and everything had been taken off, was a very small percentage. It was considerable bother, in the first place, to determine whether the property was all right to make the loan on. Then occasionally a borrower couldn't pay and she'd have to foreclose. Sometimes she had money idle and had to put it in the bank. One bank went broke and she lost several hundred dollars. She has tried some bond investments, but if a thing is gilt-edged it usually doesn't pay much; if it yields a high rate you have to look out for it."

"The old soldier has none of these worries about his pension. The income from it may not be very great, but it is clear money. He is not afraid to use it, for he knows he has more coming. Should he die, his wife will receive a widow's pension, provided, of course, that he married her before Uncle Sam, not so very many years ago, set his foot down that he wouldn't pension the widows of marriages after that date."

"Speaking of the widow's allowance, well, human nature is only human nature, and a neat little sum of money every three months seems to be well calculated to keep green a husband's memory. At least I notice that a soldier's widow is usually loath to exchange her husband's name for that of any other man and thereby discontinue those welcome quarterly checks."

"Pensions have cost the people of the United States a lot of money," continued Boardman thoughtfully, "but I believe it is only fair and right that the men who stood by the Nation in her hour of need and peril should be well taken care of in their old age and decrepitude."

"It is a commercial age and it sometimes seems that no one has much appreciation of heroism and that sort of thing. The liberal pensioning of soldiers seems to me a fine exception to the mercenary tendency of the times."

"Possibly the veteran is beginning to feel that he is on the shelf and is no longer a large factor in the important affairs of life; perhaps long ago he had to step aside and let younger and stronger men take his place, but every three months he receives his big envelope containing its familiar slip of official paper, and also, it seems to me, an unwritten message running somewhat like this:

"Dear Old Soldier—A grateful country does not forget your price-less services. For your loyalty and obedience, for your bravery in battle, for your long and weary marches, for your hunger and thirst and sickness, for your wounds and imprisonment, for your youth and health and strength spent freely in our behalf, we can never fully repay you. Accept this trifle as a token that we do not forget." Quillo.



In a certain Western town it is said that the first sign that greets you as you leave the train is "Meals at All Hours." The next "Open Day and Night," and then comes that of the watchful Chinaman, who, not to be outdone by his competitors, displays this one:

"Me Wakee Too"

Not all business men, however, are awake to their business opportunities. Some still slumber as did the Chinaman until roused by the spirit of Western progress.

Do you still use the old Day Book, Pass Book or Ledger?

If you do you are not awake to the possibilities of your business, for they are **Antiquated, Wasteful and Unsatisfactory.**

Why Antiquated? Because they are old, slow, out of harmony with the spirit of the age and better things have been invented to take their place.

Why Wasteful? Because they permit you to lose money in **forgotten charges, neglected charges, unposted accounts, over credits** and unnecessary consumption of time.

Why Unsatisfactory? Because, with them, it is impossible to have your accounts **posted to the dot** ready for **instant settlement.** Because, with them, you have **disputed accounts and dissatisfied customers.**

Your customer has not been in touch with his account from start to finish and there is a general lack of mutual confidence so necessary to good business relations.

The American saves time and labor, stops waste, establishes confidence, wins and holds trade. The Account Register that both **makes and saves money.**

The American Case & Register Co.

Alliance, Ohio

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

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

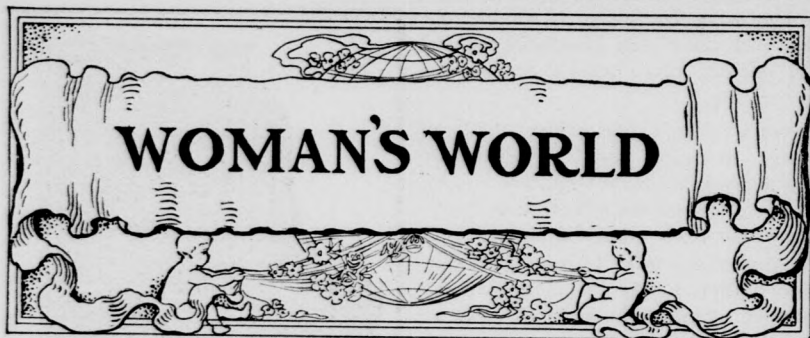
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Send more particulars about the American Account Register and System.

Name

Town

State



How She Accomplished Her Husband's Reformation.

If you had called upon Mrs. De Van to describe herself, she would have replied without hesitation that she was a modified new woman. By that she would have meant that she went in for athletics and didn't have hysterics and that she had a broader and saner outlook upon life than the woman of the past, but she cherished no yearnings after a career and had never felt that she had any particular mission in life except to get through it with the greatest possible enjoyment to herself and those about her.

Just at present she was not making much of a success of the latter laudable purpose and as she sat at the head of her daintily appointed breakfast table, she was biting her lips to stop their trembling and staring into vacancy with eyes that were too full of tears to see. In the distance she heard the slam of a door and the nervous steps of Mr. DeVan hurrying down town to business, and as she listened she sighed. Somehow the idea of unhappiness seemed so incongruous with her. She had youth and health and wealth and a husband who, she was sure, adored her, and yet in spite of it all her heart was aching with a very real trouble.

"It's ridiculous, it's idiotic," she was declaring to herself with emphasis, "to have everything ruined and to be made wretched—yes, absolutely wretched—by Archie's horrid temper. I could stand it if it was some great big, overwhelming sorrow. There would be something picturesque and romantic in going about with a calm smile when everybody knew your heart was breaking. If Archie loved another, and I knew it, and found out I stood in their way, I believe I could rise to the heights of a grand and noble self-renunciation, like people do in novels, and I'd put her hand in his and just fade away out of their lives and go and be a nun—or a trained nurse—or something perfectly angelic like that. Or, if he was to lose all his money and we were just awfully poor, I am sure I'd go with him to Algiers or Gretna—or the end of the world, and never so much as mention another bargain sale of marked down silk petticoats to him as long as I lived. Even if Archie was to die," here Mrs. DeVan sniffed a little, "my heart would be buried in his grave, of course, but I'd hide my grief from the world and go about in one of those dear little widow caps and with a patient, resigned look just too sweet for words.

"But it isn't any of these things.

Archie is as fit as a fiddle and no more sick than I am, and he's made a good thing lately in hardwood, because he told me the other day he was on Easy street, and I might have that new rug if I wanted it, and as for any other woman, he never so much as looks at one. It's nothing but his horrid quick temper that makes him fly out at me and say things that hurt like a blow. I know he doesn't mean them and I honestly don't believe he realizes himself what he is saying, but that doesn't keep them from hurting me or from spoiling all the sweetness of our life. Why, I am actually getting cowed by it, and it's just got to be stopped somehow," and Mrs. DeVan sighed again and contemplated the tablecloth as if she expected to get inspiration from its blank face.

It is always easier to perceive a fault than it is to find a remedy, and an hour later Mrs. DeVan was still wrestling with her knotty problem when the postman came and a servant brought her in a letter. "Cynthia Vaughn coming!" she exclaimed to herself as she skimmed over the scantily-written page, and then her face broke into a smile and she murmured: "How lucky Archie has never seen her," as a plan formed itself in her mind. Cynthia she knew would agree to it, for was not Cynthia a strong-minded female, who believed in coercing man with a relentless hand, and one who would gladly join in any conspiracy against the oppressor? Moreover, Cynthia was an expert short-hand reporter, and Mrs. DeVan's plan was nothing less than to hold the mirror up to Nature and present her lord and master with an authentic and verbatim report of what she called his "tantrums."

That day there was a slight change made in the arrangement of Mrs. DeVan's pretty dining room, and a screen placed across a corner concealed a small table. The waiting maid also received an unexpected leave of absence to visit her mother for a few days, but Mrs. DeVan said nothing of her expected guest. She met Cynthia at the train herself, and in a few words placed the situation before her, and, as she anticipated, that young maiden fell in with the plan at once.

"What a lark!" she cried irreverently, "and how delightfully furious your husband will be!" But when the carriage drove up to the door it was the demurest possible young person who alighted from it, and whom Mrs. DeVan announced would fill the absent maid's place.

It could not be said that Cynthia was a distinguished success as a wait-

You Cannot Afford to be Without It

No up-to-date grocer can afford to allow his competitor to obtain the business that should and would come to him if he stocked



The Original

Holland Rusk

The Prize Toast of the World

Ask your jobber.

HOLLAND RUSK CO.,
Holland, Mich.

New York to Paris--They're Off

AUTO BUBBLES

May Exceed the SPEED LIMIT, but we are not

Afraid of Being Arrested

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

Start from PUTNAM FACTORY, Grand Rapids, Mich.

A Great American Food Staple

Karo

CORN SYRUP

This golden extract of corn, with its unequalled flavor and quality, stands in the front rank of popular food staples. Pure, delicious, unquestionably wholesome. Everybody raves over it; better than any other syrup for every use from griddle cakes to candy.

Stock up on Karo—the big advertising campaign now on will keep things moving.

CORN PRODUCTS MANUFACTURING CO.,
DAVENPORT, IOWA.

ress. She forgot the spoons and upset the salt and splashed the gravy and displayed a general awkwardness that drove Mr. DeVan, nervous from a hard day at the office, into a white fury.

"For heaven's sake, Marian," he cried out at last, "what does this mean? Is this a house or a pig sty? It's a pretty state of affairs when a man who has been hard at work down town all day can't get any of the comforts of life at home, but has to put up with the blundering stupidity of a blithering idiot who slathers him all over with soup! If you haven't got sense enough to keep house decently and serve a dinner in a way that wouldn't disgrace a Comanche Indian, why don't you go to one of those what-do-you-call-'em schools of domestic science and learn? What have you got there? Beef? Beef? The third time this week! You thought I said I liked it? So I did; but that's no reason why I should be gorged on it every day of my life as long as I live. I just tell you what it is: The reason you women are such poor housekeepers is because you are too blamed lazy. You just sit around and let the cook get what she likes and do as she pleases. Suppose I was to do that way in my business. Pretty mess things would be in, and we'd be on the road to the poorhouse inside of six months. Now, for pity's sake, stop sniffing. If there's one thing that gets on my nerves more than another it's a woman crying. But that's the way. Tell a woman kindly and calmly of a fault; and she has to go off into hysterics! Of all the unreasonable, crazy, idiotic, irrational—Where's the evening paper? Don't know? Of course not. I never expected you to—" and still grumbling Mr. DeVan took himself off to the library and a cigar, while a trim little woman stepped out from behind the screen and triumphantly waved a paper covered with mysterious-looking hieroglyphics.

"I've got it very hard," she declared.

"My land, but won't he enjoy reading it!"

Two or three days passed in a similar fashion. Mr. DeVan grumbled and raged over trifles, as was his wont, and Cynthia faithfully reported every word. Then the new maid disappeared as suddenly as she had come, and a few days later Mrs. DeVan received a bulky package, containing the notes neatly copied out upon the typewriter.

That evening, after dinner, Mrs. DeVan followed her husband into the library. "Archie, dear," she said, with her heart beating a little quickly with sudden fright at her experiment. "Archie, I—I've got something to show you. A friend of mine is married to a man whom she loves very dearly. She believes he loves her, too; but he has fallen into a habit of getting angry with her about trifles, and speaking to her in a way that almost breaks her heart. It's a very curious affair, Archie, and she thinks he doesn't realize how cruel and how cutting the things he says to her are, or how they hurt, or else

he wouldn't do it. So she has had a stenographer take down just what he said to her day after day. Would you mind reading it and advising her what to do?"

Mr. DeVan reached over and took the paper and perused a few lines with a face that darkened with a scowl as he read. "The brute!" he ejaculated, and then, as his eyes traveled down the sheet he exclaimed at intervals, "The villain!" "The cur!" "I'd just like to choke the life out of the unmannerly cad. Fancy anybody calling himself a man and talking to a defenseless woman like that. Who is he?" he demanded sternly, as he finished.

"You," replied Mrs. DeVan, "it's a verbatim report of—" But Mr. DeVan had taken her in his arms, and his eyes were dim and his lips tremulous.

"Poor little girl," he whispered, "I never knew—I never dreamed—forgive—me, Marian, and I'll never speak that way again."

And he never did. Dorothy Dix.

Weeping Relieves the Brain.

"Tears, idle tears, I know not what they mean"—but Dr. Waynbaum does. Blessed are those who weep, according to this German luminary, "for they are decongesting their brains!" Tears act like a natural bleeding process which is the more effective since it takes place in a territory directly affecting the circulation in its most delicate part. The lacrymal gland is fed by the lacrymal artery, a voluminous branch of another artery which itself belongs to yet another. When we weep all the tears are furnished directly by the blood of the lacrymal artery, that is to say, by the blood of the innermost artery. Thus an abstraction of water and of alluminoid and chemical substances, at the immediate expense of the brain blood, takes place in the act of shedding tears. This loss of serum produces the effect of a slight local loss of blood, dulling the centers to pain for some instants and bringing relief to the weeper. This is the way tears come to the aid of the suffering soul. This theory applies also to tears of joy. In joy there is circulation. At a given moment tears chiefly increase of innervation and give needed relief to the cerebral circulation of one who has laughed too much and whose brain therefore is congested. Every vivid emotion expresses itself outwardly in the physiognomy or attitude. William James says that objects of anger, fear, love, not only impel a man to outward acts but provoke characteristic alterations of posture and face, affecting in various specific ways the respiration, circulation and other organic functions. When the external acts are suppressed the internal expressions remain. We read anger in the face even if a blow has not been struck. We find fear in the voice or blanched cheek even when other signs have been controlled.

Georgia folks who were in the habit of laughing at the statement that a camel can go eight days without a drink are now saying nothing and trying to beat the camel's record.

"Sugar Headaches."

The "sugar headaches" and bilious attacks resulting from eating sugar and sweet foods in excess, described by a medical writer in the British Medical Journal, have aroused a certain amount of controversy in medical circles.

A London practitioner in an interview said: "Sugar is one of our most important and necessary foods, but like everything else it can be abused as well as used. Sugar is the great energy producer, and no diet is complete without a fair percentage of it. Sugar has one drawback as a food, even when taken in moderation. This is its 'cloying' effect on the appetite. If eaten between meals, the appetite is satisfied before enough real nourishment has been taken, so the other elements of a healthy diet, the proteids and fats, may be neglected and the body suffer."

In the diet chart given by the writer of the article he mentions that his patient takes eleven teaspoonfuls of sugar daily besides other sweets, and he appears to lay her various symptoms to this excess of sugar. If she took the same daily at the end of her chief meals, and cut out most of the seven cups of tea and coffee her doctor mentions as part of her diet, the large amount of sugar would not only cause "sugar headaches," but would be beneficial to her health.

Drowning your troubles in drink is an effective way of watering the weeds of woe.

W. J. NELSON Expert Auctioneer

Closing out and reducing stocks of merchandise a specialty. Address
152 Butterworth Ave. Grand Rapids, Mich.



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

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

Walter Baker & Co.'s Chocolate & Cocoa



Registered,
U.S. Pat. Off.

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

48 HIGHEST AWARDS
in Europe and America

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

You Are the One That Gets Hurt

When you sell your customers a low-priced coffee. You are taking chances unless it's ARIOS, because it is very difficult to get a good quality of coffee at a low price and yet have the flavor always the same.

You can't afford to take chances. We buy in larger quantities than any five concerns in the country, and we can afford to give quality and make a price that nobody can duplicate.

Arbuckle Brothers
New York

GOOD GOODS

Never Went With Cheap Prices and
Never Will.

Written for the Tradesman.

"Give a calf enough rope and he'll hang himself," said Lem Barker reassuringly as Old Man Disbrow, the storekeeper, resumed his seat behind the big stove that was throwing off heat in waves that penetrated even to the frosty regions of the front door of the long store building on one of the coldest days last winter.

The occasion for the remark had just left the store after a few moments of earnest conversation with the storekeeper and the old man's remarks as he again took his place beside the stove had filled in the gaps in the conversation that Barlow had partially overheard between the two men.

"These mail order houses will be the means of driving me out of business," said Disbrow on his return to his place by the fire. "I came here when this place was nothing but the disappointed fag-end of a busted logging camp, and if there is a place that looks as if it was forsaken by the Almighty it's a Michigan lumber hamlet after the timber has gone. I knew there were good farm lands around this section of the country, and I knew that the little one-horse logging road was bound in time to be made broad gauge and be a feeler for one of the trunk lines, so I camped. It was a gloomy prospect and don't you forget it, but I had the strength of my convictions and I started in.

"There were just a few people here then and the county was mostly a wilderness of pine stumps and brush heaps. One of the first men that came into my store was that man that just went out. He didn't wear any bearskin overcoat then and he didn't have to haul on the lines to keep a pair of young horses from sweating themselves up too much. He trekked in from Indiana in a wagon, with his wife and two kids in the wagon, and a cow that looked as if she had got tired of being a mother.

"Well, Hawkins, that's his name, jumped onto a chunk of that onery land, full of pine stumps and discouragements, and about the time I was cussing myself for ever tying my money up in such a forgotten hole - in - the - world Hawkins was sweating blood and just about starving to death getting the ground in shape for crops and training a few Early Rose potatoes to dodge the roots on the lowlands. But we stuck, Hawkins and I, and I helped Hawkins stick. Many is the time he has come in here and got a bill of goods, including everything from nutmegs to cultivators, and never paid a cent down. I was glad to help him, because if a man ever needed help Hawkins did, and I was about the only man in the county that could help him, most every one else having a special brand of trouble all of his own and also asking for credit until they could get squared away and find out where they were at. But it all came out right in the end—or in

the middle, rather, for the end is not yet.

"Hawkins finally got his farm out from under its weight of stumps, and then the railroad came along and bought one corner of it for more than the whole farm was worth, and from that humble beginning you can see how Hawkins is fixed now: two big barns and a big brick house, four or five head of the finest horses in the county, plenty of fine stock of other kinds and all the farming implements mortal man could need, besides money in the bank.

"But them early days rather soured Hawkins and he hangs on to a two-bit piece a little longer than the average man does. If he thought he could save a few cents he would go considerably out of his way to do it, even if it was plenty of trouble. That's all right, but when that tar-nation fellow comes in here bold as a lion with a mail order catalogue under his arm and tells me that he can get tea three cents a pound cheaper and coffee four cents a pound cheaper and duck coats cheaper and everything else cheaper than he can of me, and that he is going to make up a two hundred dollar order to them darned sharks and get his whole winter supplies, it makes me sore and don't you forget it—and after me keeping him and his family from starving to death at that."

"Oh, well," said the sage from the other side of the store "just give the calf rope, that's all, and anyhow you must admit that he was honest enough to give you a chance to meet those prices."

"Meet 'em, meet 'em!" howled the storekeeper, getting excited. "He knows that he's getting the best deals on everything I can give, but he thinks this darn mail order house by

some mysterious means can buy the same quality of goods for less money."

"Oh, he'll find out when he gets a bunch of their stuff, and the bigger the order the harder he'll find out and the worse it'll hurt. I've seen lots of those prize packages opened and some of the stuff doesn't succeed in living up to the pictures in the catalogue worth a cent."

"Yes, I suppose the best way to do is to let them find out for themselves. We storekeepers can get together and discuss schemes to down the mail order houses until Lake Michigan dries up, but I guess the best way to do is to let people find out things for themselves, and when they learn the lesson they will learn it so hard they won't want to take another chance."

Other customers came in from time to time, but the big door at the front did not swing open often enough to let in much cold air.

"Tain't very hard to keep the place warm when there ain't any outdoors coming in with customers," said the storekeeper. "Business is rotten. Half the people in the county are ordering their stuff by mail now, and it makes a big hole in the business, too, I'll tell you. This here system of giving them rope to hang themselves with may be efficient, but it's mighty costly, as I'm finding out."

The winter passed and, instead of humping their backs over the friendly heater, the old storekeeper and his friend Barlow occupied seats on a worn store-box in the warm spring sunshine in front of the store. The road, winding like a yellow ribbon out of town, ran past the store, and as the two men basked lazily in the warm spring sunshine they watched with idle curiosity a team that had just rounded a bend far down the

road. It soon resolved itself into the familiar team of spanking blacks that Hawkins always drove when he came to town.

"Well, if here doesn't come our old mail order friend Hawkins!" exclaimed Barlow, his younger eyes quicker making out the identity of the outfit. "Team's in good shape," he continued, admiringly, "can't be he has been giving mail order grub to his horses!"

As the outfit drew up in front of the store and greetings were rather stiffly exchanged Barlow said in a jocular manner that seemed rather studied: "You sure are a hard man on harness, Hawkins. Got that outfit brand new last fall, didn't you, and here it is coming to pieces already? Where did you get it—over to Baker's harness shop?"

"No," replied the farmer gruffly.

"Oh!" said Barlow, with the air of a man making a discovery of something which he already knew. "Knew you used to do your leather trading there and thought you did yet."

"If you ever did any thinking—which I have my doubts about—it's the only thing you ever did," said the farmer, "except hang around this store."

"Oh, I get a living all right," said Barlow, easily, "and, since you got so uppish, I spend my money at home where I get it, and don't go shipping it off to Chicago where you do yours," he finished, growing nettled.

"Well, I'm beat," said Hawkins, with the air of a man who had made up his mind to make a confession. "I remember what you told me last fall, Disbrow, about this mail order business. I've robbed you of a lot of my business which you rightly should have had. And what do I get? That harness is an example.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

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.

Paid \$75 for it from the mail order house. It looked great when it came, although the tugs did seem a little light. Brown saw it one day. He just winked and said that he could give me the same thing for \$50, but never handled it because it wouldn't give satisfaction. He was right. The catalogue said it was silver mounted. Well, it looked like it at first, but the silver began coming off the first month, and it's been coming off ever since until there isn't enough left on to make a glimmer in the sun. It wasn't silver at all, only nickel plate. Tugs began to rip next, and have ripped in a new place every week. Brown said it helped his repair business great to have so many of them come into the country, as he figured that he was like a doctor with a patient suffering from a chronic disease. Rest of the stuff just the same: Bought a duck coat lined with sheepskin. Here's the coat—hole in each elbow, fringe around each sleeve and the wool all gone except in spots. Coat I bought from you lasted three winters. Oh, I'm willing to own the corn when I'm stuck, and I just tell you this so you can have your little I-told-you-so glorification."

"How are the groceries?" asked Disbrow.

"Oh, land! there's a sore spot," exclaimed Hawkins. "I haven't passed a day this winter but what my wife has made some lovely remarks about the coffee and tea and spices. It seems that none of it was up to the standard she had been using and she gave me to understand that hereafter home groceries were good enough for her and that if she was going to be cook I'd better not get any house supplies by mail."

Hawkins followed Disbrow into the store and shortly both men came out with their arms full of bundles and loaded them into the wagon. Hawkins climbed in and was just starting off when he stopped his team and called, "And say, Hawkins, bring me out a clothesline. I almost forgot it." When he was under way Barlow said, "Wonder what he wants of that rope—he seems to have hung himself on the mail order proposition all right."

"Oh, Hawkins is all right," said Disbrow, easily, as he settled back in the warm sunshine and saw visions of lost trade returning. "Hawkins is just like lots of people: He doesn't stop to figure that good goods and very cheap prices never went together for any length of time and never will." Glenn A. Sovacool.

Town Without Taxes.

Orson, in Sweden, has no taxes. During the last thirty years the authorities of this place have sold over one million pounds' worth of trees, and by means of judicious replanting have provided for a similar income every thirty or forty years. In consequence of this source of commercial wealth there are no taxes, and local railways and telephones are free, as are education and many other things.

People who live in a bog always are the first to throw mud.

The Young Man's First Thousand Dollars.

On the part of thousands of young men in salaried positions there is a fixed ambition to get out of a salaried place where the young man may "work for himself." The feeling of the young man is that only in working for himself is there an opportunity for his ambition for material success. Quite as important, too, is the feeling that only in working for himself can he feel an absolute independence in his work.

This typical young man in the salaried position, however, might make a good use of his spare time in figuring and fitting in advance for the work that he hopes to undertake. What is he intending to do? How is he going to do it? Where?

Somewhere, not long ago, I saw the statement made by a man of great wealth asserting that when the young man had acquired his first \$1,000 the road to success and fortune was easy.

But is it? Some of these ambitious young men, still working in salaried places, have \$1,000; some of them have two, or three, or five times as much money as this, and they are still working. If this philosophy of the wealthy teacher is true, why should these men continue longer working a set number of hours for a fixed salary?

Conservatism is a natural result of the acquirement of property of any kind. The man with nothing has nothing to lose. He will take a risk where the man with \$10 will refuse; the man with \$10 will take chances where the man with \$100 balks at a first step. Not until the business man with established capital and a knowledge of business becomes certain of his competency in any event is he prepared to take a proportionate risk that at the worst shall not beggar him.

Here is where the young man with the hard earned \$1,000 from salary savings finds himself handicapped. To the extent that this money is hard and slowly earned, that young man will be cautious in its investment. It is more than a mere \$1,000 to him. It is the memory of past hard work with which he has been unsatisfied; it is the remembrance of pleasures foregone and past; its possible loss suggests to him only a repetition of those things past in order to replace it.

In this condition the young man who has saved \$1,000 is likely to find himself in a more or less hypochondriacal state of mind. The average young man who saves his \$1,000 is of a serious bent compared to his fellows who have nothing. He takes himself seriously and he may take his \$1,000 far too seriously for it ever to avail him.

To settle for himself these questions of "What?" and "Where?" and "How?" may be far more important to the young man on a salary than is the matter of saving his \$1,000. Many a clean-cut young man of good habits and honesty who has fixed on business for himself has found no difficulty in borrowing the money necessary to launch his scheme. In

this respect he may have an advantage over the man who has his own \$1,000 saved and in bank. The man who has the scheme which he thinks is good, going to the man who may lend him the money, gets the money lender's opinion upon the scheme. The man with money to loan is conservative. When he loans money upon a venture his indorsement of the business is far more valuable than are the opinions of the friends of the young man who has the \$1,000. It is so easy for the friend to say to Jones, who has the scheme and the money, "Sure, that's a bully field to go into." The man who loans the money pays out \$1,000 as a guaranty of his good faith and thought about the plan!

There are few opportunities for the young man in individual business which do not carry with them the handicap of competition.

Let the young man ask himself wherein he is likely to be a better business man than a possible competitor is. Does he know better business methods? Is he a better judge of men and things? Is he well grounded in the principles which go for the making of success in his particular venture?

Let the young man on a salary save money in anticipation of his business opening. But let him have his business itself in mind rather than the dollars upon which he might start a business.

John A. Howland.

Had the Right Idea.

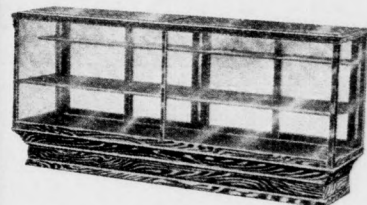
A Kansas lawyer tells of the application of a big Swede, named Peter Jergensen, who appeared before a Judge Norton, to take out naturalization papers.

"Jergensen," said His Honor, "are you satisfied with the general conditions of the country? Does this Government meet with your approval?"

"Yas, yas," replied the wily Swede, "only I should like to see more rain." "Swear him," exclaimed the Judge, "I see that Jergensen already has the Kansas idea."

—OUR— MANUFACTURER to MERCHANT PLAN

Saves You Money
on Show Cases



And even at that we build a better case in every particular. Best material used, durable in construction, original in design, beautiful finish. We pay freight both ways if goods are not as represented. Get catalog and prices.

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

Harness

Ours is
Made of the Best Material

Have You Our
Catalog?

Prompt Shipments

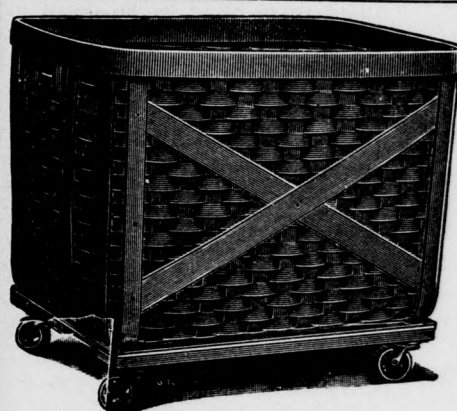
Brown & Sehler Co.

Manufacturers

Grand Rapids, Mich.

WHOLESALE

BALLOU BASKETS ARE BEST



X-strapped Truck Basket

A Gold Brick

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

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

BALLOU MFG. CO., Belding, Mich.



Paint Test Covering Period of Five Years.

What is the best paint to use? The ready-mixed brands of our reputable manufacturers, whose businesses have grown at such a rapid rate during recent years, or the colors mixed by the painter on the job, from white lead, linseed oil and the different pigments? The latter process is a relic of older times, and the mixed paint manufacturers have largely created their market by breaking down the prejudice of old timers and the introduction of a variety of shades and special mixtures for special work which were beyond the skill of the old school painters.

Many of the latter still cling to the custom of their fathers, however. It can not be denied that some of the paint mixed in this way is good, neither can it be denied that practically all of the high grade product of our recognized manufacturers of ready-mixed paint is good paint. On one hand there is a certain (or uncertain) amount of experience which is liable to miscarry by reason of elements of climate, atmosphere or surface not being taken into consideration by the painter, and on the other hand there is combined the highest chemical skill to overcome these things. Surely that is worth something.

Now that white lead manufacturers are advocating a return to first principles and our state legislatures are passing laws as to what sort of ready-mixed paint shall be considered "pure" before the eyes of the people, the outcome of the experiments now being conducted by the National Paint Association in different parts of the country will be watched with great interest.

In this test over 200 mixtures of paints will be exposed on different surfaces of wood to the rigors of sun, rain and various climates for a period of five years in the endeavor to establish a standard paint for every variety of work. No man's or firm's paint is to be used in these tests, but the formulas will be those commonly used by painters all over the country. Experiments will be made later as to paint efficiency on iron and cement.

The tests will be conducted by technical schools, while the National Paint Association will pay the bills, which during the five years are expected to foot up \$500,000. This indicates the Association's determination to settle the paint controversy once and for all, and it also shows their faith in the outcome. They will undoubtedly prove that the success-

ful mixing of paint to accommodate differing conditions is something which demands a high degree of skill, and therefore can not be entrusted to painters who follow their trade, and whose individual judgment is of no better quality than that displayed by the average workman, which is not so surprisingly good, with all due respect to the craft.

We do not say this in ignorance. For we have been cogs in the wheel, working side by side with our fellows at a trade and being known by a number instead of a name. The judgment of the average workman is not a thing to stake much money on.—Hardware.

Swedish Iron.

Thirty years ago all the iron that was worth anything for fine tools, guns, etc., came from Sweden, and was very expensive, so it is not to be wondered at that we are told the village blacksmith saved all the "Swedes" iron horseshoe nails which he drew from the feet of the steeds of that time. These nails were generally thrown in a corner until from fifty to 100 pounds had accumulated and then they were sold to any one who cared to pay from three to four cents a pound for them.

The purchaser was oftentimes a manufacturer, in a small way, of shot-guns. He took the nails, or paid the blacksmith to do so, and after making a three or four inch ring of Swedes iron from a piece of the bar stock, filled this with the old nails standing on their heads. Two such rings full of nails were then placed one on the other, points together, and the whole thing put on the anvil. A few blows of the sledgehammer sufficed to make an almost solid mass. This was placed in the fire and brought to a welding heat and then hammered and heated again until there could be no doubt as to its being "one." Next it was drawn out into strips about one inch by one-eighth inch in any convenient length. These the gunmaker welded around his mandril, producing the famous twist barrels so common in Europe.

Offended.

One morning a rustic appeared at the window of a postal station, and after peering through the bars inquired:

"Hev yeon got 'bout 50 cents worth of stamps, mister?"

"Certainly!" returned the clerk. "What denomination, please?"

"Wa-al, sir, if it's enny of your business, I'm a Baptist."

Sick Enough.

De Quiz—I thought you made a resolution to stop drinking during Lent.

De Whiz—Well-er, I'm just taking this for medicinal purposes.

De Quiz—Nonsense! You're not sick.

De Whiz—Yes, I am. I'm sick of the resolution I made.

Established in 1873

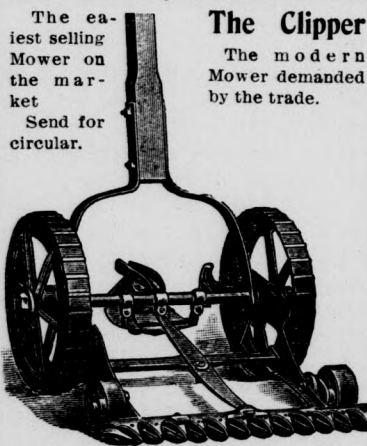
Best Equipped
Firm in the State

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.

The easiest selling
Mower on the market
Send for circular.



The Clipper
The modern
Mower demanded
by the trade.

Clipper Lawn Mower Co.
DIXON, ILL.

Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

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

Foster, Stevens & Co.

Wholesale
Hardware

Fire Arms
and Ammunition

33-35-37-39-41 Louis St.

10 and 12 Monroe St.

Grand Rapids, Michigan

THE NEW IOWA.

Low Supply Can. Enclosed Gear.

Skims Thick or Thin Cream.

Hot or Cold Milk.

Most Practical. Turns Easiest.

Skims Closest. Easiest to

Clean.

Awarded the Only Gold Medal

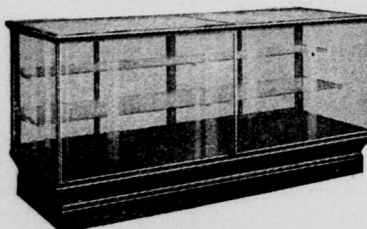
at the Jamestown

Exposition.

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



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



Our Crackerjack No. 25

Improve Your Store

Up-to-date fixtures are your best asset and greatest trade winner.

Send for our catalogue showing the latest ideas in modern store outfitting.

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

New York Office, 750 Broadway
(Same floor as McKenna Bros. Brass Co.)
St. Louis Office, 1331 Washington Ave.

Under our own management

The Largest Show Case Plant in the World

Restricting the Sale of Fire-Arms.

When handling or even looking at a pistol or revolver, we all shudder at the thought of its possibilities in the hands of an inexperienced or vicious person. Then, on the other hand, we conjure up a mental picture of the protection such a weapon affords to us and our loved ones in the event of burglary or assault—provided we can get in the first shot.

Now that Hiram Maxim, Jr., has invented a device to muffle the report, the dangers surrounding the free and unrestricted use of pistols and revolvers are certain to increase immensely. It is only a question of time when Mr. Maxim's device will come into practical use. Such a revolver will be the favorite weapon of every yeggman and thug, for bullet wounds give no clues.

Smokeless powder and noiseless discharge! Could anything be more dangerous in the hands of an evilly-disposed person? A man could be murdered in broad daylight on our noisy city streets and the murderer walk away unsuspected.

Restrictions on the sale and carrying of dangerous weapons are certain to be enacted sooner or later. Texas has started the ball rolling by passing a pistol tax law, and other state legislatures are discussing it seriously.

That such legislation will work injury to the manufacturers of "shooting irons" must be admitted, and a matter of regret it is. But is it not desirable that formidable side-arms should be kept out of the hands of minors and irresponsible persons? To keep such weapons out of the hands of thugs and thieves is impossible; yet every hardwareman who is honest with himself will admit that the ends of society will be better served by making revolvers difficult to buy, and by making the customer prove his good intentions before he can be served with such arms or with ammunition therefor.

We have laws now regarding the carrying of concealed weapons, but laws are useful only as they are enforced, and respect for the law is in proportion to the degree and character of punishment meted out to offenders.

The revolver is used for but two purposes—protection and aggression. As a means of protection it serves alike the honest man and the thief. As an instrument of aggression, however, it serves only the vicious element of society. When men hunt game they do not use a revolver. When they devote hours to target practice with a pocket piece, it is not that they may provide meat for their table, but that they may drive a bullet into some man's heart if the occasion requires.

The revolver is a menace against human life. Its application is more quickly fatal than prussic acid. Why should its sale not be surrounded with restrictions as rigid as those which apply to poisons?

The abuse, and not the use of a privilege makes for its ultimate downfall. If, by regulation, we can stop some of the abuses to which the sale of fire-arms contributes the ends

of all will be better served.

The situation is one which must be faced in a broad-gauged manner, with a view to conserving the interests of society in general and of the hardware industry in particular. As a mere matter of business policy hardware dealers can well afford to lend their support to measures for placing reasonable restrictions on the sale of pistols, if such bills are introduced in the legislatures of their respective states. By this means it may be possible to forestall more radical legislation which might affect also the legitimate sporting goods trade in shotguns and rifles.

But if we are to have legislation, it should be uniform in character and apply to both state and inter-state commerce. It is said that in Texas the pistol "toters" are getting their shooting-irons from the catalogue houses, and that the law has disarmed no one, as the pawnbrokers and second-hand dealers are no longer in the market for second-hand side-arms.

The whole subject is one well worth the careful consideration of the trade and the concentrated action of the hardware associations.—Hardware.

Keep Mail Order Catalogues on Hand.

Never fail to keep mail order catalogues in your store as a means of comparing prices in order to intelligently meet this competition. Write to those who you know are in the habit of sending away for hardware goods and tell them it always pays to ask the home merchant for prices before sending elsewhere. Therein comes your opportunity to prove yourself a salesman. If the goods wanted are the same as shown in the catalogue, you can possibly sell at the same price; if your stock is superior, explain why, and try to obtain a quality price. If nothing else can be done, take the order at the catalogue price and furnish it yourself. You will lose on a few things, but in the long run will be ahead.

For advertising purposes a mail order catalogue will give you many ideas. The descriptions are the work of high salaried men, and you can always afford to adapt these descriptions to your own needs in your newspaper advertising. Any kind of a description sounds good to a customer, but goods listed without descriptions are not calculated to create much of a demand.—Hardware.

In the Wrong Place.

A merchant of a certain town in Illinois one day entered the office of the editor of the only newspaper in the place. He was in a state of mingled excitement and indignation. "I'll not pay a cent for advertising this week!" he exclaimed. "You told me you would put the notice of my spring sale in with the reading-matter."

"And didn't I do it?" asked the editor, with reassuring suavity.

"No, you didn't!" came from the irate merchant. "You put it in the column with a lot of poetry, that's where you put it!"

What He Needed.

"That was great stuff you gave me for my rheumatism," said the workman as he hobbled painfully into the doctor's office. "It was the only thing I ever tried that did me any good."

"I don't see that you have improved much," replied the doctor, rather skeptically, as he scrutinized through his glasses the man and his crutches.

"That's because I quit it," returned the patient. "While I was taking the stuff I was as active as I ever was, and felt like a two-year-old."

"Then why in the world did you stop it?" gasped the doctor.

"Because," said the man, "I found out that it was made in a non-union factory."

"But," interposed the doctor, "you told me you wanted to go back to work, and you know very well you can't work in your present condition."

"That's so," assented the patient.

"Then why didn't you keep on taking the stuff that made you well?"

"If I had, I'd have got into bad standing with the union and I wouldn't have been allowed to work. Now I'm in good standing, but not able to work. That's why I've come to you for advice."

"My good man," replied the physician, addressing him kindly but firmly, "if you feel that way, there's no use seeing a doctor; what you want to do is to consult a fool killer."

To dodge difficulties is to lose the power of decision.

Lightning Rods

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

E. A. FOY & CO.

410 E. Eighth St. Cincinnati, O.

The Sun Never Sets

where the

Brilliant Lamp Burns

And No Other Light
HALF SO GOOD OR CHEAP

It's economy to use them—a saving of 50 to 75 per cent. over any other artificial light, which is demonstrated by the many thousands in use for the last nine years all over the world. Write for M. T. catalog, it tells all about them and our systems.



BRILLIANT GAS LAMP CO.

24 State Street Chicago, Ill.

We Lead Them All

We think you would agree with us after examining our line of

**Blankets
Plush and Fur Robes
Fur Coats**

Can we not have your orders?
Write us for price list.

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

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



Western System and Methods in Selling Clothing.

Many lessons could be learned from the Western way of keeping stocks. It is methodical. One would imagine that every salesman constituted a head of stock, with such orderliness are the clothes handled and arranged. And the impression all of this has upon the mind of the customer is good. System in stock-keeping inspires confidence in the prospective buyer, and confidence in methods and merchandise appears to be the chief aim of the West.

Imagine a large, well-lighted floor in a great men's store, with tables and shelves piled high with clothing aligned as precisely as an army of soldiers mustered for review, each garment bearing a round pin ticket the size of a penny, with the lot, size and matching numbers upon its face; each ticket attached so carefully that each line of tickets upon each and every pile of coats, pants and vests forms a line as straight as a rule, and you have pictured not only the ideal but the actual method of the West. Here, even in the busiest hours of a crowded day, there is no chaotic disturbance of stock resulting from a scramble to get the sizes and lots desired. There's no need to yank out garment after garment in a hurried search for the right one. There's no excuse for a blind search for the vests and trousers to match the coat. The coats are carried on tables and the pants and vests matching in shelves opposite, so that a step from the coat brings the suit together. What a saving of time and temper! Verily, although a bit old-fashioned, they do some things better in the West, and know how to keep stock right while serving crowds.

Business Tact of Salesmen.

Salesmen in the West, like their chiefs, are far from being self-centered. They have that broadness of character that is impressionable, hence always alert to what will improve. They approach a customer in a manner that engages his confidence unconsciously at the beginning. While working with a customer as though he were an intimate, they refrain from overstepping. Having themselves under control it takes considerable to provoke temper, and they seldom over-enthusiase. They know their merchandise so well that there is little indecision or faltering in answering questions put to them. Here is where their business tact is aptly displayed; they study the customer's eye, and at once cater to that which the eye fancies, believing that if the eye is pleased they have a strong point in their favor.

Catering To the Eye.

One of the least promising looking salesmen in a large department was approached and asked if, when selling a customer, he chose his garment according to the man's figure;

his reply was characteristic: "Why, no, not especially so. That idea would hardly work out here on a busy day. The customer, as a rule, gets his impression through his eye, and seeing what he likes wants it. We try to satisfy that want as the eye sees it. It wouldn't be just the thing for a salesman to stop and argue with that customer that the thing that has appealed to his eye was not made to fit him. It is human nature to work along the line of least resistance, and it is more satisfactory in the long run to give the man what he wants. Occasionally you get a susceptible fellow who courts your suggestions, and then it is time to tell what you know and give him the benefit of your knowledge. Oftentimes a customer is accompanied by a friend. Please him and you are most sure to please the buyer."

Buyer's Methods.

The buyers make a science of buying and selling. The merit of the merchandise counts much with them in the one case and business tact in the other. As a rule they are studiously careful in their buying, and plungers in their methods of selling. Invariably their wants are gauged by previous sales, other things being considered. System is a great ruling force in almost every Western organization. It enters into everything and is dogmatically adhered to.

Publicity and Hustle.

Western merchants are liberal users of newspaper space, and publicity is a great factor in business getting. It is the continual hustle after business in the West that makes the rest of the country stand agape at the ceaseless efforts to keep trade moving to the store. Perhaps this perpetual reaching out after the people is impelled by the absence of that great floating population peculiar to the Eastern metropolitan cities.

Chicago, in particular, is unlike any other city in the country in the matter of clothes selling, inasmuch as more high grade clothing is sold through its department stores than is the case elsewhere, a condition not even equaled in New York.—Apparel Gazette.

Nor Fire Nor Water.

A. M. Downes, late secretary of New York's Fire Department, related at a dinner a fire story.

"At the end of the first act of a drama," he said, a man leaped hurriedly to his feet.

"I heard an alarm of fire," he said. "I must go and see where it is."

"His wife, whose hearing was less acute, made way for him in silence, and he disappeared.

"It wasn't fire," he said on his return.

"Nor water, either," said his wife coldly."

Give and Take.

Lawyer (examining juror)—Do you understand the difference between character and reputation?

Juror—Reputation is the name your neighbors give you; character is the one they take from you.

READY-TO-WEAR WAISTS.

The Selling Points on Which Clerks Should Ponder.

Written for the Tradesman.

The selling of manufactured fancy silk, lingerie or linen tailored waists has in it many of the elements of shoe salesmanship; much the same methods must be employed.

In a shoe store the clerk isn't at all sure of his prospect until he gets him initiated into that difficult feat, the fitting of his feet. So long as the customer keeps his shoes on his pedals, so long may the salesman be in considerable doubt as to his powers of persuasiveness being adequate to overrule any opposition that may be presented by the visitor. But half the battle's over when the latter has been inveigled to "just sit down and try this shoe on, please." What is being put on his foot may not be at all to his liking. But, in the meantime, he has not noticed how far behind him the salesman tossed the shoe he walked in with, and when he does discover how far away from him it is he is somewhat chagrined at the distance that separates him from his property and, even if the new shoe that was just tried on does not anywhere near suit, he feels an embarrassment in asking to have his old shoe on again.

The wise shoe salesman always removes both shoes the moment he gets a chance at them, as this gives the prospect even less opportunity to escape than where only one shoe is off. I have seen a woman so anxious to get away from the net being woven around her in a shoe store that she picked up both shoes and put them on herself, for fear the clerk would detain her beyond her wishes.

As I said in the first paragraph, the selling of ready-to-wear waists of various descriptions has many points of similarity to the vending of the goods of Saint Crispin. If you can get the patron interested to the extent of getting her inside the little trying-on booth (dignified by the name of "fitting room") she is almost yours.

The other trouble is to find just what suits Milady. If her caprice is not satisfied don't try to persuade her to purchase any special waist, for if she gets it home under protest, and wears it dissatisfiedly, your name is certainly Miss Dennis, for she'll hate not only her waist but the seller and thus you spoil your repeat orders.

In selecting a waist it is always advisable first to show the patron several at the price she mentioned as desired, and gradually bring out some a little more expensive. If the goods are in exposed boxes gently snake her along to others that contain something better in grade than she asked for. This must not be abruptly accomplished, as intimated, for then she'll sure smell a mice. Get her to admit that the more expensive waists are very fine. Then pick out three or four of the latter, also as many of the cheaper grade she enquired for, and then gently hint at the fitting room. Once in-

HATS

At Wholesale

For Ladies, Misses and Children



Corl, Knott & Co., Ltd.

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



"Always Our Aim"

To make the best work garments on the market.

To make them at a price that insures the dealer a good profit, and

To make them in such a way that the man who has once worn our garments will not wear "something just as good," but will insist upon having The Ideal Brand.

Write us for samples.

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

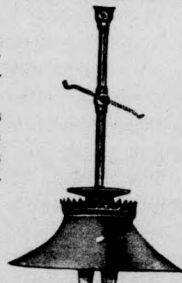
100% Better Light

At Half the Cost

are the results you get from the Hanson Gasoline Lighting System.

It has taken 12 years of constant scientific building to produce this system. Write for descriptive catalogue.

American Gas Machine Co.
Albert Lea, Minn.



side its more or less private precincts—mostly less, for there are always dreadful gaps in the neglected draperies—as hastily as possible get her into the various grades. I say “hastily,” for no woman likes to spend much time in putting on waists over the one she wore down town. Button up the new waists as facily as you can and cautiously smooth out the wrinkles around the neck.

Never sell an ill-fitting lingerie or tailored waist as defects are even more noticeable and glaring after laundering than before. With a silk or wool waist it is different providing your “fitting lady” alters all imperfections. If these can be readily remedied you may sell with impunity a waist that needs adjustment to figure.

Look strictly to the fullness of a waist. Rather have it much too large than the merest trifle too small. The former fault is not hard to correct, but the latter is beyond redemption.

If the customer seems seriously to object to a higher price than she named on entering it is best not to overinfluence her to change her mind. She may be circumscribed as to immediate cash or have other good and sufficient reasons why she must not spend more for a waist than she intended when leaving home. But if the customer is known to have ducats galore don't hesitate to part her from them. She is your rightful victim and you may cajole her out of her money with a clear conscience.

One thing should always be strictly observed:

Be just as gracious and anxious to please Mrs. Poverty Row as Mrs. Easy Street. Cultivate with the former an extra politeness. Do this for two reasons: In the first place because it is right that you should, and, No. 2, because the poor patron to-day may be riding around in her barouche to-morrow—you can not tell.

Never help a customer to select a waist that makes her look like 7½ cents. Try to pick out what will be becoming to her style, but, above all, to her complexion. Helio, green, salmon-pink, cerise and like “trying” colors go hard with a muddy complexion. Even with a clear one they are many times “difficult.” A waist may be ever so prettily made, and of rich material, and yet the color and texture be “way off” on a person with a skin that is not delicate.

Texture has a lot to do with becomingness—more than most people dream of. Sometimes a woolen material in a certain shade will look well on a person, even against the face; but the same garment in silk or velvet will look hideous. The majority of women overlook this fact entirely. They say that they “can't wear that color,” whereas if it were presented in another fabric it would be found that they looked well in it.

Sometime in the world's great future we are going to find out all about color. We know even now that it has sound.

Oh, why couldn't there be schools all over the land to teach people how

to dress? The hideous combinations of complexions and figures and clothing that we see every second on our streets are something appalling! The hoi polloi look as if they never had heard of the subject of color. The pedestrian eye is constantly offended with big plaids on wide women and narrow stripes on “Starving Cubas.” The ugliest of colors are worn next the ugliest of skins. Big feet get into shoes that have “lines” that only fairy feet may dare to attempt, while the latter get into footwear that gives them the appearance of an animated ruler. Round hats are worn with chubby faces, while peaked hats make peaked faces look more angular than ordinarily. Homely necks put on collars or stocks that “bring out” all the ugly wrinkles in the physiognomy, and arms that should wear gloves mousquetaired for the same reason that “the divine Sarah” introduced the fashion display their attenuosity in the uncompromisingest smoothness way up to the elbow. Belts that should know only hour-glass waists wander to tubs, while tubs make a free exhibition of themselves in encirclers that should only grace hour-glasses. Then there's the matter of hair. Long knife-blade faces affect coiffures built up half a foot—well, almost—and round faces go round (they couldn't very well do anything else!) with hair that only makes them “look more so.”

And with that “look more so” we get back to our original subject: Let the ready-to-wear waist clerk above everything else eschew the selling to a customer a waist that makes her “look more so!” J. Jodelle.

How a Chicago Man Would Do It.

One of Chicago's most successful buyers of boys' and children's clothing, in speaking about the methods pursued in New York in building up a large business, said: “New York buyers are not alive to their possibilities. They advertise and spend thousands of dollars annually through the newspapers, and yet the results are not forthcoming.

“Give me Blank's location there and in a few years I'll have the bulk of the New York business coming our way.

“How? The best kind of advertising in the world is that which goes from mouth to mouth. Sell a man or a boy a suit or an overcoat that has the snap, style and pattern that pleases him and causes his friend to ask, ‘Who makes your clothes?’ he, proud of the fact that his clothes are admired, at once replies: ‘Why, I got that suit at So-and-So's,’ and the result is that his friends are only too willing to buy there also.

“With this point in view, I would go to some of the swell, high-toned schools of New York and its vicinity. There are always a few poor boys at these institutions, who would be glad of the chance to dress as well as their more fortunate schoolmates. I would pick out about three such boys from each school and give each one about three sack suits of the latest cut, a Tuxedo suit and two overcoats; in fact, I would clothe them in

the height of fashion. If necessary I would even buy their furnishings and little odds and ends, so that all their dress would be harmonious and tasty.

“All I would ask in return for this is that they would tell their friends where they ‘bought’ their clothes and boost as much as possible without sacrificing their dignity. They would not need to sell a dollar's worth, but in a tactful way recommend their friends to my establishment. The result, I'd build up the biggest business on youths' clothes you ever saw. The intermediate school and college trade would follow this move. They, in turn, would send their friends, and it would only be a short time until the bulk of the business would come my way.

“I am surprised,” he continued, “that the wide-awake New Yorkers have not thought of this simple and effective method before.”

A crooked walk discounts the straightest kind of talk.

Knew the Size.

“I want some collars for my husband,” said a lady in a department store, “but I am afraid I have forgotten the size.”

“Thirteen and a half, ma'am!” suggested the clerk.

“That's it. How on earth did you know?”

“Gentlemen who let their wives buy their collars for 'em are almost always about that size, ma'am,” explained the observant clerk.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders

BRUSHES

Deck scrubs, floor, wall and ceiling brushes, wire scrubs, moulders' brushes, radiator brushes, etc.

MICHIGAN BRUSH CO.
211 So. Division St. Grand Rapids, Mich

Clearance Sale of Second-Hand Automobiles

Franklins, Cadillacs, Winton, Marion
Waverly Electric, White Steamer and others.
Write for bargain list.

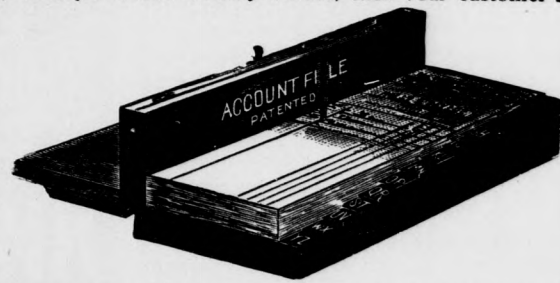
Adams & Hart 47 N. Division St.
Grand Rapids, Mich.

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

MAPLE SUGAR.

History of Industry in This Country.

The history of the maple sugar industry of the country may be read in the census figures. In the census of 1860 the total production of maple sugar and syrup reached its height. It fell heavily in 1870, rose again to large proportions in 1880, remained stationary in 1890 and then suddenly fell almost 50 per cent. in 1900, when the total amount produced was nearly a third less than in 1850. Apart from the actual decrease in product, there has been a great reduction in the area over which the maple is tapped. This decrease was 34 per cent. between 1880 and 1890. The decided falling off in the distribution of the industry has taken place to a much greater extent in the area of occasional production than in that part of the country where maple sugar making has commercial features.

The tendency for sugar production to concentrate in the region of best climatic and soil conditions indicates that sugar making for home use is giving way to a market production. In Vermont the production in 1899 was especially small, not only because of the poor season, but on account of a serious attack on the groves by the "maple worm." Since that time the groves have recuperated, and Vermont is in a position to turn out as large a crop as at any time in her history. In the Southern Appalachians and Kentucky the decrease seems permanent, and undoubtedly comes from the cheapening of cane sugar in the mountain districts. Maple sugar and syrup in those regions never had more than a local sale and were merely used as substitutes for the cane product. But in Western Maryland and the adjacent part of West Virginia the production has decidedly increased, showing that sugar and syrup are there being produced for the market, and that the Southern mountains possess latent possibilities for the development of the maple sugar industry.

In Indiana, Michigan and Illinois the decrease undoubtedly comes from the cutting of the maples, which have been heavily lumbered in the last ten years. This is particularly true in Michigan and Indiana, both of which would otherwise be producing large quantities of maple sugar and syrup. Another cause of the decrease is the competition of adulterated products from the large towns of this section. The decrease for the year, both in quantity of sugar and in sugar-producing area, comes from a number of causes, some of which are permanent, but some only temporary. In the New England States, in New York and to a less extent in Ohio, the sugar season in 1899 (that reported in the census of 1900) was very poor. For this reason the figures do not fairly indicate the present condition of the industry.

It is plain that for climatic reasons the maple sugar industry will always center in the North, but there is nothing to prevent most of Penn-

sylvania and West Virginia, Western Maryland, all of Indiana, and parts of Kentucky, Eastern Tennessee and Western North Carolina from being included within the area of greatest production. Outside of these limits progressive farmers in favorable situations may profitably cultivate the sugar maple, but a general extension of the industry is barred by natural conditions unfavorable to the production of sap in paying quantities.

The sugar maple spreads over a wide area, but as a tree for the production of sugar in paying quantities its range is limited to Western New England, New York, Pennsylvania, the Southern Appalachians, the Ohio Valley and the Lake States, and adjacent parts of Canada. In the Gulf States and as far North as Southern Arkansas the tree is represented by a variety (*Acer saccharum floridanum*) from which no sugar is made.

The sugar maple is a stately and vigorous forest tree, capable of growing in dense stands. It bears a plentiful crop of seeds, which in most localities ripen in the early fall. These seeds germinate readily and under favorable circumstances the entire forest floor is heavily carpeted and devoured by all kinds of stock. The young seedlings are very thrifty and can stand the shade of a complete forest cover. This tolerance of shade is one of the distinguishing features of the sugar maple, and although it is less pronounced in later years, the mature tree has one of the most persistently heavy crowns in the forest.

Seedlings, although not killed by complete shade, are kept suppressed and grow slowly; but if they have germinated in the open, or the forest above them is removed, they grow up into thickets of remarkable density. In such a condition the struggle between the young trees is so fierce that the development of even the most thrifty is seriously retarded. The species being so tolerant of shade and by nature so vigorous, no individual gives up the struggle, but does its utmost to overtop the others and gain the sunlight. As a result the stand keeps its extreme density for a long period, and each tree grows tall and spindling. The forest-grown tree develops slowly on this account, and has a long, clean stem and a small crown, while the roadside maple has a short trunk and a great egg-shaped crown of dense foliage. The root system tends to be shallow, with many laterals and an undeveloped taproot. In the forest this character is more marked than in field or roadside specimens, and any sudden opening up of the stand may result in loss by windfall or by a drying out of the roots.

There is no doubt that the quantity of sap that a tree yields stands in direct relation to the size of the crown, but many sugarmakers believe that trees in a forest produce more sap than those in a grove. The explanation is found in the fact that the forest floor with its covering of litter and humus contributes to the vitality of the trees more than the grass carpet of a grove. To obtain a heavy sap production a complete crown cover and a rich deposit of

humus are of vital importance. Within its wide range the sugar maple appears as a predominant tree only in the New England States, New York, Southern Canada, Northern and Western Pennsylvania, and in parts of Ohio, Indiana, Illinois, Michigan, Wisconsin and Minnesota. In the Southern Appalachians it occurs in scattered bodies where climatic conditions are similar to those of the North, confining itself chiefly to north slopes or to the coves, on moist, well-drained, rich soils where the heat of the sun is tempered. As a rule, it associates with the beech, birch and basswood, but also mixes with the yellow poplar, hickory and other hardwoods, and the hemlock and some of the Eastern spruces.

F. Tracy Nelson.

Didn't Stop When Through.

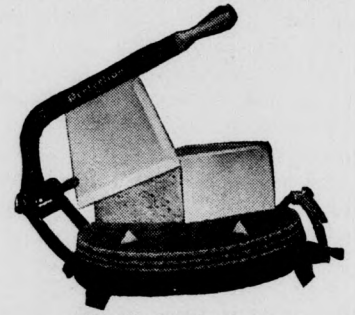
The self-made millionaire who had endowed the school had been invited to make the opening speech at the commencement exercises. He had not often had a chance of speaking before the public, and he was resolved to make the most of it. He dragged his address out most tiresomely, repeating the same thought over and over. Unable to stand it any longer a couple of boys in the rear of the room slipped out. A coachman who was waiting outside asked them if the millionaire had finished his speech.

"Gee, yes!" replied the boys, "but he won't stop."

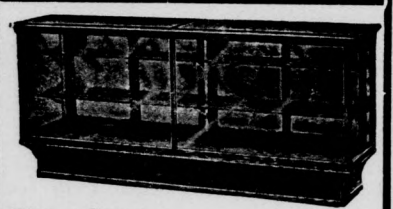
Our props are taken away that we may strike roots for ourselves.

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 Case With a Conscience

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

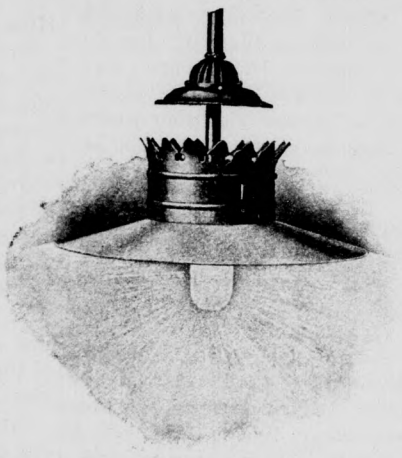
We claim our prices are right. You can easily judge for yourself by comparison. We are willing to wait for your business until you realize we can do the best by you.

GRAND RAPIDS FIXTURES CO.
Grand Rapids, Mich.
Jefferson and Cottage Grove Avenues

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.

SECOND ENGAGEMENT.

It Resulted in the Marriage of the Principals.

Written for the Tradesman.

"Competition may be the life of trade, but it is mighty hard on a woman who tries to make a living by running a store in this town," said Frances Glover to the grocery salesman who, with book and pencil in hand, leaned over the counter to receive the weekly order.

"I can't see why there should be much competition here, Miss Glover," said the traveling man, as he glanced into the flashing black eyes of the woman behind the counter. "there's Mr. Chamberlain, your sole competitor, young, single, handsome, prosperous and altogether eligible," said he with a merry twinkle in his eye.

"Look here," quickly returned the woman, "don't you dare talk that way to me, insinuating that I should marry Chamberlain. The idea! I don't care if he is young, single, handsome, prosperous and altogether eligible, as you say, I wouldn't marry Glenn Chamberlain if he was the last man on earth. There's your order," said she, as she flounced out of the store into the room in the rear.

"Whew!" breathed the salesman, as he copied the order into his book and started for the door. "I wonder what I have stirred up. Gee! I'll bet four dollars thereby hangs a tale. Well, I'll see in a few minutes anyway," said he, as he drew near the Chamberlain store across the street.

He entered the store and called a cheery "Good morning" to the man at the desk, which was returned with pleasantness and a remark about the weather. The conversation then turned to business and soon an order was given and copied in the order book.

"Say," said the Knight of the Grip, "do you know that as long as I have made this town I have never been able to figure out why Miss Glover kept so steadfastly at her business. I don't believe that she makes more than a bare living at it and I understand that she is capable of making a large salary as a school teacher."

"Yes, but you know women are queer creatures, and she is no exception to the rule," said the merchant, drawing a long breath, in which the quick ear of the drummer detected a sigh. "But she is a lady, every bit, and I guess that her stick-to-it disposition will buoy her over the rough places after all."

"What made her engage in that business here?" innocently questioned the traveler.

A blush overspread the features of the man as he stammered, "Well, I don't know exactly. You see, we have not spoken to each other since before she went into business."

"Oh!" said the drummer, as with a half smile he shook hands with his customer, bade him good-bye and left the store.

A week later the mail brought to the two merchants a special invitation to attend the opening Exposition

of a new addition to the immense store of Baker, Greeson & Company at Warfield, the firm represented by the drummer. The merchants were to attend the exposition at the expense of the firm, who enclosed transportation with the invitations.

When the Exposition opened the next week there appeared at the immense show room the two warring merchants. Miss Glover entered the place and was taken in tow by the drummer, who piloted her around and showered every attention upon her. He left her for a moment and when he returned he was escorting Mr. Chamberlain, who did not notice his competitor until he was fairly on her toes.

Not waiting for the situation to become strained the drummer spoke up at once:

"Miss Glover and Mr. Chamberlain, it is only right and proper that you lay aside the coolness that business in your town creates and enjoy the hospitality of my firm together, and if you will kindly look after her, Mr. Chamberlain, you will confer a great favor on your truly—one that will be highly appreciated," and not waiting for a reply, he left the couple standing in the center of the floor in full view of every one present.

For all of a minute they stood thus and gazed at each other, both determined that they would not be the first to break the silence. Finally, realizing simultaneously that they were the observed of all observers, he courteously offered her his arm and led her away to a seat. He stepped aside to allow her to enter and made as if to move away, but the drummer was at his side again and, fairly pushing him into a seat beside her, said, "What a fine seat you selected, Mr. Chamberlain," and walked swiftly away.

They sat in their seats throughout the speech of welcome by the firm's President, but neither heard a word. They continued to look straight ahead until Miss Glover turned and caught him looking at her through the corner of his eye. Discovering that he was caught, he managed to stammer out:

"How do you like the show?"

"The show is all right," she replied, "but I do not admire the nerve of that drummer."

That was enough to open conversation, and they argued the reason for her remark until the meeting was out, without coming much nearer together as to the cause, but by this time they had found their tongues.

As they rose to leave the place they were met at the door by the drummer, who handed Mr. Chamberlain two tickets to the theater for that evening, making profuse apologies for his inability to attend the performance with them.

The evening passed as the traveling salesman had planned and the late train carried them home, again seated together.

At the end of the week when the drummer "came in" he went to the office of the Sales Manager, where, after turning in the week's business, he said:

"You know that woman in Hillsdale who conducted that little grocery store? Well, she married Chamberlain, the other merchant, yesterday, and folks do say that they were engaged years ago, but broke up, and that she went into business there just to spite him."

"Well," said the Manager, "women are queer creatures, and she was no exception to the rule, I suppose."

"No, and her business did not amount to much anyway," said the drummer, as he lighted a cigar and sauntered out of the office smiling. S. E. Hull.

Good Intentions Gone Wrong.

"Aren't you going home?" asked a fellow club member.

"Not for several days," answered Mr. Cumrox. "I'm going to give my family a chance to forget. You see, mother and the girls have been trying to educate me to an appreciation of classical music. This afternoon I heard a terrific racket on the piano, so being 'anxious to please I half closed my eyes and said, 'Isn't it perfectly beautiful!'"

"Wasn't that all right?"

"No. It was the piano tuner."

There is in every good life a talisman that turns all adversity and ill to advantage and good.

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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
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Until You Need to Use Them

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

Successful Progressive
Strong



No. 1 Canal St.

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\$1,200,000.00

Assets

\$7,000,000.00

Commercial and Savings
Departments

CHANGED THE NUMBER.

How the Lumberman Fooled His Wife.

Written for the Tradesman.

Jack Henderson's store on Pebble Creek was the "accommodating" emporium for a considerable scope of country—this in the sixties, when Newaygo and Muskegon were backwoods villages and Grand Rapids ranked in the minds of the settlers as the representative metropolis of the great outside world.

Henderson's store, general in the character of the goods sold, was often the loafing place of woodsmen, farmers and the idle donothings who frequent every new country.

Port Gregerson was the biggest man, physically as well as financially considered, of all the lumbermen of that day. He was a high-stepper, reputed wealthy, and of a pleasing personality.

He had been a widower of several years' standing when he hied himself to Pennsylvania and brought back with him a young and pretty wife. She soon became known as the leader of the swell set in the lumber country. In that almost trackless wilderness there were grades in the social world, if one may consider such a thing as society, in the modern manner of speaking, possible in a sparsely settled country.

The wives of the small jobbers, together with hired girls, shanty cooks and laborers' "women," made up a set by themselves, the upper cult being composed of the wives and daughters of the high moguls in the lumber business—the rich and coming rich dealers in white pine.

This rating or grading was almost wholly among the feminine portion of the body politic, the masculine element being too busy making dollars of sawlogs to think for a moment of the difference in the quality of human clay.

Mrs. Gregerson soon learned the ropes. She selected a few rich men's wives for associates and cut a swell as the most aristocratic lady in the woods. She was mighty particular about her dress—gowns of richest fabric coming from Chicago, the then Paris of the West.

Lavina Gregerson was divinely tall, serenely fair, the envied, admired and feared as well as aped of all the women in Lumberland. She often accompanied her husband to Chicago, returning with fine things and a city dressmaker to fit them to her queenly form.

"Old Greg," as he was familiarly dubbed, only laughed at his pretty wife's clothes, and treated her assumption of superior virtues as a good joke. The petty jealousies excited by Mrs. Gregerson were indifferent matters to her portly, good-humored husband. Whatever Lavina wanted she could have. He paid the bills without a murmur.

In a way Port Gregerson was proud of his pretty wife. He was not much at home, however, and thus she had full swing without annoying him.

The Gregersons seldom traded at the Henderson store. Before his mar-

riage the lumberman patronized his home dealer to a considerable extent. Afterward Mrs. Gregerson put a stop to all that. The idea of patronizing a little backwoods store was ridiculous. Fancy groceries, fine dry goods, lingerie of most delicate pattern appealed to Lavina, none of which could be found at Henderson's. Nothing short of city goods from the most fashionable stores would do for My Lady Gregerson. Henderson felt the loss of his neighbor's trade more than he was willing to confess. Port often declared that the small backwoods store was quite a necessary institution—"so handy, you know, when you forget something in Muskegon."

This remark ground Henderson, and he made no attempt to regain the rich lumberman's trade. Madams Henderson and Gregerson seldom met. The latter had "no use for the wife of a shopkeeper."

One afternoon Port Gregerson came bustling into his neighbor's store, all smiles and affability.

"Lavina wants a pair of shoes—I got a pair in Muskegon, but they are a mile too small. Perhaps you would be willing to exchange."

The speaker undid a bundle and laid a pair of flimsy cloth gaiters on the counter. The shoes were high priced and wholly unsalable in the woods.

"You may leave them if you like," said Mr. Henderson. "As for exchanging I don't know's there would be any object in that."

"What price shoes have you got, Jack?"

The merchant produced his best, prices ranging up to four dollars. The shoes compared favorably with the pair Gregerson had fetched in, only there was a difference in wearing qualities in favor of the Henderson goods.

"Lavina paid seven dollars for these," chuckled Gregerson, fingering the light-weight gaiters thoughtfully. "Tell you what, Jack, if you can fit her I'll trade even."

"Get your pick first, Port, then we'll talk."

The lumberman soon found a pair that suited his fancy. He departed with these neatly tied in a soft paper. His home was only forty rods distant. Henderson frowned as he examined the shoes his customer had left behind.

"Good land!" he exclaimed, "any woman who would purchase a pair of shoes like them, thinking to wear 'em hereabouts, must be a blank fool."

"Hush, Mr. Henderson, here is old Greg coming back," warned the clerk. "It ain't no ways likely that critter—his wife, I mean—will wear shoes such as we sell."

"They're a blamed sight more serviceable than these feather-weights."

The lumberman came in with a bustle and a broad smile.

"One size too large, otherwise all right," was his astonishing statement. "These are fives; wife wears small fours, you know."

Unfortunately, not a four was

found in stock. Gregerson's countenance fell. After a moment a chuckle took the place of his frown.

"Give me your pencil, Jack," said he, pursing his lips. The figure five, but lightly marked in pencil, was the only sign denoting the size. Gregerson obliterated the figure and marked a four in its place. "No use talking," he chuckled, "Lavina sha'n't be disappointed. Do 'em up nicely, Jack, and we'll see."

The customer hurried from the store. Proprietor and clerk exchanged glances. Presently Henderson laughed.

"Old Greg is the limit," he said. "He'll be back with the shoes—"

"Here he comes now," broke in the clerk.

"With the shoes, of course."

"He doesn't seem to be carrying anything," said the clerk.

The next minute old Gregerson came bustling in, smiling and grunting in seeming entire satisfaction.

"Well?" queried Henderson.

"Just a fit!" and the big lumberman laughed until tears started.

"Well, that seems strange—"

"Nothing strange about it," quickly uttered Mr. Gregerson, going off into another deep laugh. "Women always wear shoes and corsets a size too small. My wife's like all the rest. The shoes fitted, but that figure five scared her—never wore bigger than fours in her life; wasn't going to begin now, and so on. Told her she didn't need to. Besides, I remarked, incidentally, that this pair was direct from New York, special

order for a banker's wife who was here on a visit. Ha! ha! the women are the limit, eh?"

Gregerson paid for the shoes, saying he would take the others whence they came. He quitted the store, chuckling until out of hearing.

J. M. Merrill.

His Desire.

Mrs. Handout—Have you no desire for better things?

Tramp—Certain! I wish you'd take back this hash an' gimme broiled chicken.

Service is the sign by which nobility is ranked in the kingdom of Heaven.

Care

killed a cat. Lack of human intelligence caused its demise.

Men and women can avoid a like fate if they

"Use the Bell"

IT PAYS

CALL MAIN 330



FRANKLIN Automobiles

"If air-cooling would cool," the doubters say, "it would be the best."

"If"—"If"—And more than five thousand air-cooled Franklins in use every day.

Ask any Franklin owner.

Demonstration on request.

ADAMS & HART

47 North Division St., Grand Rapids

Shop Hints Which Fit in Worker's Pocket.

One of the most pointed and important questions that the man in business can ask himself is: "Am I taking advantage of all my legitimate opportunities in every line presenting itself?" How important this question is was illustrated to me the other day in one of the great tool supply houses in the Canal street district of Chicago.

I was talking with the gray-haired proprietor of the place when I chanced to see on his desk an odd little booklet, evidently a catalogue of the house's wares, yet so small that I was inclined to doubt my eyesight.

"That?" repeated the old gentleman, picking up the booklet. "Yes, that's the most popular catalogue that ever was printed for this house. Ever since the first bunch of these books was delivered I've had a hard time to meet the calls for them, both in person and by mail."

He handed me the booklet, and its novelty was so striking at a first glance as to indicate its popularity in a moment.

Contains 510 Small Pages.

It is in neatly finished heavy Manila covers, containing 510 pages of illustrated catalogue matter, carefully indexed and fully descriptive, and yet, bound complete, this catalogue is only two inches wide and three inches long, admirably adapted to slipping into a vest pocket.

"It's fine print—too fine for my eyes," said he, "but younger men than I are calling for it and they are delighted with it. There is a little story in the way in which I came to get the catalogue out in that form:

"You will see that the little booklet is only a photographic reproduction of this catalogue," picking up another of the same number of pages, yet of a size adapting it to the inside pocket of a man's coat. "In this particular district we discovered that many of our patrons from the shops and factories near by are likely to come in without their coats. To hand one of these men a catalogue he'd feel for a pocket big enough to put it in and the pocket was not there.

"The thought occurred to me, 'Why not make it small enough to go in a vest pocket?' I found that it could be done, and ever since there has been a run on these vest pocket catalogues."

Looking into the catalogue, however, there are other reasons why it should be in demand among machinists and tradesmen of all kinds. Frequently a page devoted to the illustration, description, and price lists of a certain tool is not filled with this matter. This otherwise small blank space at the bottom of the page is cleverly filled in with a bit of practical advice concerning the work for which the tool is adapted. Many of these hints are in the nature of trade secrets such as workmen are likely to keep within the shop in which they work. In this booklet they are made public property, and are such as to offer valuable hints to the worker in many lines. They are valuable in many cases to the man

who has a work bench at home in the basement.

"In working brass and copper they will harden and split if hammered to any great extent," reads one of these "pointers." "To prevent cracking or splitting the metal must be heated to a dull red and plunged into cold water. This will soften it until it can be worked easily. Be careful not to beat the brass too hot or it will fall to pieces. These pieces of metal must be annealed frequently during the process of hammering."

"One hundred square feet of belting run over a pulley each minute will give one horse power. Example: A 2 inch belt running over a pulley 24 inches in diameter at 160 feet a minute practically will deliver one horse power."

"Resin on the blacksmith's forge improves and toughens steel. When the tool is hot dip it into the resin and then hammer."

Put Resin in Melted Lead.

"Many mechanics have their patience sorely tried when pouring lead around a damp or wet joint to have it explode, blow out, or scatter from the effects of the steam generated by the lead. The whole trouble may be avoided by putting a piece of resin the size of a man's thumb into the ladle and allowing it to melt before pouring the metal."

"In laying out work on planed surfaces of steel or iron, use blue vitriol and water on the surface. This will copper plate the surface nicely. If an oily surface, add a little oil of vitriol. This will eat off the oil, leaving a nicely coppered surface."

"Put hard soap on lag screws, wood screws, or any screws in wood. It will surprise you how much easier they will turn in."

"Pure graphite is the best lubricant known. It largely increases the lubricating quality of any oil or grease. A small quantity used on a hot bearing is sure to make it run cool."

"Put an equal amount of finely pulverized resin in glue and it will stick to iron."

"Always use good lard oil in cutting threads with a die or tapping out nut. Poor, cheap oil soon will ruin your die and tap."

"Use turpentine instead of oil in drilling hard steel, saw plate, and the like. It will drill readily when you could not touch it with oil."

"Never use a reamer to ream out pipe of any kind. The scale inside of a pipe caused by the flux used in welding or brazing is hard as glass and no reamer can be made hard enough to cut it."

Beeswax and Plumbago on Patterns. "All metal patterns should be cleaned with a stiff brush, then with a brush having plenty of beeswax in it; dip this brush in powdered plumbago. Brush the pattern well as above and you will have a much smoother casting."

"To soften cast iron for drilling, heat it to a cherry red, holding it level in the fire. Then with tongs put on a piece of brimstone a little less in size than the hole is to be. This softens the iron entirely through.

Let it lie in the fire until cooled, when it is ready to drill."

"Never stamp your name on a steel rule, square, or any fine tool, as you will throw it out of true. If you wish to mark such a tool use etching acid."

"Glue will keep liquid when cool if about one-fourth part acetic acid is added to it."

Scores of these practical hints, with an occasional table of weights, measures, and the addition of bits of philosophy and "boiled down" fact, go to make this catalogue a good deal more than an advertisement of the stock of tools represented by this house.

This man, who can sell goods because he knows his wares, also has demonstrated in this vest pocket

compendium that he knows men. It is small wonder that he has made a success. Michael Dolan.

His Love All Right.

A young couple in Lansing had been keeping house for not more than a month or so, when one morning the mistress of the household observed tearfully:

"Richard, you don't love your wife as you did a short while ago."

"Why this sudden misgiving?" enquired Richard.

"Because you don't eat the things I cook any more," was the sorrowful response.

"Marie," rejoined Richard, with all the earnestness he could summon, "my love for you is unimpaired; but my digestion is ruined!"

FOOTE & JENKS' PURE FLAVORING EXTRACTS



(Guaranty No. 2442)

Pure Vanilla and the genuine



ORIGINAL TERPENELESS EXTRACT OF LEMON

Not Like Any Other Extract. Send for Recipe Book and Special Offer.

Order of National Grocer Co. Branches or Foote & Jenks, Jackson, Michigan

The New Ben-Hur Package Is Receiving Great Praise



As a dealer said to us the other day, it solves the problem of keeping a good cigar good; no matter how long they have been made, the last one retailed from this package will be found to be in perfect condition, and smokers will quickly realize how much more satisfactory it is to buy a cigar that retains the same flavor as if it had just come fresh from the curing humidors of our factory.

This Is Our New Hermetically Sealed Glass Package

Cover can be instantly removed for retailing, and when replaced the cigars are kept in the same condition as if contained in the most expensive humidor.

Don't delay, Mr. Dealer, in sending an early order to your jobber for this new package; only a word of explanation to your customers is necessary to gain their full appreciation of the new Ben-Hur package. It's as far ahead in the package way as the Ben-Hurs are from the usual 5c smoke.

Gustav A Moebs & Co., Makers

Detroit, Mich.

WORDEN GROCER CO., Distributors

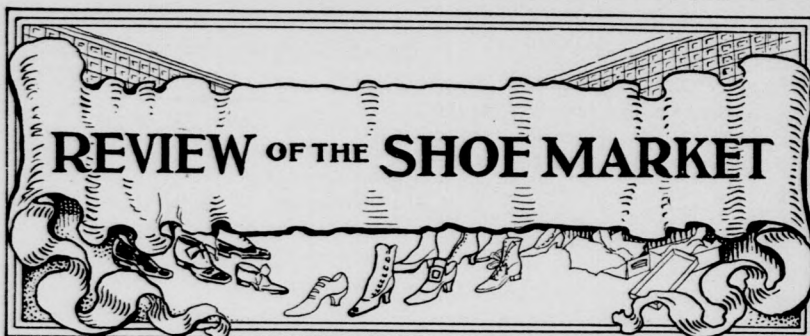
Grand Rapids, Mich.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company

Grand Rapids, Mich.



How To Conduct a Successful Shoe Store.

In this little talk I am not going to touch either the philosophy or the niceties of style in the advertisement, but shall rather limit myself to some practical phrases of the retail shoe merchant's local advertising. Concerning the style of the advertisement—its literary merits or demerits as the case may be—I have only this to say: The advertisement that gets results is a good advertisement no matter what the critics say about it. Just as long as your method of advertising is getting the trade you can very well afford to smile complacently at the self-appointed critics who venture to remind you that you are outraging the proprieties.

The sole aim and purpose of local advertising—and all other advertising for that matter—is results. The strength of a medium—and the measure of advertising—is sales. Claims set forth by the circulation department count for little if they are not backed up by the tangible evidence of expanding trade. Obvious and striking literary excellence and all other virtues known to the advertising fraternity will not atone for good coin spent for publicity that doesn't eventuate in sales. The strength of your advertising department must be measured by the number of sales.

This being true, you should make it your business to know just as thoroughly as it is possible for anybody to know precisely how much trade this or that advertisement, in this, that or the other medium, has actually brought into your store. If you are running two or three advertisements in as many different newspapers, have you any way of telling which one is getting results for you in paying quantities, or whether or not they are all making money for you? In such cases do you rely wholly upon the statements made to you by the advertising managers of these papers? If you do, then there is at least a probability that the money you are making out of advertisements carried in one medium is offset by losses occasioned by another medium or media. Test the strength of them for yourselves.

Here is a very simple but effective method of testing the strength of your various local newspapers. Say there are four daily papers published in your town; two in the morning, two in the afternoon. Run an advertisement simultaneously in each one of them; or two advertisements to-day in a certain pair of them, two advertisements to-morrow in the remaining pair. In these advertise-

ments offer a discount of 10 per cent. upon every purchase of a pair of shoes by a customer who cuts out and brings with him the advertisement making the proposition. It will not require a very large space for a test advertisement of this kind, and the unusualness of the advertisement itself will appeal to folks and help you to sell a good many shoes that you would not otherwise—thus justifying the 10 per cent. discount; and best of all it will give you a direct tip on the trade-pulling strength of the four daily papers in your town. You can save these advertisements, and at the end of the period stipulated in them—which ought to be longer than a week, ten days or two weeks—you can estimate to a fraction the relative strength of the four papers. This practical demonstration of your own will equip you with some facts which will be of great value in subsequent dealings with papers in your town. When the managers make statements you can talk back—and talk out of the fulness of your own experience.

Now this is merely one suggestion as to how you may get a line on the trade-pulling power of the newspaper media through which you advertise your shoes. Perhaps other methods will suggest themselves to your mind. The information—not the method of getting it—is the important thing. It is this direct, personal, incontrovertible knowledge that will help you to keep tab on results, and thus know what sort of advertising pays and what doesn't pay. It is an obvious fact that much of our present day advertising doesn't pay. And the reason lies in the fact that it isn't properly directed.

Suppose you are selling popular priced shoes in a town where there are two afternoon newspapers published. Suppose one of these papers is a penny paper, and the other costs ten or fifteen cents a week. Suppose the penny paper goes into that section of the city where poor people and the work-a-day people live (as is likely to be the case); now the cheaper paper is the one for you to do your principal advertising in. That is as simple as the nose on a man's face. And yet many dealers in popular priced shoes would divide their advertising in half, thus losing on the higher priced medium a good percentage of what they made on the cheaper one. Use good judgment in your advertising. Try to make every dollar spent in advertising buy the maximum amount of trade. Demand of the people who sell you space

tangible proof of the value of that space. Don't be willing to be put off with mere words.

The modern shoe merchant has many points of contact with the outside world whom he would fain entice into his store and clothe withal with proper footgear. The merits and methods of these avenues of communication are confessedly diverse. The retail shoe merchant who hopes to articulate with success one of these days must be broad-visioned enough to see possibilities in all of them and use them as he is able, and in such fashion as his better judgment decrees.

All in all, the staple of modern advertising for the shoe merchant is the daily newspaper. Of course if he is located in a small town where there is no daily, the weekly paper takes its place and performs largely its function. There are many reasons why the newspaper is good advertising, but the biggest of all is that the newspaper is read by more people than any other media. We have reached the point in our highly complex modern life when we simply must have our daily diet of news. We want to know what's doing in the world. And the newspapers tell us. Consequently we turn to the newspapers. As we read the news our attention is suddenly attracted to Jones the Shoeman's two column shoe advertisement, and we pause long enough in our quest of news to see what Jones is offering for the edification of shoe-wearing bipeds. Perhaps it was the cut of a dapper, good-looking shoe that first attracted our attention; maybe it was some pregnant word in big, black-faced type that got a grip on our interest. Anyhow, our eyes wandered away from the news item to Jones' advertisement, and we read the thing through to see what Jones had to say.

But Jones wouldn't have gotten our attention on his shoe proposition if he hadn't been in the newspaper with his story. And that's the point to be borne in mind. Jones acted upon the assumption that we would go to the paper to see what was happening, and consequently he went there with his display advertisement—and he got us.

The poster is another good way of getting the public's attention. In smaller towns and cities advertising on fences and trees distributed generously along the country roads leading to the town or city will serve as the equivalent of the poster. But in the city from twenty thousand up the poster will prove a valuable means of familiarizing people with yourself and your wares.

And when you get up a series of posters, get up some good ones. A cheap poster is, perhaps, very little better than none at all. Get up your posters in at least two colors. If the shoes are printed black—as they doubtless should be—have some of the most prominent lettering in red. Brilliant flashy colors more readily catch the eye and compel attention. By making yearly contracts for billboard space, and by keeping fresh posters on your spare during all the

time to which you are entitled by your contract, you can impress a great many people with the nature of your proposition. Perhaps many of these people would not see your newspaper advertisement—or, seeing it, would fail to be impressed by it. But the mere fact of your being there on the billboard would have the effect of winning them to your store.

Personally I don't believe the average retailer makes as much of billboard service as he might. Possibly it is because the necessary outlay for that sort of advertising is pretty stiff; but I am persuaded that results would justify the expense—unless local conditions are out of the ordinary.

In addition to newspaper and billboard advertising there are quite a number of methods of earning publicity in your community. For instance, the booklet and circular letter; calendars, blotting-pads, or some other utility or novelty bearing a neat, compact advertisement of your establishment. Most of these devices you have doubtless tried, or will try. The booklet—most pretentious and costly of all—is perhaps the best. It may be out of reach so far as the smaller dealer is concerned; but the smaller dealer should make it his business to grow up to it. When he does reach that degree of success that would justify the publication of a booklet, he will have the opportunity of exhibiting a choice line of shoes and of telling a compact and dignified story of the merits of the various shoes illustrated. Inasmuch as the booklet is a theme big enough for a separate article—and in consideration of the fact that this article is severely limited—I will pass it up by remarking that, if you get out a booklet, be sure that you get the very best cuts of your best shoes, make the reading matter brief, interesting and happily worded—and print it on the very best of paper. A shoddy booklet is like a man with a top hat on a jag.

In closing I have space just for a word concerning the copy. Make it as interesting and as apt and as fetching as you know how. The advertisement is no better than the copy out of which it is built. Space costs so much you can't say much. Say that little well. Use figures and illustrations. Exhibit a cut of the shoe. State as briefly as possible the good qualities about that shoe—and state these good qualities as far as may be in words the average man can understand—and then tell him in plain language just what that shoe will cost him when he comes into your store. Don't be vague, bombastic, extravagant nor "pretty;" keep just as close to facts as you possibly can—and remember that brevity is not only the soul of wit but the essence of good salesmanship as well—and advertising is just salesmanship.—Charles L. Garrison in *Boot and Shoe Recorder*.

It is folly to allow the ungrateful to rob you of the joy of giving.

If you would win souls you must be a winsome soul.



Three
Styles

THE MISTRESS OF
GENUINE COMFORT
STAPLE AS SUGAR



High, Low
Medium

Mayer

Martha Washington
Comfort Shoes

If there is a line of shoes in the country that possesses merit to an exceptional degree, it is the line of Martha Washington Comfort Shoes. There is no other brand that we know of that so thoroughly captivates the trade and HOLDS IT. We have hundreds of letters from merchants who state that to sell a pair of Martha Washington Shoes practically insures the future trade of the purchaser.

There is absolutely no question about the staple qualities of Martha Washington Comfort Shoes.

There is a big sale for them, and every progressive dealer needs a shoe like the Martha Washington to hold the trade hard and fast.

There are many imitations, but the imitations lack the comfort-giving qualities of the Martha Washington. Besides, it is the only shoe of this character that is extensively advertised and well known among consumers. Let us send you a sample case to prove our claims.

F. MAYER BOOT & SHOE COMPANY

MILWAUKEE, WISCONSIN

Largest Manufacturers of Full Vamp Shoes in the World

Adding a Hosiery Department To Shoe Store.

The question of adding a hosiery department has been considered by many shoe dealers at one time or another. No small number of these have added this department, and the question is, Why do others hesitate? Is it from lack of decision, from the lack of funds or simply because they have not become fully convinced that a hosiery department will pay? Taking this last as the most plausible reason, we propose to give a few facts which will help any shoe dealer who wants to start such a department to come to a favorable decision.

The facts given below have been obtained from several shoe dealers who have tried out the hosiery proposition, and who have given it a fair chance of proving its worth.

The first questions to be considered are, Will such a department be a moneymaker? How will it affect your shoe trade? and What size city is best adapted for a shoe dealer to carry hosiery? In our opinion a shoe store in a city with a population up to one hundred and fifty thousand has a better chance of success than a store in a city like New York. In large metropolitan cities there are many stores that handle nothing but hosiery. In the smaller cities, however, there are no such stores, and this is one of the strongest reasons why a good shoe store should have a hosiery department. Every city needs a store that specializes. Has any reader ever tried to match a pair of shoes to hose? If he has, it's ten to one he was answered, "No, we don't carry those goods, but we will get them for you." Even in stores that handle hosiery exclusively a purchaser only has an equal chance of getting what he wants—that is, if he is trying to match some new shade of leather or some evening dress shoe.

Would you go into one haberdasher's store to buy a shirt, and to another to buy a collar, and then perhaps walk another block to buy a tie? We hardly think so; in fact, the idea would be absurd. Then why should people go into one store to buy a pair of shoes and into another to buy hosiery? In the first instance cited you don't have to get a collar to match your shirt, but you do have to match your shoes in buying hosiery if you care to appear well dressed.

When a dealer impresses upon the minds of his trade that he has hosiery in all colors to match shoes, sales will be certain to follow. You may be sure that people don't go to another store to get hosiery just for the sake of walking to that store.

What effect will a hosiery department have on the general shoe trade and how will it increase the sales of shoes? The hosiery department will prove to be one of the best advertising propositions that a modern shoe store can invest in. Advertise that your store carries just two lines of goods—shoes and hosiery—and that both should be purchased together and you will gain customers

who would never think of patronizing your store.

Now as to the cost of installing a hosiery department: A good department can be equipped at an outlay of \$300 to \$500. This amount would cover every expense, such as stock, fixtures, display cases, etc., and leave a balance for advertising the new department. Smaller departments, if desired, can be installed at \$150 to \$300.

For a store that can stand the expense it is advisable to engage a clerk who knows the hosiery business from start to finish. This clerk may be secured from one of the local dry goods stores and may be either a man or a woman. By employing an experienced clerk you will find she has the advantage of knowing what kind of hosiery the people of your city use the most. It is also advisable that you should have one of your shoe clerks learn the stock.

As to the percentage of profit to be derived from a hosiery department, a dealer should plan to make from 25 to 33½ per cent. Not a bad investment after all, is it? In ordering stock, leave practically everything to the expert clerk. Give him or her to understand how much you wish to invest in the department and allow the clerk to attend to the rest.

Like shoes, some sizes of hosiery are bought more largely than others. For instance, a man who wears a nine shoe generally should take size eleven hose, etc. The sizes of women's hose run from 8 to 10½, and those most generally worn are sizes 8½, 9 and 9½. In men's hose the sizes run from 9 to 12. The sizes to be kept well stocked are 10, 10½ and 11. Sizes of children's goods run from 5 to 10.—Shoe Retailer.

The Art of Dressing Well.

The ability to dress well is born, and not acquired. Here is a man who manages somehow, no matter what business he may be engaged in, to look well dressed most of the time. I once knew a blacksmith who, every evening as soon as his day's work was done, would go home, take a bath, and in half an hour would appear on the street about the best dressed man in town. I have known a few men who could work about a grocery store, handling all sorts of things, from dried prunes to pickled pork, and still look neat and clean, while, on the other hand, I have known men who, no matter how many suits of clothes they purchased or what price they paid, never looked nicely dressed. Somehow or other their clothes never seemed to hang right, and within a day after a new suit was put on, there were spots on it where the wearer had spit on himself or dropped grease of some sort. I have come to the conclusion that dressers are born as well as poets.

A Barrel Full.

"If an empty barrel weighs ten pounds, what can you fill it with to make it weigh seven pounds?"

"Have to give it up."
"Fill it full of holes."



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.

This Stands for



Rubber Quality

SKIPPER

(Patented)



A Light, Low Cut, Self-Acting Over

The "Skipper" rubber is made with a stretchable rubber cord, which, coming just above the sole of the shoe, insures a good close fit. Made in following lasts and widths:

London..... S. M. F. & W.
Potay..... S. M. F.
Motor..... S. M. F.

For women, "Skipper Foothold." A low cut, same toe as "Skipper" with strap around heel.

Grand Rapids Shoe & Rubber Co.

Michigan Agents

Grand Rapids, Mich.

The Advantages of System.

System is the sheet anchor of every business. Its importance is not regulated by the scope of operations. To the small merchant it is just as essential as to the large one. And yet how often does the former excuse his lack of system in organization on the ground that his trade is not extensive enough to warrant exacting business methods. This brings to mind the old story of the merchant who, although possessing two windows to his store, neglected to use one as a means of display on the ground that the extent of his trade did not demand it. Needless to say, his trade never did.

Carelessness is an insidious foe that is always threatening a business man. It creeps into his books, into the disposal of his stock, into his salesmanship, into the very heart of his business, until one day he finds that the vitality of his enterprise has been sapped, his possibilities of growth ruined and his very existence threatened.

System is the only means whereby this evil of carelessness can be combated and killed. System in the stock, in the books, in the selling force of the store, in the receipt and delivery of goods; in fact, system everywhere and nothing but system, and then, and only then, is the business man safe.

It is naturally impossible for the merchant just starting in business, or for the man who has gradually drifted into slack methods of organization, to institute at once a system on the lines laid down by specialists. In the one case there is a lack of experience and probably of knowledge as to the best methods to be adopted, in the other confirmed habits of carelessness and a consequent reluctance to put the house in order to be overcome. Besides, system is not of to-day, or of tomorrow. It is a development of certain fundamental lines, which development can only be brought about by the careful investigation and the business acumen of each individual merchant. Experts can tell him of various plans that have been adopted and found successful, and can give him for guidance primary rules that are the foundation of all systems. But it is for the merchant himself to evolve the particular lines upon which his system shall be built up, so that from it he can secure the best advantages.

He can take, for instance, his delivery of goods. Here probably he has had no system at all. Let him try to evolve a record book that will enable him to keep track of all goods delivered, whether they were paid for in the store, paid for on delivery, or credited. When the merchant is satisfied that he has brought about some system in this direction which will stand by itself, then he can tackle another branch of his concern.

In this gradual way the introduction of system as applied to the whole organization can be brought about with the least amount of trouble, while the process will not appear

half so complicated an ordeal. Once some degree of order has been evolved out of chaos, the merchant will perceive the undisguised blessing of system, and will not rest content until he has established a complete method. The great thing is to make a start, and the rest is not only easy, but a pleasure. No merchant should be deterred by the apparent difficulties of introducing system. It is never too late, never too early, for a merchant to set his house in order, for he is face to face with the inevitable fact that a business nowadays, to be successful, must be conducted with system.

Daring Advertiser Gives Away Dollar Bills.

A salesman from a well known Chicago patent medicine house dropped into an Albany avenue drug store the other day and handed the proprietor his card.

"I don't need any of your goods to-day," said the apothecary, frowning and motioning toward his shelves. "I've got some of them in stock and they are not good sellers."

"They are not selling as well as we would like to have them," admitted the salesman, with a little sigh of regret. "Fact is, I'm not trying to take any orders to-day. I'm just advertising. Here's a carton with a dozen boxes of our 'Paradoxical Pills.' You may sell them and keep the money."

The druggist looked at the package doubtfully. He knew from sad experience that there is nearly always a string tied to that kind of an offer, and he wasn't going to commit himself.

"And here's a bunch of samples of our 'Tattersall Tea,' which you may give to the children when they come in after licorice," continued the salesman. "When their parents try it maybe they will buy it. We hope so, any way."

"Yes?" said the druggist, still waiting. "You've got a nigger in the wood pile somewhere. Trot him out."

"Maybe this is it," said the salesman, handing the druggist a long manila envelope.

Proves To Be Real Money.

When the envelope was opened a crisp, new \$1 bill fluttered out.

"That's a pretty good imitation," said the druggist.

"Yes, it is; Uncle Sam made it especially for us."

The druggist inspected the bill a little closer, running it bankerwise between his fingers. When he saw it was good money there was a pleasant light in his eyes.

"Well, what's the rest of the scheme?"

"Oh, that's all," said the salesman. "We've made an appropriation of \$50,000 for advertising in the Chicago daily newspapers this spring, and hope to stimulate trade a little. Any old way you can help us will be appreciated. Give me one of your labels, please, so I won't forget I've been here."

"You may come as often as you like," grinned the druggist. "If all

the salesmen would bring me a dollar in cash and a three dollar package of goods, they'd be just as welcome as the customers."

"Here's one of our 'Bulbul' signs," said the salesman, as he prepared to go. "It's a handsome thing, isn't it? If you want to put it in the window, it'll help along. Good-bye."

Figures Out Expensive Campaign.

After the salesman had taken his leave the druggist began to figure.

"There are 1,300 drug stores in Chicago. By the time he gets around to all of them, counting the dollar in money and the \$3 worth of goods, the samples, and the printed matter, and adding the expense of distribution, it will cost his firm between \$5,000 and \$6,000. The salesmen may take a few orders now and then, but probably not enough to repay to per cent. of the expense.

"Well, maybe it will pay. He certainly made a friend out of me. I will put his sign in the window and leave it there awhile. But if it hadn't been for that dollar I would have

torn it up, no matter how many goods he gave me. A little piece of real money goes a long way."

Ben Burbanks.

Quite Right.

"Yes," said the suffragist on the platform, "women have been wronged for ages. They have suffered in a thousand ways."

"There is one way in which they never suffered," said a meek-looking man, standing up in the rear of the hall.

"What way is that?" demanded the suffragist.

"They have never suffered in silence."

A heavy heart does not prove that you have a burdened brain.

It pays to handle
MAYER SHOES

MICHIGAN SHOE COMPANY

"Mishoco" New Specialty Shoe
for Men and Boys

JOSEPHINE FOR WOMEN

Ask to see them Made in all Leathers Snappy up-to-date Lasts

Selling Agents Boston Rubber Shoe Co. DETROIT



Wear

Our make of Boys', Youths' and Little Gents' Shoes, made as they are from the strongest leather, and properly strengthened at every point of strain, contain an unusual amount of wear.

And wear in these shoes is so essential a trade bringing quality that you can not afford not knowing about so strong a line as ours.

We go everywhere for business.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

A CARELESS PAYMENT.

How Dishonest Collector Paid Poker Debts.

Written for the Tradesman.

Elson & Smiley were doing business on a small capital. They were getting along very well, but now and then a big bill coming due kept them hustling for ready money. They were in the lumber line, and large consignments of stock sometimes sent them to the bank for small loans. Their outside bills were usually paid through the Home Commercial Bank.

Elson was out on the road and out in the city quite a lot of his time, and Smiley attended to the details of the business. The senior partner was a bluff old fellow who had furnished most of the capital for the business. Smiley was a book-keeper by profession, and rather smooth in a commercial way, while Elson had not long ago moved in from a farm.

One week they had \$2,500 to pay to one firm in Chicago. They had been buying a lot of pine and lumber of that sort, and had agreed to discount their sixty day paper at the end of thirty days. They didn't have the money when the time came, and the day before the cash had to be paid they sat together in the little private office and Elson kicked and wondered where there was any use in trying to keep going without adequate capital.

"We are making good money," argued Smiley, "only we can't get what's coming to us. We ought to be able to give more credit to our customers, instead of less."

"Well," said Elson, with a growl, "I can borrow \$1,500 at the Farmers' Bank, and you must make up the remainder somehow. You promised to discount this bill, and we've got to do it. I don't know why you ever made such an arrangement."

"Because we save \$50 by it," was the reply. "You get your \$1,500 and I'll dig up the remainder somehow. If we get in another pinch like this I'll feel like moving out on a farm somewhere."

The next forenoon Smiley stood in the front door of the main office waiting for one of the clerks to return from an errand on which he had been sent. The other men were back in the yards, and there was no one to leave in charge of the office while he went to bank with the \$2,500. Elson had brought his \$1,500 in early, and he had collected the remainder, so he was all ready for the collector when he came in.

While he waited there, wishing that the clerk wouldn't take so much time for a trivial matter, a collector for the Home Commercial came swinging down the street, which, for a wonder, was empty both of pedestrians and teams for half a block. Smiley called out to the young man and hastened into the office, where he took the money out of the safe and placed it on his desk. He thought afterwards that the young man gave a little start as he came in and saw the yellow and green banknotes lying there.

"Where's that draft?" asked Smiley. "If you've got it with you just paw it out here. There's your \$2,500."

"Why, I didn't bring it with me," replied the clerk, after a short pause, during which he moved about as if deciding something in his mind. "I don't like to carry much currency about with me. Why can't you come up to the bank with me and pay it there?"

"I can't," said Smiley. "I'm all alone here."

"I see," said the clerk. "Well, I'll take it along and send the draft down by one of the messenger boys."

Many a night afterward Smiley recalled the fact that the collector had seemed very eager to get hold of the money. He paid the money and the collector stuffed it into a pocket and left the store. The minute he was gone Smiley wished that he had taken a receipt for it. However, he did not worry much over the matter.

About 2 o'clock Elson came in, looking tired and worried over something.

"I stopped at the bank," he said, "and asked about that draft."

"It is paid," said Smiley. "You bet I attended to that."

"Paid!" echoed Elson. "It didn't come."

"Well, I paid it just the same," said Smiley. "Darrow, the collector for the Home Commercial, came along and I handed it over to him."

"Didn't you take a receipt?"

"No, he said he'd send the draft down. He didn't tell me that it wasn't here. Strange he didn't, too."

"I think it is strange," said Elson, going to the 'phone. "Hello!" he called out as soon as he had been connected with the Home Commercial. "If that draft has come why don't you send it down? It was paid this morning, and the collector said he would send it down as soon as it came."

Elson hung to the receiver for a minute longer, listening and growing red in the face, then he called Smiley. "Here," he said, "there's something rotten about this."

Smiley took up the receiver and heard from the lips of the bank cashier that the draft was there, and that it had not been paid! He asked for Darrow, and that young man answered over the wire that he had not been in Elson & Smiley's that day, and that no money had been paid to him! Smiley asked him to come to the store and sat down weak and faint. Elson stood glaring at him in the most provoking manner.

Presently the cashier of the bank and Darrow came in. The young man looked Smiley squarely in the face and denied being there, denied having taken the money! The cashier seemed to believe the collector, and both looked accusingly at Smiley. Elson stomped up and down the office like a mad man. After the bank men went away, he stood Smiley up in a corner and glared at him.

"What are you going to do with the money?" he asked, insultingly.

"I haven't got the money," was the stern reply. "Look here," added the

accused man, "my interest in this firm is worth more than \$2,500. If I can't prove to you that Darrow is a liar and a thief in two weeks I'll step out."

"I wouldn't give you \$1,000 for your holdings here," snarled Elson. "I don't want more of the business. I want less. You produce that \$2,500 in a week or I'll send the case to the police."

Now, here was a fine pickle of fish for an honest man! Smiley tried his best to find some one who had seen Darrow in his office, who had seen him enter the place, but to no purpose. He walked the streets nights, studying over the matter until he was about crazy. He knew that the story was out, for people who used to be good friends looked askance at him as they passed with a cold nod, and he knew that he was being followed by detectives. He realized that if he should attempt to leave the city he would be arrested. He cursed the suspicious Elson up and down, right and left, generations back and forward, but that did no good.

One night, after he had walked until he was tired—tired of walking and tired of hearing that stealthy step behind him, tired of seeing the sneaking figure of his shadow whenever he turned suddenly about—he walked into a restaurant of the all-night variety and ordered a light luncheon.

In a moment Farwell, a sporty young fellow who had once worked with Smiley, came in and seated himself at his table. He was slightly intoxicated and talkative.

"I owe you \$5," he said to Smiley. "Remember the last touch? Well, I am goin' to make you my banker tonight. Keep this \$100 for me! Then, when I come again I'll be gettin' my own money. Made a killin' of \$200 just now. Peeled the pelt off Darrow! Say, where does he get his coin? He's been payin' up poker debts all week. He's game."

That was enough! Only a question of detail now! Darrow, Farwell said, was upstairs playing faro. When Smiley took the \$100 note presented by Farwell, he at once recognized it as one which had been kept in the safe a long time, and which he had paid over to Darrow. There was a stain of red ink on the upper right corner which he could not mistake. Yes, all over but the shouting!

Smiley made a visit to police headquarters to see that the thief didn't escape, and went home to the soundest sleep he had known in a week. The strain was off his mind. He had done a very unbusinesslike thing in paying over the money as he did, and he did not know as he could get it back, but the suspicion was lifted! When the fellow Darrow was faced with his crime the next morning he confessed and his relatives paid the money to Smiley, so the crook did not have to go to jail, as he should. After it was all over Smiley called Elson back into the private office.

"Will you buy or sell?" he asked.

Elson didn't want to do either. He wanted to put more money in the firm.

"You can't have any money in any

business with me," said Smiley. "I don't believe you're an honest man! When I got into trouble, through handling the firm's money, you exhibited qualities which no really fair man possesses. You showed yourself to be brutal and cowardly. It is only by rare luck that I'm not in jail now. You called me a thief, and you put detectives on my track to see that I didn't run away. My character, my reputation for honesty, my long business career of good faith, counted for nothing as against your mean suspicions. I made a mistake, a serious one, in not taking a receipt, in making the payment so carelessly. I'll do better in future, but that is neither here nor there. You get out or I do. I will not do business with a man who is capable of suspecting me of crime."

Elson tried to explain, but it was no use. He sold out, and Smiley is prospering. But he makes no more careless payments!

Alfred B. Tozer.

The Evil of Retail Trade Discounts.

The following story is circulated as one told by Mark Twain on himself, as illustrating the evil of the retail trade discount:

"Mark Twain lived in the vicinity of a book store, in which he held a money interest. One day he entered the store, picked up a handsome volume, the price of which the clerk said was \$4. Mark decided to take the book, and, turning to the clerk, said, 'I'm a newspaper man, does that entitle me to a discount?' 'Yes, sir,' replied the clerk. 'I'm also a magazine writer,' again said Mark, 'does that also count?' 'I believe it does,' answered the clerk. 'Well, I'm also an author,' declared the humorist; 'how about that?' And as the clerk included a discount for authorship, Mark said, 'I am also a stockholder in this company, am I in on that?' 'You certainly are,' from the clerk. 'Now, then, I'm Mark Twain, am I good for another discount?' 'That entitles you to another,' said the clerk wonderingly, as he glanced down the list of discounts already noted on his cash slip. 'Well, now how much do I owe you for this book?' asked Mark. 'Why' (totaling the discounts allowed, the clerk looked up in astonishment), 'why, sir, we owe you just eighty-eight cents!'

This may or may not be true, but it is practiced to such an extent that it has become an evil which the merchant has to fight, and the sooner he takes up the matter and eliminates it from his business the better off he will be.

A Southern merchant writes on this very evil as follows: "It has been a custom for merchants to sell to their brother merchants and clerks goods at 10 per cent. over first cost, and, of course, this class of trade demands the newest and best style of goods carried by the store. Soon after we began business we recognized in this a growing evil, but did not see how we could get rid of it without injury to our newly founded business. After six years we decided to adopt one price and mark goods in plain figures, and then this conflicted with

our country trade, as it has been a custom to solicit trade of farmers, or, rather, encourage the credit business in this way, filling orders for clothing, dry goods, etc., and charge same until fall and give the farmer 10 per cent. discount on all orders. Now to live up to the one-price system, this must all be discontinued. What we desire most to know is how to best advertise to the farmers and merchants the advantages in buying from a firm doing a straight, square and fair business, rather than buying from a concern without any regular price, or with a price to suit the customer and rarely ever the same price to two customers."

The solution of that condition seems simple enough; but it takes courage to change an established custom. It is the merchants' business to sell merchandise. He doesn't trade in terms or credit. To the farmers who want to buy goods, and whose trade the merchant wants, could he not advertise that he sells them goods but not terms, not credit; that if the farmers want to buy credit they ought to go to some other store? In time the merchant will establish a reputation with the man who has the money and whose trade he wants, and the farmer will give him the preference, providing, however, that the merchandise is right in value, quality and style, that the store is run on a policy that attracts trade, and that the service is of a character which invites and holds customers; for these things are of the utmost importance in fixing the success of the business.

You can't get anything in this world unless you pay for it, and the very fact that this merchant would stand alone in this position would be a tremendous advertisement; but to attain such a position he has got to adopt the principle of having but one price and selling for cash, and backing that up with the right merchandise and the best kind of service; and come what may not deviate a hair's breadth from it, or else he will ruin his reputation.

There are cases operating in this way and they have been and are successful. In some sections of the country this evil of granting a retail discount has gone so far that 10 per cent. off is given to everybody. The result of such a policy is that the goods have to be marked up enough to make up the 10 per cent., and in adhering to such a practice the merchants who carry it on are simply fooling themselves and fooling their customers.

These are times when the smart man stops fooling himself and the trade he depends upon.

Not Qualified To Decide.

"Mrs. Cissie said she thought it must be very pleasant to be married to a clever man!"

"And what did you say, wifey?"

"I told her that of course I didn't know—I had only been married once!"

The difference between what you are and what you would be is the prophecy of what you will be.

Hardware Price Current

AMMUNITION.				
Caps.				
G. D., full count, per m.	40			
Hicks' Waterproof, per m.	50			
Musket, per m.	75			
Ely's Waterproof, per m.	60			
Cartridges.				
No. 22 short, per m.	2.50			
No. 22 long, per m.	3.00			
No. 32 short, per m.	5.00			
No. 32 long, per m.	5.50			
Primers.				
No. 2 U. M. C., boxes 250, per m.	1.60			
No. 2 Winchester, boxes 250, per m.	1.60			
Gun Wads.				
Black Edge, Nos. 11 & 12 U. M. C.	60			
Black Edge, Nos. 9 & 10, per m.	70			
Black Edge, No. 7, per m.	80			
Loaded Shells.				
Rival—For Shotguns.				
No.	Drs. of Powder	oz. of Shot	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	5.25			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2.90			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1.60			
Shot.				
In sacks containing 25 lbs.				
Drop, all sizes smaller than B.	2.00			
AUGERS AND BITS				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
AXES				
First Quality, S. B. Bronze	6.00			
First Quality, D. B. Bronze	9.00			
First Quality, S. B. S. Steel	7.00			
First Quality, D. B. S. Steel	10.50			
BARROWS				
Railroad	16.00			
Garden	33.00			
BOLTS				
Stove	80			
Carriage, new list	70			
Plow	50			
BUCKETS				
Well, plain	4.50			
BUTTS, CAST				
Cast Loose, Pin, figured	65			
Wrought, narrow	75			
CHAIN				
1/4 in. 5-16 in. 3/4 in. 1/2 in.				
Common	7 1/2 c.	6 1/2 c.	5 1/2 c.	5 3/4 c.
BB.	8 1/2 c.	7 1/2 c.	6 1/2 c.	5 3/4 c.
BBB.	9 c.	8 c.	7 1/2 c.	6 3/4 c.
CROWBARS				
Cast Steel, per pound	5			
CHISELS				
Socket Firmer	70			
Socket Framing	70			
Socket Corner	70			
Socket Slicks	70			
ELBOWS				
Com. 4 piece, 6 in., per doz.	net 65			
Corrugated, per doz.	1.00			
Adjustable	dis. 40&10			
EXPANSIVE BITS				
Clark's small, \$18; large, \$26.	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
FILES—NEW LIST				
New American	70&10			
Nicholson's	70			
Heller's Horse Rasps	70			
GALVANIZED IRON				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28				
List 12 13 14 15 16 17				
Discount, 70.				
GAUGES				
Stanley Rule and Level Co.'s	60&10			
GLASS				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
HAMMERS				
Maydole & Co.'s new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40&10			
Mason's Solid Cast Steel	30c list 70			
HINGES				
Gate, Clark's 1, 2, 3	dis. 60&10			
Pots	50			
Kettles	50			
Spiders	50			
HOLLOW WARE				
Common	dis. 50			
HORSE NAILS				
Au Sable	dis. 40&10			
HOUSE FURNISHING GOODS				
Stamped Tinware, new list	70			
Japanese Tinware	50&10			

IRON		2 25 rate	3 00 rate
Bar Iron	2 25	rate
Light Band	3 00	rate
KNOBS—NEW LIST			
Door, mineral, Jap. trimmings	75	
Door, Porcelain, Jap. trimmings	85	
LEVELS			
Stanley Rule and Level Co.'sdis.	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 tinued	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, '86dis.	50	
SASH WEIGHTS			
Solid Eyes, per ton	32 00	
SHEET IRON			
Nos. 10 to 14	3 60	
Nos. 15 to 17	3 71	
Nos. 18 to 21	3 91	
Nos. 22 to 24	3 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			
1/2 @ 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, Nicked	80	
Coe's Genuine	45	
Coe's Patent Agricultural, Wrought	70-10		

Crockery and Glassware

STONEWARE		No charge for packing.	
Butters			
½ gal. per doz.	52	
1 to 6 gal. per doz.	6 ½	
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 ½	
Churn Dashers, per doz.	84	
Milkpans			
½ gal. flat or round bottom, per doz.	63	
1 gal. flat or round bottom each	6 ½	
Fine Glazed Milkpans			
½ gal. flat or round bottom, per doz.	60	
1 gal. flat or round bottom, each	7	
Stewpans			
½ gal. fireproof, ball, per doz.	86	
1 gal. fireproof, ball, per doz.	1 10	
Jugs			
½ gal. per doz.	68	
¾ gal. per doz.	51	
1 to 5 gal., per gal.	8 ½	
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	
½ gallon	5 65	
Caps	2 10	
Fruit Jars packed 1 dozen in box.			
LAMP CHIMNEYS—Seconds			
Per box of 6 doz.			
Anchor Carton Chimneys			
Each chimney in corrugated tube			
No. 0. Crimp top	1 70	
No. 1. Crimp top	1 85	
No. 2. Crimp top	2 85	
Fine Flint Glass in Cartons			
No. 0. Crimp top	3 00	
No. 1. Crimp top	3 25	
No. 2. Crimp top	4 10	
Pearl Top—1 doz. in Cor. Carton			
No. 1. wrapped and labeled	Per doz.	75
No. 2. wrapped and labeled	85	
Rochester in Cartons			
No. 2 Fine Flint, 10 in. (85c doz.)	4 60	
No. 2. Fine Flint, 12 in. (\$1.35 doz.)	7 50	
No. 2. Lead Flint, 10 in. (95c doz.)	5 60	
No. 2. Lead Flint, 12 in. (\$1.65 doz.)	8 75	
Electric in Cartons			
No. 2. Lime (75c doz.)	4 20	
No. 2. Fine Flint, (85c doz.)	4 60	
No. 2. Lead Flint, (95c doz.)	5 60	
LaBastie, 1 doz. in Carton			
No. 1. Sun Plain Top, (\$1 doz.)	1 00	
No. 2. Sun Plain Top, (\$1.25 doz.)	1 25	
217 Optal globes, doz.	1 20	
Bbl. lots, 5 doz., doz.	1 10	
575 Optal globes	1 40	
Case lots of 3 doz.	1 35	
565 Air Hole Chimneys	1 20	
Case lots, of 3 doz.	1 10	
OIL CANS			
1 gal. tin cans with spout, per doz.	1 20	
1 gal. galv. iron with spout, per doz.	1 60	
2 gal. galv. iron with spout, per doz.	2 50	
3 gal. galv. iron with spout, per doz.	3 50	
5 gal. galv. iron with spout, per doz.	4 50	
3 gal. galv. iron with faucet, per doz.	4 50	
5 gal. galv. iron with faucet, per doz.	5 25	
5 gal. Tilting cans	7 00	
5 gal. galv. iron Nacefas	9 00	
LANTERNS			
No. 0 Tubular, side lift	4 60	
No. 2 B Tubular	6 75	
No. 15 Tubular, dash	7 00	
No. 2 Cold Blast Lantern	8 25	
No. 12 Tubular, side lamp	12 00	
No. 3 Street lamp, each	3 50	
LANTERN GLOBES			
No. 0 Tub., cases 1 doz. each	55	
No. 0 Tub., cases 2 doz. each	55	
No. 0 Tub Ruby	2 00	
No. 0 Tub, Green	2 00	
No. 0 Tub., bbls., 5 doz. each, per bbl.	2 35	
No 0 Tub., Bull's eye, cases 1 dz. e.	1 25	
Cold Blast w/ Bull's Eye	1 40	
BEST WHITE COTTON WICKS			
Roll contains 32 yards in one piece.			
No. 0, ¾ in. wide, per gross or roll.	25	
No. 1, ¾ in. wide, per gross or roll.	38	
No. 2, 1 in. wide, per gross or roll.	60	
No. 3, 1 ½ in. wide, per gross or roll.	90	
COUPON BOOKS			
50 books, any denomination	1 60	
100 books, any denomination	2 50	
500 books, any denomination	11 50	
1000 books, any denomination	20 00	
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.			
COUPON PASS BOOKS			
Can be made to represent any denomination from \$10 down.			
50 books	1 50	
100 books	2 50	
500 books	11 50	
1000 books	20 00	
CREDIT CHECKS			
500, any one denomination	2 00	
1000, any one denomination	3 00	
2000, any one denomination	5 00	
Steel punch	

THE VILLAGE LIFE

Working Together for the General Welfare.

This nation to-day is enjoying a plethora of prosperity and figures that dazzle the imagination announce the huge totals of our domestic and foreign trade.

But there is another side to this fruit of material wealth which now seems so luscious that, some day, when bitten into, may prove a dead sea apple.

It is the abnormal concentration of trade, industry and population in the great cities, where all the influences that degenerate humanity, rich as well as poor, have full sway and grow apace.

And when we study seriously and soberly the effects of this unnatural city life on the mental and physical character of our people, it is a serious question whether the gigantic strides we are making in the accumulation of material wealth are not at the expense of human wealth, and whether it may not turn out in the end to have been too dearly bought.

It has been strikingly said of the civilizations of ancient times, which were destroyed by the degeneracy of their people—that they "grew rotten and ripe for destruction not in the fields but in the narrow lanes and crowded city streets, and in the palaces of their nobility."

If any one will walk through the slums of the East Side of New York or the shacks of Pittsburg or the tenements of Chicago and see swarming myriads of children that are growing to manhood and womanhood in those evil environments, he will be startled by the revelation that not a few only but the great majority of our working people in the great centers of population live in surroundings that are unfit for children to be reared in, and must inevitably deteriorate the race. From every life lived under such conditions something is taken that can not be replaced by any figures showing only human activity that has not contributed to the improvement of human life.

The saddest and most depressing thought that can find a place in the mind when contemplating the wretched conditions under which so many millions of lives are lived in this country is the realization of the fact that if a greater proportion of human industry, the same laborious work of human hands that builds the palaces of the millionaires and the million of flats, tenements and shacks that are occupied by the working people, could be devoted to building the right kind of suburban or rural homes for those same workers, what a different nation this would be a generation or so hence.

While the people are crowding into the cities, the villages and small towns are being depleted not only of their population, but their trade as well. Instead of working together to realize the true joys of the village, with all its possibilities of human sympathy, close friendships, love of Nature's beauties, and the inspiration

of the ideal home life that is possible in such an environment, the spirit of unrest possesses many and as soon as opportunity offers they plunge into the maelstrom of city life.

Those who stay in the village, in the great majority of cases, do not work together as they might to create an environment so attractive that the city would have no temptations to offer that would lure any human worker away from the safe anchorage of a rural home to the artificial life of the tenement or flat.

The people of other nations are far ahead of us in the realization of the joys of life next to Nature and "far from the madding crowd's ignoble strife." In the Orient both the Chinese and the Japanese have for five thousand years realized for the great majority of their people the pleasure of a life in a Homecroft, in an environment that developed the dignity, the mental and physical strength and the tireless and patient energy which is the underlying motive force that is lifting those nations forward and upward to-day in the great contest for National superiority in which they are engaged.

The German people realize more fully than the Americans the pleasures and distinct personal and National benefits arising from the rural life.

In an article in Appleton's Magazine for January, 1907, Ernest C. Peixotto writes, under the title "Village Art at Home and Abroad," an article which points out things that ought to be done in every American village to stimulate its inhabitants to improve the village and the village life, endear it to those whose homes are in it, and develop a feeling of solidarity in the community and loyalty to all its interests.

Telling of the village beautifying societies, the author of the article referred to says:

"The Germans are avowedly lovers of Nature, and, while the rich go about in touring cars, the simpler classes, with pack on back, make many a walking trip. The Moselle Valley, the Rhenish side of the Vosges, the nooks and corners of the Rhine Valley itself, and the Schwarzwald are annually explored by armies of pedestrians. This has inculcated a love for trees, for views, for resting places. We may laugh if we will at their eternal signboards pointing to 'views,' but these have taught them to use their eyes and look about them, and this cult of Nature has found expression through the Verschönerungsverein in many a town and village.

"These Verschönerungsvereins or Beautifying Societies have become a National institution. Almost every little town possesses one composed of the butcher, the baker and the candlestick maker—all the petty tradesmen—and it is presided over by the apothecary, the notary, the doctor, or the mayor. In the smallest villages they find food for fruitful work—not always well advised to be sure, and often destroying picturesque material in their zeal for cleaning up and 'beautifying' the environs. But in spite of occasionally tearing down an

old mill or a tower and straightening out roads that once were quaint old crooked lanes, they do much good by making paths through the woods without steep grades, that old people can follow as well as sturdy young people by placing seats and many of them at all of the prettiest spots whence views can be obtained, or where the coolest shade rests on a warm summer day. Near by they place receivers, usually of rustic design, like broken logs, for waste paper, orange peel, and other debris. And the people take the hint and pride themselves on keeping these walks neat and clean.

"Is it not well worth while thus to encourage in the humbler classes these promenades in the free woods and the open spaces, instead of leaving them to sit on the back stoop with the children playing in the rubbish heap? Does it not make life in the country better worth living? On bright afternoons these woodland parks about the German towns teem with baby carriages, with mothers playing with their children, and with schoolboys out for long walks."

In England the exquisite beauty of many of the villages and village homes must be an ever present inspiration to everyone living in their midst. Anyone familiar with the depressing effect on the mind of a trip through the miles of deadly monotony that characterizes the streets that are lined with the homes of the working people of Chicago would do well to counteract it by an hour with a book that breathes the inspiration of the rural cottage home from every page:

"Picturesque English Cottages and their Doorway Gardens," published by the John C. Winston Company, of Philadelphia.

We wish it could be in the hands of every flat and tenement dweller.

It would exert a mighty influence to make them justly discontented with the wretched exchange they made when they gave up a share in God's out of doors, as a part of their life, for existence in a human kennel or barracks.

Here are a few lines that will give an inkling of what the book contains:

"English villagers are very proud of their gardens, which form such a charming feature of their rural life. Charles Dickens, in one of his finest passages, wrote: 'In the culture of flowers there can not, by their nature, be anything solitary or exclusive. The wind that blows over the cottage porch sweeps over the grounds of the nobleman, and as the rain descends on the just and on the unjust, so it communicates to all gardens, both rich and poor, an interchange of pleasure and enjoyment.'

"When strangers visit our shores, or when we first return from foreign travel, one of the first sights which gives pleasure and gratifies the eye is the sight of the wayside cottages and their bright little gardens, the home of many old-fashioned flowers, the source of the cottager's supply of fruit and vegetables. These gardens combine utility and beauty. Flowers encircle the cabbage plants and the

potato crop; and, although the cottager, who has a wife like unto a fruitful vine and many olive branches around about his table, is sorely tempted to increase the area of his kitchen garden and plant his 'taters' and carrots in the soil once sacred to his flowers, he can scarcely harden his heart to uproot the plants in which he takes so great a pride.

"The flowers, too, find a zealous friend in the busy housewife, who tends them and waters them, sometimes with the contents of her teapot (hydrangeas seem to love cold tea), and watches over them as flowers love to be watched. She finds time, in spite of the olive branches, to care for these other plants, which make her garden gay and bright, and values far more the gift of some roots and cuttings than a present of money.

"The walls of the cottages are usually covered with creepers. A vine is trained about the porch. A Virginia creeper soars as high as the topmost gable and chimney-stack, and in the autumn clothes the cottage with its mantle of beautiful mellow brownish-red leaves. Climbing roses are not forgotten, and many a cottage can boast of its fine Gloire de Dijon or Marechal Niel, or strong-growing crimson rambler, which fills the air with fragrance. Clematis plants of various hues are seen on many a cottage wall, and ivy, too, 'that creepeth o'er ruins old,' loves to cling to rustic dwelling-places, and sometimes clothes walls and thatch and chimney with its dark-green leaves. The honeysuckle is a favorite plant for climbing purposes. It covers the porch and round about sheds its rich perfume."

When we think that every American wage-worker and his family might just as well as not have such a home if a little thought were given to it by everybody, doesn't it seem a National misfortune that the great majority of them should live in the deadening and wretched environment that now drags their children to a lower moral and physical plane as the years of childhood and youth are influenced by it?

And isn't it an equal misfortune that in so many country villages, where every home might be as beautiful as the one above described, there should so often be no attempt to create or enjoy these beauties?

The lack of appreciation of them is all a matter of lack of a little stimulating interest in the community to make people think of such things. That stimulus should be afforded by a society in every town devoted to something more than mere village improvement. It should be for the improvement of the whole village life, educational, social, commercial, industrial—and the uniting of the community for an inspiring educational campaign to bring about that result.

And who should lead such a movement?

Manifestly those whose whole business and personal life are a part of the community and who are above all others interested in its improvement.

Many a merchant in a country

town sees his trade slipping away from him—going to the mail order houses in the big cities because his customers are deceived by specious advertisements into believing a few cents can be saved that way.

Trade lost means population lost and fewer readers of the local paper. The country editor in the end is as hard hit as the country merchant by the loss of trade and people.

Why not change the current?

Why not make your village so beautiful that it will be a spot to be sought after by every dweller in the country for miles around?

Why not unite, not only the village people but the farmers and their families, too, in a bond of local brotherhood and loyalty to home and the home town that will lead them all to see, and never for a moment forget that the village beautiful and the village life and the village people are a part of their lives, with all interests, social, educational, industrial, so interwoven, so interknit that it is manifest to every one that the welfare of all is indissolubly united.

The solidarity of the community, under those conditions, becomes the controlling influence in every life lived in such a village or its neighborhood.

For such a movement for the village beautiful and the oneness of the village community literature is needed and good lectures would help much. To secure these all local village associations should be affiliated with a National bureau for supplying such literature and lectures at the least possible cost.

Bear in mind that village betterment applies just as much to the suburban village or community as to the country village.

Geo. H. Maxwell.

Dearth of Sawdust.

Newberry, April 7—With the passing of the pine, butchers in various portions of Upper Michigan are complaining of the increasing difficulty of procuring sawdust for use as a covering for the floors of their meat markets. Formerly it was an easy and inexpensive matter to get any quantity of the material, for as refuse it was to be had for the asking at the sawmills. Now, with fewer sawmills in commission, it is often necessary to import the product, while the sources of supply continue steadily to decrease. Much cedar and hemlock sawdust is available in various lumbering towns, but it is much less satisfactory to many butchers. Besides there is a growing disposition at the mills to use the sawdust in aiding in the generation of steam. Mixed with coal it makes a very satisfactory fuel.

Factory Construction at Hastings.

Hastings, April 7—The Hastings Table Co. will at once erect a three-story brick addition, 130x160 feet, to its present plant. This decision is the outgrowth of the company's rapidly increasing business and its present over-crowded quarters. Work will be begun at once and rushed to an early completion.

What Other Michigan Cities are Doing.

Written for the Tradesman.

The retail merchants of Bay City met April 3, and effected a permanent organization as an auxiliary to the Board of Trade in advancing the interests of the city. At a previous meeting a Committee on Finance was appointed and this body has turned over to the Treasurer \$1,000 in cash, which will serve as a nucleus for the larger sum that is to be secured in order to make the trade extension movement a success. The officers elected are as follows: President, C. C. Rosenbury; Vice-President, C. F. Lovell; Secretary, Dan T. Cutting; Treasurer, J. A. Mitchell; Executive Committee, the officers and J. J. Broas, Fred Rechlin, John Walther, Edward Miller, Fred Mohr and E. Levy.

The merchants' rebate system will go into effect at Lansing April 10.

The Common Council of Kalamazoo has granted an extension of eighteen months to the franchise given the Kalamazoo, Gull Lake & Northern Railroad Co., which expires May 1, 1908. Col. Wm. V. Jacobs, promoter of the interurban road which is to be built through to Grand Rapids, states that owing to the condition of the money market the past year it has been impossible to go ahead with the construction work. He has received assurances that the money for building the line will be forthcoming.

In the interests of a prettier and cleaner Benton Harbor, Dr. Bell, health officer of that city, named Friday, April 3, as Clean-up Day, and the day was devoted to cleaning up yards, streets and alleys. Property owners living on streets that are sewered are required to make connections and dispose of all open vaults within 60 days or the work will be done by the city and assessed to the property owner.

At a recent meeting of the Common Council of Manistee an ordinance providing for a sealer of weights and measurements was adopted. This official must "go at least four times each year to the houses, stores and shops of all merchants, traders and retailers using scales, beams, weights and measures for the purpose of buying and selling, and he shall there try, prove and seal said scales, beams, weights and measures." The vote on its adoption was close, being eight for and six against. The Council also adopted a resolution directing the Street Commissioner to plant with poplars and wire grass the sand hill lying east of the life-saving station, which is wind-drifting, to the extent of 60 feet or more yearly and has partially buried several properties and in a short time will reach the river, causing great damage.

The annual meeting of the Benton Harbor Business Men's Association was held April 1. A resolution was adopted expressing regret at the determined action of the State Savings Bank in remaining open Saturday evenings. "We deem it unnecessary," the resolution stated, "as checks can

be cashed or change obtained of any merchant after banking hours. We believe it to be a menace to the closing hours established governing all business men in our city, which has proven so beneficial to employers and employees in the past." A committee made up of C. L. Young, Joseph Enders and H. U. Rapp was appointed to confer with St. Joseph business men in arranging closing hours for the summer season. President Geo. S. Avery and Secretary Miles declined re-election and the officers selected were as follows: President, H. U. Rapp; Secretary, Wm. Chapman; Treasurer, Louis Rahn.

The newly-organized Business Men's Social club of Holland has elected the following officers: President, R. N. DeMerrill; Vice-President, G. T. Hann; Secretary-Treasurer, Frank Carr. The Club has over 50 members and occupies quarters in the Steketee block on East Eighth street.

Business men of Jackson, have formed a temporary organization, with the following officers: President, J. C. Richardson; Secretary, W. L. C. Reid; Treasurer, Chas. M. Spinning. It has been decided to hold weekly meetings for one-half hour Wednesday afternoons, beginning at 1 o'clock, when plans for promoting the industrial interests of Jackson, will be discussed. Almond Griffen.

He Thought It a Confession.

A well known clergyman tells the following joke on himself: One day he was going down town and was

greeted by one of his parishioners, who was a little the worse off for liquor. The clergyman turned from him with a look of disgust and sighed:

"Drunk again?"

"So am I," stuttered the inebriated parishioner.—Judge.

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That Will Save You Money
In Cost and Operation
Store Fixtures and Equipment for Merchants
in Every Line. Write Us.
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None Better
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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



Most Independent Individual in the Commercial World.

I have often read in newspapers and magazines of how to become a successful salesman, how to sell goods, don'ts for salesmen, etc.; but I do not remember ever reading an account of how to educate a boy to become a salesman.

Salesmen are not born with that talent, but are educated after years of hard work and study; not the study from books on salesmanship, but from the study of the goods which they are selling and from studying men's natures and hobbies.

Not many years ago this country had very few manufacturers, few large commercial houses, and the margin of profit was much larger than in modern times.

Business is a battle royal to-day and the engagements are sharp. Thousands are enlisted in the struggle of strong and unyielding competition for the commercial honors of the country. Each year large business houses go into bankruptcy—business houses which the trade looked upon as without parallel in their particular line. In tracing back the cause of their failure it is invariably proven that the selling end was insufficient.

A successful salesman is the most independent man in the commercial world. He is not affected by changes in prices nor harassed by growing obligations. He is indispensable to the business; he knows the goods, the field and the customers, and this asset is really invaluable. He can carry these qualifications into the general market and easily find someone who, in return for the use of his possessions, will very handsomely recompense him.

The making of a salesman begins with the boy entering a mercantile business. He must start at the bottom, for those who begin at the bottom and gradually work themselves up are the kind that count.

I believe that a boy starting out in this life should begin at the bottom. When you first attend school you enter in the primary, and as your learning develops you are gradually advanced. If you are desirous of pursuing a professional life, you are obliged to spend years at college before you are competent. You receive no favoritism, and are graduated only when you are qualified to go out in the world to practice.

It is my belief that should a boy choose the mercantile life he should begin his career not with his relatives, where he is apt to receive individual advancement, but with strangers, where he will be paid and

advanced according to his ability. A boy working for his relatives often becomes careless, knowing that there is little danger of losing his position.

I am sure that the start is the most important part in the business life of almost every man. A poor start will handicap one for life. It is the foundation for the future. If the foundation of a building is well laid the building, when completed, will stand the severest storms; the house with the weak foundation topples. The same principle applies to a boy starting in life. He will not always have his relatives to provide for him, and unless he has built up a foundation by diligent work—and by this I mean the conscientious and faithful kind—and unless he has developed a strong character, which can only be acquired by honest, laborious work, he will bow his head when the first storm overtakes him.

The young man who goes out and applies for a position and does not wait until somebody gets it for him is the boy who starts right. Get a position where there is a chance for advancement should your efforts warrant it. Don't be ashamed to start at the bottom. If there is a chance for advancement, get busy and do your work with a will, at the same time familiarizing yourself with the nature of work that those ahead of you are doing, so when the opportunity presents itself you will be qualified to fill higher positions. Always try to learn something new each day. Be polite to your superiors and courteous to customers you may have occasion to meet.

Nowadays a man is paid for his knowledge and executive ability. When you are a young man you should consider the fact that you are learning, as well as earning, and that the learning end is the more important part. You must know your business in every detail, and the only way to know it is to learn it.

The days of the talkative (hot-air) salesman have passed. It is the man who knows his goods and who presents them to the trade in the true light that convinces and gets the business. If you are selling a \$2 article do not insist that it is as good as your competitor's \$10 one, when you know perfectly well that it is not. A man who is paid to buy goods for a concern generally knows his business, and when you talk to him in this manner you make a great mistake.

If you have started from the bottom you have educated yourself to know your goods and believe in them. You will believe in the cheap goods as well as the expensive ones; but in

selling the cheap goods sell them as such, by doing which you will make a conscientious sale.

The salesman who goes around with a rake-off for the buyer is a salesman of the past. An office boy can go around disposing of goods if he pays the buyer to buy them. Even the story-teller, who used to call upon a buyer and delight in sitting at his desk for hours telling funny stories, is a back number.

Wise merchants value the good salesmen, and the good salesmen are the men who are some day taken into the firm.

Get busy, young man, and hustle. Don't think that because your relatives do not own the business you are unfortunate, but thank your lucky stars that they do not. Build up for yourself, by hard, honest work and sincerity of purpose, a character that will carry you to the top; and always remember that it is within reach of us all.—Lewis A. Abrams in Hardware.

Necessity of Studying the Buyer.

The word "buyer" as used in salesmanship means the one to whom is entrusted the purchasing of stock, supplies, etc. The buyer is generally called "purchasing agent" in all engineering establishments.

It is often said that the house buyer or purchasing agent has the requirements of his work down to a finer point than does the salesman—that he is the better man, in fact. This misapprehension comes from the fact that the buyer occupies a strategic point in his dealings with the salesman. Buying can be done in many markets. Competition is always held before the salesman as a means of getting better terms. The buyer not only quotes competition, but stimulates indifference. The salesman is in the position of an attacking force.

Then, too, the buyer is working more from exact data than the salesman. The want book or want cards show what supplies or additions to stock are needed. The salesman does not possess this information, but has to find it out, often by diplomacy.

Any salesman who wishes to be successful must study the buyer's surroundings, as well as the man himself. That is to say, he must not be influenced only by the personal characteristics which the buyer shows. Both in and out of business a man is constantly showing eccentricities or biases of opinion by his manners, speech, pose and by other easily read signs. What sometimes throws the salesman off the track is the fact that a buyer may possess a certain characteristic and yet act at seeming variance to what may be called his "readable signs."

As an instance: here is a broad man, bearing and carrying himself as betokens a most generous nature, evidencing in his ways and speech great liberality, and yet who in his treatment of the salesman approaches narrowness or niggardliness. The salesman who sizes up his buyer along the lines just mentioned plans his selling talk accordingly and

fails. He naturally credits the failure to his "size-up" of the prospect, and as a result declares that he has no faith in any attempt to read a prospect's disposition.

All that is the matter is that a wrong premise has been taken from which to work. He should have remembered: First, that almost every buyer is obedient not to his own inclinations, but to the will of the man for whom he works, or to whom he must report. He is working to please him—to do his work so that it will be satisfactory to the man who checks him up; second, every house important enough to maintain a buyer has influences which tend to turn a buyer's energies into the most efficient channels despite his natural characteristics or tendencies.

It must not be forgotten that the buyer has to "see the goods through;" that if they do not sell the goods remain in stock staring him in the face every day—a mute testimonial as to his inefficiency in buying. This alone is sufficient to put a check on the most sanguine buyer. His predominant characteristics are more than offset by the demands of his organization.

For these and other reasons it is advisable to build a selling talk partly upon sure knowledge of the buying organization as well as the buyer.—S. G. Elbon.

Explosive Force of Water.

Water, looked upon as the tamest of liquids, is as great an explosive as dynamite under certain conditions. In one day water breaks up more earth and rock than all the gunpowder, guncotton and dynamite in the world do in a year. These explosives can be controlled by human agency, but water does not hold itself accountable to man. It runs into the ground, freezes, expands and splits the soil into little pieces. Finding a crack in a huge rock, it repeats the same process, forcing it asunder. If frozen in the pores of a tree it often explodes with a report like a gunshot and the force of a dynamite bomb.

No man can be great until he can see greatness.

If every traveler who comes to
Grand Rapids stopped at

Hotel Livingston

the outside world would hear
pleasant stories about this city's
accommodation.

THE HERKIMER—"European" GRAND RAPIDS, MICH.

Electric light, steam heat, running hot and cold water in every room, private and public tiled baths, telephones and all modern conveniences. Rates 50c a day up.

THE DANGER POINT.

Lose Courage and Battle of Life Is Lost.

Screw your courage to the sticking point and you will not fail. Keep it there and no winds of disappointment or storms of adversity will be strong enough to loosen its fastenings.

Don't give up any undertaking until you have tested the strength of your courage to ascertain the limit you possibly can reach.

Most of the failures in life can be traced to want of will power to continue along a given course. A man does not know his capabilities without an earnest trial, and that trial he never can make without the courage of endurance.

Talent is not everything—alone it is next to helpless; it must have a fixed purpose behind to spur on to effort before success can be attained. Determination, backed by confidence and courage, can perform seeming miracles, but if the will power is weak and vacillating the force necessary to overcome difficulties will lessen and the difficulties correspondingly increase, until all hope of surmounting them must be abandoned.

A tiny stream, trickling o'er its sandy bed, at first may appear insignificant, but it gradually, although imperceptibly, hollows out for itself a bed which becomes wider and wider until the waters increase to a mighty river, which inundates its banks and sweeps trees, houses and lands before it in torrential fury in its headlong passage to the sea.

Molehills become mountains to those who wait for something to turn up to save them from the work which earnest effort entails, and what was easy of accomplishment yesterday is an impossibility to-day. A little spark if not quenched in time may grow into a mighty conflagration and wipe out an entire city.

Tackle a difficulty in time, keep at it, and you will soon find that the difficulty will resolve itself into a task easy of accomplishment. Keep pegging away and be sure every peg will form a step for you to rise higher until the summit of desire is within your reach.

Compared with perseverance, all other virtues are as fairy gold, which at first sight glitters like the genuine metal, but soon turns to useless dross. Perseverance has built the progress of the world on the solid foundations of a courage that could not be conquered and an enthusiasm that would not grow cold. It has enabled man to scale the frowning heights of achievement.

Test your strength, and if you find it sufficient for engaging in the task, take a good grip, hold on with bulldog tenacity, and you will win out. Be calm, cool, deliberate and give forethought to the result of endeavor. The man who does not take a true aim never can hit the bull's-eye, except by chance.

Consult wisely, resolve firmly, then execute with inflexible purpose and irresistible determination. Be strong in your confidence to overcome all opposition. It is lack of confidence

that courts failure. Make up your mind to win. Dispel all doubts and misgivings. Banish the ghouls of fear and from your side exercise them with the talisman of courage, put perseverance in their place, and success will be yours.

Gain the reputation of persistency and it will be better than a letter of credit, for it will give others faith in your ability and your power to accomplish what you undertake. Such a reputation is like gold—it is current the world over.

No matter what traducers or the envious may say, there is a never failing demand for the man who, despite ridicule and hostile criticism, pluckily pushes ahead, braving taunts and sneers with calm equanimity, until he gains the goal he set out to reach.

Be always courageous, even with the example of failures all around;

until you resign it to the power that placed it there.

Be patient under trials and difficulties, for patience is the alter ego of perseverance, in fact, the one implies the other. Patience and perseverance will bring a snail to Jerusalem.

There is a romance about perseverance the most fascinating in history. It has characterized all the truly great men of both ancient and modern times, bringing many from the pits of poverty, the dungeons of despair and pillories of persecution into the white light of fame and honors and wealth.

Only the strong, forceful man, with the quality of perseverance inherent in his nature, can hope to keep abreast of his fellows in the life race in these times when competition is so keen.

Stick-ative-ness is the fundamental



THE TABLES TURNED.

if others have failed that is no reason why you should not succeed.

If you find no way make one for yourself. Emulate the boy who applied for a position and would not take "No" for an answer.

"Do you want a boy?" asked the applicant.

"Nobody wants a boy," replied the merchant.

"Well, say, mister, do you have to have a boy?" perseveringly demanded the little sticker.

"I am sorry to say I do, and I guess you are the boy I want," answered the merchant, forced to capitulate to the juvenile tenacity of the determined young workseeker.

Never give in until you are utterly compelled to do so, then gracefully acknowledge defeat, but let not hope desert you; keep its holy light bright and burning in your soul to the last,

quality which tells to advantage in every profession, trade and calling of life. Success is measured not so much by what is accomplished as by the opposition which is overcome. The most perilous hour is that in which you are tempted to give up. When you arrive at the danger point, if you don't pass it, you are undone. Lose courage and you lose all.

No man ever lost in the battle of life until he first had lost faith in himself. Madison C. Peters.

Dress helps or hinders a salesman in self expression. The wrong cravat will lose an order, and polished shoes may win a hearing. Frivolous dress is not the natural index of dignity and responsibility. The neat clothing is that which expresses the wearer's best self.

Three New Members Added.

Grand Rapids, April 7—There was a large and enthusiastic attendance of members at the regular meeting of Grand Rapids Council, U. C. T., last Saturday evening. Three candidates were initiated, as follows:

Charles C. Perkins, representing D. M. Amberg & Bro.

Fred M. Luther, representing Hensen Printing Co.

Floyd B. Chadwick, representing Johnson & Johnson, manufacturing chemists of New Brunswick, N. J.

Brothers W. D. Simmons, John Hondorp, W. F. Ryder and W. B. Holden were elected delegates to the State convention at Battle Creek June 5 and 6, with Brothers John G. Kolb, John D. Martin, S. H. Simmons and Wilbur S. Burns as alternates. Preparations are already under way for taking the largest visiting delegation to the Grand Council meeting that has ever attended. The arrangements are in the hands of Brothers A. T. Driggs, Edwin F. Snyder and Harry D. Hydorn, which is a sufficient guaranty that everything will be provided for the comfort and pleasure of those who will take in the trip. Incidentally, this extra effort is being made in the interest of Brother W. B. Holden, who is a candidate for the office of Grand Sentinel, which is merely a stepping stone to higher honors, and the boys go to Battle Creek with the purpose of landing the place for him.

Wm. D. Bosman was appointed as official reporter for the year.

O. F. Jackson, Sec'y.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, April 8—Creamery, fresh, 26@31c; dairy, fresh, 20@24c; poor to common, 17@20c; rolls, 20@23c.

Eggs—Strictly fresh, 15½c.

Live Poultry—Springs, 15@15½c; fowls, 15@15½c; ducks, 14@15c; geese, 12@13c; old cox, 9@10c.

Dressed Poultry—Springs, 15@16c; fowls, 13@16c; old cox, 10@11c; turkeys, 16@20c.

Beans—Marrow, hand-picked, \$2.25; medium, hand-picked, \$2.25; peas, hand-picked, \$2.30@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.

Poor Old Pittsburgh.

A stage-manager once had a subordinate with realistic ideas. The manager was producing a play containing a snowstorm, and the subordinate had charge of the snow.

"Bother you!" said the manager, at the end of the snowstorm scene. "What on earth did you mean by making the snow out of brown paper?"

"Ain't the scene laid in Pittsburgh?" asked the other.

"Yes. But what of that?"

"Well, that's the color of Pittsburgh snow."

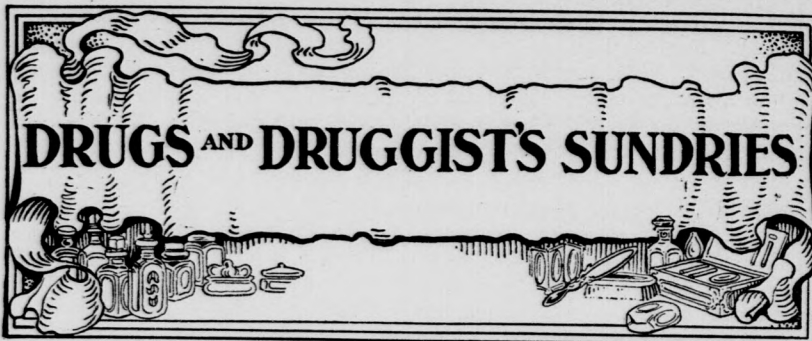
How To Keep a Cat.

Naybor—Do you keep a cat?

Subbubs—Yes, and I can tell you the best way to do it.

Naybor—How?

Subbubs—Try to chase it away.



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.

Two Easter Window Displays.

Last season a Brooklyn druggist had a most appropriate Easter window arrangement. In the center stood a large basket, in which sat a life-sized rabbit. At his feet, and filling the basket, were a lot of small colored candy Easter eggs and around the rim were little chickens. A pretty sign announced that the basket would be given to the person making the nearest guess as to the number of eggs in the basket. The floor was covered with imitation grasses and there were smaller baskets scattered around. Imitation lilies, lavender and white paper, and a wreath at the back of the window added to the artistic effect. In the front was a sign, with "Souvenir" in red letters about eight inches high, through which the light shone very attractively at night. The window on the other side was devoted to Moxie. Here there was also a wreath, with a white and lavender effect.

Violet was the prevailing hue of a handsome display at the store of another Brooklyn druggist. The larger window had a cross in the center, covered with violet crepe paper and with imitation lilies and a bunch of violets upon it. Behind this were four hoops about 18 inches in diameter. These were also violet-hued and in each one was suspended a bell of white fluted paper. Around them were paper Easter lilies and small red flowers. The floor was hidden with violet crepe paper and on this were bottles and boxes of various makes of perfumes. A sign announced that Easter egg dyes would be given away free and the manager of the store said that this scheme had worked well. The dyes were handed out in envelopes, five in each envelope, and on the latter was printed an advertisement of the establishment. The window on the other side was also decorated with hoops, with white and violet decorations. An arch of boxes of disinfectant was a feature and larger boxes stood on the floor, the red and buff color of the wrappers showing up well against the vio-

let hues behind. The show bottles in both these windows were purple, to match the other decorations.

Proposal To Amalgamate Secret Formula Houses.

Plans for the formation of a gigantic combination of proprietary remedy and patent medicine manufacturing corporations are being promoted with great vigor by a New York legal firm who claim to have the backing of a group of wealthy capitalists. The project, however, does not meet with the approval of the Proprietary Association of America, because of the belief that the consummation of such plans will be found impracticable.

The business of the manufacture and sale of proprietary medicines differs materially from that of any other. There are thousands of proprietary preparations upon the market, but in proportion, there are comparatively few manufacturers who have succeeded in building up a substantial and lucrative trade. What they have individually accomplished has been largely by virtue of the methods they have employed in advertising and marketing their goods rather than from the superior excellence of the products themselves. If the formula of the most popular selling preparation were offered to-day without the name, it is doubtful if it would bring more than a nominal sum.

White Ants Are the Greatest of Builders.

The real skyscrapers are built by the white ants. The great pyramid of Egypt is about 480 feet high, the Eiffel tower is 984 feet, the new offices of the Metropolitan Life Insurance Company in New York will reach 658 feet in height. But these gigantic structures sink into comparative insignificance beside the cone shaped mud and clay dwellings constructed by the termites or so-called white ants. A hill measured by an enterprising naturalist exploring Somaliland was found to be 18 feet in height, while many he discovered to be 10 and 15 feet high. The stature of an average man is about 5½ feet. The highest dwelling house yet erected is about 375 feet, or sixty times the height of this man. The Eiffel tower is about 179 times the height of this man. But the average height of a termite is about half an inch, making a 10 foot ant hill 240 times his stature. If we magnify the ant to the size of a man its dwelling would be 1,320 feet in height, incomparably larger in proportion than any skyscraper ever erected by

genus homo. The constructive instinct is highly developed in many of the lower animals. The beaver not only burrows but builds a hut of sticks which it plasters with mud by means of its flat tail that may be likened to a gardener's grass beater; the tail also serves as a store for fat to tide the animal over the winter. The flamingo also builds a nest of mud. Harvest mice and dormice make spherical nests of grass and many fishes construct nests in which to rear their young.

He Was Excused.

"When I was in the State Senate," said the retired politician as he insensibly puffed out his chest a few inches, "a newspaper man came to interview me regarding a certain bill I had introduced. When he got at it he decided to make a thorough job of it, and he went back to my boyhood days. When the interview came out it made almost three columns. I had warned him against romancing, and he promised to be accurate in everything. I hadn't read ten lines when I stumbled upon a misstatement, and from thence on one cropped up about every five lines.

"He got my age wrong.

"He got my birthplace wrong.

"He got the number of my children wrong.

"He had me voting for the wrong presidential candidate.

"He had me with the wrong party when I first started in politics.

"He got the object of my bill wrong.

"He had me holding public offices I never held.

"He had me sighing for public offices I did not want.

"In brief, I counted one hundred and forty-four errors in that interview, and, of course, I was hopping mad. I had just seated myself to write him a letter about it when I received one from him. In it he said:

"I was very careful to quote you exact, but I think I made one little error, after all. You told me about falling off a barn in your boyhood days. I couldn't remember whether the barn was painted red or blue, but I put it blue at a venture. If it was red we will correct it in the next edition. I am, sir, yours truly."

Joe Kerr.

Jobbers Selling Opium To the Public.

The Manhattan Pharmaceutical Association, at its last meeting, adopted resolutions to prepare and submit for discussion at the next monthly meeting amendments to the existing State laws, which would require wholesalers to register the sale of active poisons and particularly of habit forming poisons. This resolution was proposed by Mr. Rafter, who, in support of his contention that some such regulation was necessary for the protection of the public, stated that, through an error, a box of goods was delivered to him, which, upon examination, was found to be intended for a "Fifth avenue beauty parlor," and among the goods in the box was found a demijohn

bearing a label reading, "deodorized tincture of opium, 2 gallons." Both label and demijohn gave evidence of having been in long and apparently constant use. Mr. Rafter said that he could not conceive of any legitimate use for two gallons of this tincture in a "beauty parlor." When urged to give the name of the "reputable wholesaler" from whom the goods had come and the address to which they were directed, Mr. Rafter declined to answer, saying that the incident was merely cited to show the necessity for supervision of sales made by wholesalers, as well as those made by retailers.

To Cure an Acute Cold.

There are five hundred ways to cure a cold. Some of the drug store cures offer to do the job in one day. The most common remedies are quinine, aconite, calomel, whisky, Dover powder and hot lemonade. These remedies, some of them, at least, may be serviceable if judiciously used. If one keeps up good elimination from every source colds will seldom occur. This suggests something in the way of proper treatment. To "feed a cold" is ill-advised. In treating a cold, too, the vasomotor system needs a good shaking up. Nothing does this better than the cold bath. If you have a patient who really can not afford the luxury of a cold more than a day or so, here is the way to cure him: Keep him in a comfortable room where the temperature is unvarying. Better still, if you can keep him in bed.—Medical Summary.

The Drug Market.

Opium—Is steady.

Morphine—Is unchanged.

Quinine—Is weak.

Cocaine—Has been advanced 100 per ounce.

Citric Acid—Is weak and lower.

Norwegian Cod Liver Oil—Is weak and tending lower.

Oil Spearmint—Has again advanced and is tending higher.

Oil Lemon—Is weak and tending lower.

Jamaica Ginger—Is very firm and tending higher.

Soap Bark—Is very firm and is tending higher.

The weeds of prejudice grow best in an intellectual desert.



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		Scilla Co.		Rubia Tinctorum		Vanilla	
Aceticum	6@ 8	Copalba	1 75@1 85	Liquor Arsen et Hydrarg Iod	25	Zinci Sulph	9 00@ 7@ 8
Benzolcum, Ger.	70@ 75	Cubebae	2 15@2 25	Liq Potass Arsinit	10@ 12	Oils	
Boracie	12@ 12	Erigeron	2 395@2 50	Magnesia, Sulph.	3@ 5	Whale, winter	bbl. gal. 70@ 70
Carbolicum	26@ 29	Evechthitos	1 00@1 10	Magnesia, Sulph. bbl	1 1/2	Lard, extra	85@ 90
Citricum	50@ 55	Gaultheria	2 50@4 00	Mannia, S. F.	45@ 50	Lard, No. 1	60@ 65
Hydrochlor	3@ 5	Geranium	oz 75	Menthol	2 65@2 85	Linseed pure raw	42@ 45
Nitrocum	8@ 10	Gossippi Sem gal	70@ 75	Morphia, SP&W	3 15@3 40	Linseed, boiled	43@ 46
Oxalicum	14@ 15	Hedeoma	3 00@3 50	Morphia, SNYQ	3 15@3 40	Neat's-foot, w str	65@ 70
Phosphorium, dil.	15@ 15	Junipera	40@1 20	Moschus Canton.	40	Spts. Turpentine	Market
Salicylicum	44@ 47	Lavendula	90@3 60	Myristica, No. 1.	25@ 30	Paints	
Sulphuricum	13@ 15	Limons	1 50@1 60	Nux Vomica po 15	10	Red Venetian	1 1/2@ 2 @3
Tannicum	75@ 85	Mentha Piper	1 80@2 00	Os Sepia	35@ 40	Ochre, yel Mars	1 1/2@ 2 @4
Tartaricum	38@ 40	Menta Verid	8 00@8 2	Pepsin Saac, H & D Co	1 00	Putty, commer'l	2 1/2@ 2 1/2@ 3
Ammonia		Morrhuae gal	1 60@1 85	Picis Liq N N 1/2	1 00	Putty, strictly pr	2 1/2@ 2 1/2@ 3
Aqua, 18 deg.	4@ 6	Myrcia	3 00@3 50	Picis Liq qts	1 00	Vermillion, Prime	
Aqua, 20 deg.	6@ 8	Olive	1 00@3 00	Picis Liq pnts	1 00	American	13@ 15
Carbonas	13@ 15	Picis Liquida	10@ 12	Pil Hydrarg po 80	18	Vermillion, Eng.	75@ 80
Chloridum	12@ 14	Picis Liquida gal.	40	Piper Nigra po 22	18	Green, Paris	29 1/2@ 33 1/2
Aniline		Ricina	1 02@1 10	Piper Alba po 35	30	Green, Peninsular	13@ 16
Black	2 00@2 25	Rosmarini	1 00	Pix Burgum	8	Lead, red	7 1/2@ 8
Brown	80@1 00	Rosae oz.	6 50@7 00	Plumbi Acet	12@ 15	Lead, white	7 1/2@ 8
Red	45@ 50	Succini	40@ 45	Pulvis Ip'et Opil 1	30@1 50	Whiting, white S'n	2 @ 90
Yellow	2 50@3 00	Sabina	90@1 00	Pyrethrum, bxs H & P D Co. doz.	75	Whiting, Gilders'	2 @ 95
Baccaae		Santal	4@ 50	Pyrethrum, pv.	20@ 25	White, Paris Am'r	21 25
Cubebae	24@ 28	Sassafras	90@ 95	Quassia	20@ 25	Whit'g Paris Eng.	cliff @1 40
Juniperus	8@ 10	Sinapis, ess, oz.	1 10@1 20	Quassia, S P & W.	18@ 20	Shaker Prep'd	1 25@1 35
Xanthoxylum	30@ 35	Tigil	1 10@1 20	Quina, S Ger.	18@ 23	Varnishes	
Balsamum		Thyme	40@ 50	Quina, N. Y.	18@ 23	No. 1 Turp Coach	1 10 1 20
Copalba	70@ 80	Thyme, opt	1 60	Thebromae	55@ 60	Extra Turp	1 60@1 70
Peru	2 75@2 85	Theobromas	15@ 20	Tinctures			
Terabin, Canada	65@ 70	Potassium		Anconitum Nap'sR	50		
Tolutan	40@ 45	Bi-Carb	15@ 18	Anconitum Nap'sF	50		
Cortex		Bichromate	13@ 15	Aloes	50		
Ables, Canadian.	18	Bromide	18@ 20	Arnica	50		
Cassiae	20	Carb	12@ 15	Aloes & Myrrh	50		
Cinchona Flava	18	Chlorate	12@ 14	Asafoetida	50		
Buonymus atro	60	Cyanide	30@ 40	Aurant Cortex	50		
Myrica Cerifera	20	Iodide	2 50@2 60	Atropine Belladonna	50		
Prunus Virginis	15	Iodine	10@ 12	Benzoin	50		
Quillaja, gr'd	12	Iodine, colorless	75	Benzoin Co.	50		
Sassafras, po 25	24	Kino	50	Barosma	50		
Ulmus	20	Lobelia	50	Cantharides	50		
Extractum		Myrrh	50	Cinchona Co.	50		
Glycyrrhiza Gla.	24@ 30	Nux Vomica	50	Columba	50		
Glycyrrhiza, po.	28@ 30	Opil	1 25	Cubebae	50		
Haematox	11@ 12	Opil, camphorated	1 00	Cassia Acutifol	50		
Haematox, 1s.	13@ 14	Opil, deodorized	2 00	Cassia Acutifol Co	50		
Haematox, 1/2s	14@ 15	Quassia	50	Digitalis	50		
Haematox, 1/4s	16@ 17	Rhatany	50	Ergot	50		
Ferru		Rheal	50	Ferri Chloridum	50		
Carbonate Precip.	15	Sanguinaria	50	Gentian	50		
Citrate and Quina	2 00	Serpentaria	50	Gentian Co	50		
Citrate Soluble	55	Stromonium	60	Gulaca	50		
Ferrocyanidum S	15	Tolutan	60	Gulaca ammon	50		
Solut. Chlorid	2	Valerian	50	Hyoscymus	50		
Sulphate, com'l	70	Veratrum Veride	50	Iodine	75		
Sulphate, pure	7	Zingiber	60	Kino	50		
Flora		Miscellaneous		Lobelia	50		
Arnica	20@ 25	Aether. Spts Nit 3f	30@ 35	Myrrh	50		
Anthemis	50@ 60	Aether. Spts Nit 4f	34@ 38	Nux Vomica	50		
Matricaria	30@ 35	Alumen, gr'd po 7	3@ 4	Opil	1 25		
Folia		Annatto	40@ 50	Opil, camphorated	1 00		
Barosma	40@ 45	Antimoni. po	4@ 5	Opil, deodorized	2 00		
Cassia Acutifol.	15@ 20	Antimoni et po T	40@ 50	Quassia	50		
Cassia, Acutifol.	25@ 30	Antipyrin	25	Rhatany	50		
Salvia officinalis.	18@ 20	Argenti Nitras oz	53	Rheal	50		
Uva Ursi	8@ 10	Arsenicum	10@ 12	Sanguinaria	50		
Gummi		Balm Gilead buds	60@ 65	Serpentaria	50		
Acacia, 1st pkd.	65	Bismuth S N	1 75@1 95	Stromonium	60		
Acacia, 2nd pkd.	45	Calcium Chlor. 1s	9	Tolutan	60		
Acacia, 3rd pkd.	45	Calcium Chlor. 1/2s	10	Valerian	50		
Acacia, sifted sts.	45	Calcium Chlor. 1/4s	12	Veratrum Veride	50		
Aloe Barb.	22@ 25	Cantharides, Rus.	90	Zingiber	60		
Aloe, Cape	25	Capsici Fruc's af	20				
Aloe, Socotri	45	Capsici Fruc's B po	22				
Ammoniac	55@ 60	Carphyllus	20@ 22				
Asafoetida	35@ 40	Carmine, No. 40	22				
Benzoinum	50@ 55	Cera Alba	50@ 55				
Catechu, 1s	13	Cera Flava	40@ 42				
Catechu, 1/2s	14	Crocus	40@ 45				
Catechu, 1/4s	16	Cassia Fructus	35				
Comphorae	80@ 85	Centraria	10				
Euphorbium	40	Cataceum	35				
Galbanum	100	Chloroform	34@ 54				
Gamboge, po. 1	25@1 35	Chloro'm. Squibbs	90				
Gaulacum, po 35	35	Chloral Hyd Crss 1	35@1 60				
Kino, po 45c	45	Chondrus	20@ 25				
Mastic	75	Cinchonidine P-W	38@ 48				
Myrrh, po 50	50	Cinchonide Germ	38@ 48				
Opium	4 85@5 00	Cocaine	2 60@2 85				
Shellac	45@ 55	Corks list, less 75%	60				
Shellac, bleached	60@ 65	Creosotum	45				
Tragacanth	70@1 00	Creta, bbl 75	2				
Herba		Creta, prep.	6				
Absinthium	45@ 60	Creta, precip.	9@ 11				
Eupatorium oz pk	25	Creta, Rubra	8				
Lobelia oz pk	25	Cudbear	24				
Majorium oz pk	25	Cupri Sulph	8@ 10				
Mentha Pip. oz pk	23	Dextrine	7@ 10				
Mentha Ver. oz pk	25	Emery, all Nos.	8				
Rue oz pk	39	Emery, po	6				
Tanacetum, V.	22	Ergota, po 65	60@ 65				
Thymus V. oz pk	25	Ether Sulph	35@ 40				
Magnesia		Flake White	12@ 15				
Calcined, Pat.	55@ 60	Galla	30				
Carbonate, Pat.	18@ 20	Gambler	8@ 9				
Carbonate, K-M.	18@ 20	Gelatn, Cooper.	60				
Carbonate	18@ 20	Gelatn, French.	35@ 60				
Oilum		Glassware, fit bo	75%				
Absinthium	4 90@5 00	Less than box 70%					
Amygdalae Dulc.	75@ 85	Glue, brown	11@ 13				
Amygdalae, Ama	80@8 25	Glue white	15@ 25				
Anisi	1 60@1 70	Glycerina	18@ 25				
Aurant Cortex.	2 75@2 85	Grana Paradisi.	25				
Bergamii	3 75@4 00	Humulus	35@ 60				
Cajiputi	85@ 90	Hydrarg Ch.	9				
Caryophylli	1 10@1 20	Hydrarg Ch Cor.	9@ 90				
Cedar	50@ 60	Hydrarg Ox Ru'm	1 00				
Chenopadi	3 75@4 00	Hydrarg Ammo'l	1 15				
Cinnamonol	1 75@1 85	Hydrarg Ungue'm	50@ 60				
Citronella	50@ 60	Hydrargyrum	80				
Conium Mac	80@ 90	Ichthyobolla, Am.	90@1 00				
Syrups		Indigo	75@1 00				
Acacia	50	Iodine, Resubi	3 85@3 90				
Aurant Cortex.	50	Iodoform	3 90@4 00				
Zingiber	50	Lupulin	40				
Ipecac	50	Lycopodium	70@ 75				
Ferri Iod	50	Macis	65@ 70				
Rhel Arom	50						
Smilax Off's	50@ 60						
Senega	50						
Scilla	50						

Peck-Johnson Co.

Mfg. Chemists

Grand Rapids, Mich.

Originators of

OVALACTOL

The Ideal
Tissue
Builder

and Reconstructant

Carried in Stock by Drug Jobbers Generally

Drugs

We are Importers and Jobbers of Drugs,
Chemicals and Patent Medicines.

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We are the sole proprietors of Weatherly's
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Rums for medical purposes only.

We give our personal attention to mail
orders and guarantee satisfaction.

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

Some Plug Tobacco

DECLINED

Wheat, Flour and Feed

Index to Markets

By Columns

Col	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	V	W	Y
Ammonia	1																						
Axle Grease	1																						
Baked Beans	1																						
Bath Brick	1																						
Bluing	1																						
Brooms	1																						
Brushes	1																						
Butter Color	1																						
Candies	1																						
Canned Goods	1																						
Carbon Oils	1																						
Catsup	1																						
Cereals	1																						
Cheese	1																						
Chewing Gum	1																						
Chicory	1																						
Chocolate	1																						
Clothes Lines	1																						
Cocoa	1																						
Cocoa Nut	1																						
Cocoa Shells	1																						
Coffee	1																						
Confections	1																						
Crackers	1																						
Cream Tartar	1																						
Dried Fruits	1																						
Farinaceous Goods	1																						
Fish and Oysters	1																						
Fishing Tackle	1																						
Flavoring Extracts	1																						
Fresh Meats	1																						
Gelatine	1																						
Grain Bags	1																						
Grains and Flour	1																						
Herbs	1																						
Hides and Pelts	1																						
Jelly	1																						
Lard	1																						
Meat Extracts	1																						
Mince Meat	1																						
Molasses	1																						
Mustard	1																						
Nuts	1																						
Olives	1																						
Pipes	1																						
Pickles	1																						
Playing Cards	1																						
Potash	1																						
Provisions	1																						
Rice	1																						
Salad Dressing	1																						
Saleratus	1																						
Salt Soda	1																						
Salt	1																						
Salt Fish	1																						
Seeds	1																						
Shoe Blacking	1																						
Snuff	1																						
Soap	1																						
Soda	1																						
Soups	1																						
Spices	1																						
Starch	1																						
Syrups	1																						
Tea	1																						
Tobacco	1																						
Twine	1																						
Vinegar	1																						
Wick	1																						
Woolen Ware	1																						
Wrapping Paper	1																						
Yeast Cake	1																						

1	2
ARCTIC AMMONIA 12 oz. ovals 2 doz. box...75 AXLE GREASE Frazer's 1lb. wood boxes, 4 dz. 3 00 1lb. tin boxes, 2 dz. 2 35 10lb. pails, per doz. 6 00 15lb. pails, per doz. 7 20 25lb. pails, per doz. 12 00 BAKED BEANS 1lb. can, per doz. 90 2lb. can, per doz. 1 40 3lb. can, per doz. 1 80 BATH BRICK American 75 English 85 BLUING Artie 6 oz. ovals 3 doz. box 40 16 oz. round 2 doz. box 75 Sawyer's Pepper Box No. 3, 3 doz. wood bxs 4 00 No. 5, 3 doz. wood bxs 7 00 BROOMS No. 1 Carpet, 4 sew. 2 75 No. 2 Carpet, 4 sew. 2 40 No. 3 Carpet, 3 sew. 2 25 No. 4 Carpet, 3 sew. 2 10 Parlor Gem 2 40 Common Whisk 90 Fancy Whisk 1 25 Warehouse 3 00 BRUSHES Scrub Solid Back 8 in. 75 Solid Back, 11 in. 95 Pointed Ends 85 Stove No. 3 90 No. 2 1 25 No. 1 1 75 Shoe No. 8 1 00 No. 7 1 30 No. 4 1 70 No. 3 1 90 BUTTER COLOR W. R. & Co.'s 25c size 2 00 W. R. & Co.'s 50c size 4 00 CANDLES Paraffine, 6s 10 Paraffine, 12s 10 Wicking 20 CANNED GOODS Apples 3lb. Standards 90@1 00 Gallon 3 25@3 75 Blackberries 2lb. 1 25@1 50 Standards gallons 6 5 Beans Baked 80@1 30 Red Kidney 85@1 95 String 70@1 15 Wax 75@1 25 Blueberries Standard 1 35 Gallon 7 00 Brook Trout 2lb. cans, spiced 1 90 Clams Little Neck, 1lb. 1 00@1 25 Little Neck, 2lb. @1 50 Clam Bouillon Burnham's 1/2 pt. 1 90 Burnham's pts. 3 60 Burnham's qts. 7 20 Cherries Red Standards @1 40 White @1 40 Corn Fair 80@85 Good 1 00@1 10 Fancy 1 45 French Peas Sur Extra Fine 22 Extra Fine 19 Fine 15 Moyen 11 Gooseberries Standard 1 75 Hominy Standard 85 Lobster 1/2 lb. 2 25 1 lb. 4 25 Picnic Tails 2 75 Mackerel Mustard, 2lb. 1 80 Mustard, 1lb. 2 80 Soused, 1 1/2 lb. 1 80 Soused, 2lb. 2 75 Tomato, 1lb. 1 50 Tomato, 2lb. 2 80 Mushrooms Hotels @ 24 Buttons @ 28 Riverside @ 14 1/2 Springdale @ 14 1/2 Warner's @ 13 Brick @ 16 Lelden @ 15 Plums Plums 1 45@2 50 Peas Marrowfat 1 00@1 3 Early June 1 00@1 60 Early June Sifted 1 25@1 80 Peaches Pie 1 45@1 60 No. 10 size can pie @4 00 Pineapple Grated @2 50 Sliced @2 40 Pumpkin Fair 85 Good 90 Fancy 1 00 Gallon 2 75 Raspberries Standard @ Russian Caviar 1/2 lb. cans 1/2 lb. cans 1lb. cans Salmon Col'a River, talls 1 95@2 00 Col'a River, flats 2 25@2 7 Red Alaska 1 35@1 45 Pink Alaska 1 00@1 10 Sardines Domestic, 1/2s 3 1/2 @ 4 Domestic, 1/4s @ 5 Domestic, Must'd 6 1/2 @ 9 California, 1/2s 11 @14 California, 1/4s 17 @24 French, 1/2s 7 @14 French, 1/4s 18 @28 Shrimps Standard 1 20@1 40 Succotash Fair 85 Good 1 00 Fancy 1 25@1 40 Strawberries Standard Fancy Tomatoes Fair 95@1 00 Good @1 10 Fancy @1 40 Gallons @3 60 CARBON OILS Barrels Perfection @10 1/2 Water White @10 D. S. Gasoline @15 Gas Machine @24 Deodor'd Nap'a @13 Cylinder 29 @34 1/2 Engine 16 @22 Black, winter 8 1/4 @10 CEREALS Breakfast Foods Bordeau Flakes, 36 1lb. 2 50 Cream of Wheat 36 2lb. 4 50 Egg-O-See, 36 pkgs. 2 85 Excello Flakes, 36 lb. 4 50 Excello, large pkgs. 4 50 Force, 36 2 lb. 4 50 Grape Nuts, 2 doz. 2 70 Malta Ceres, 24 1lb. 2 40 Malta Vita, 36 1lb. 2 85 Mapl-Flake, 36 1lb. 4 05 Pillsbury's Vitos, 3 doz 4 25 Ralston, 36 2lb. 4 50 Sunlight Flakes, 36 1lb. 2 85 Sunlight Flakes, 20 lbs 4 00 Vigor, 36 pkgs. 2 75 Voigt Cream Flakes 4 50 Zest, 20 2lb. 4 10 Zest, 36 small pkgs. 2 75 Crescent Flakes One case 2 50 Five cases 2 40 One case free with ten cases. 5 1/2 cases. One-fourth case free with 2 1/2 cases. Freight allowed. Rolled Oats Steel Cut, 100 lb. sks. 3 35 Monarch, bbl. 6 25 Monarch, 90 lb. sacks 3 00 Quaker, 18-2 1 67 1/2 Quaker, 20-5 4 65 Cracked Wheat Bulk 24 2 lb. packages 2 50 Catsup Columbia, 25 pts. 4 15 Snider's pints 2 25 Snider's 1/2 pints 1 35 CHEESE Acme @14 Elsie @15 Gem @14 1/2 Riverside @14 1/2 Springdale @14 1/2 Warner's @13 Brick @16 Lelden @15	Plums Plums 1 45@2 50 Peas Marrowfat 1 00@1 3 Early June 1 00@1 60 Early June Sifted 1 25@1 80 Peaches Pie 1 45@1 60 No. 10 size can pie @4 00 Pineapple Grated @2 50 Sliced @2 40 Pumpkin Fair 85 Good 90 Fancy 1 00 Gallon 2 75 Raspberries Standard @ Russian Caviar 1/2 lb. cans 1/2 lb. cans 1lb. cans Salmon Col'a River, talls 1 95@2 00 Col'a River, flats 2 25@2 7 Red Alaska 1 35@1 45 Pink Alaska 1 00@1 10 Sardines Domestic, 1/2s 3 1/2 @ 4 Domestic, 1/4s @ 5 Domestic, Must'd 6 1/2 @ 9 California, 1/2s 11 @14 California, 1/4s 17 @24 French, 1/2s 7 @14 French, 1/4s 18 @28 Shrimps Standard 1 20@1 40 Succotash Fair 85 Good 1 00 Fancy 1 25@1 40 Strawberries Standard Fancy Tomatoes Fair 95@1 00 Good @1 10 Fancy @1 40 Gallons @3 60 CARBON OILS Barrels Perfection @10 1/2 Water White @10 D. S. Gasoline @15 Gas Machine @24 Deodor'd Nap'a @13 Cylinder 29 @34 1/2 Engine 16 @22 Black, winter 8 1/4 @10 CEREALS Breakfast Foods Bordeau Flakes, 36 1lb. 2 50 Cream of Wheat 36 2lb. 4 50 Egg-O-See, 36 pkgs. 2 85 Excello Flakes, 36 lb. 4 50 Excello, large pkgs. 4 50 Force, 36 2 lb. 4 50 Grape Nuts, 2 doz. 2 70 Malta Ceres, 24 1lb. 2 40 Malta Vita, 36 1lb. 2 85 Mapl-Flake, 36 1lb. 4 05 Pillsbury's Vitos, 3 doz 4 25 Ralston, 36 2lb. 4 50 Sunlight Flakes, 36 1lb. 2 85 Sunlight Flakes, 20 lbs 4 00 Vigor, 36 pkgs. 2 75 Voigt Cream Flakes 4 50 Zest, 20 2lb. 4 10 Zest, 36 small pkgs. 2 75 Crescent Flakes One case 2 50 Five cases 2 40 One case free with ten cases. 5 1/2 cases. One-fourth case free with 2 1/2 cases. Freight allowed. Rolled Oats Steel Cut, 100 lb. sks. 3 35 Monarch, bbl. 6 25 Monarch, 90 lb. sacks 3 00 Quaker, 18-2 1 67 1/2 Quaker, 20-5 4 65 Cracked Wheat Bulk 24 2 lb. packages 2 50 Catsup Columbia, 25 pts. 4 15 Snider's pints 2 25 Snider's 1/2 pints 1 35 CHEESE Acme @14 Elsie @15 Gem @14 1/2 Riverside @14 1/2 Springdale @14 1/2 Warner's @13 Brick @16 Lelden @15

3

Limburger 19 Pineapple 40 Sap Sago 22 Swiss, domestic 16 wiss, imported 20 CHEWING GUM American Flag Spruce 55 Beecham's Pepsin 55 Adams Pepsin 55 Best Pepsin 45 Best Pepsin, 5 boxes 2 00 Black Jack 55 Largest Gum Made 55 Sen Sen 55 Sen Sen Breath Perf 1 00 Long Tom 55 Yucatan 55 CHICORY Bulk 11 Red 11 Eagle 5 Frank's 7 Schener's 6 CHOCOLATE Walter Baker & Co.'s 26 German Sweet 38 Premium 38 Caracas 31 Walter M. Lowney Co 36 Premium, 1/2s 36 Premium, 1/4s 36 COCOA Baker's 35 Cleveland 41 Orange 35 Colonial, 1/2s 35 Colonial, 1/4s 33 Epps 42 Huyler 45 Lowney, 1/2s 40 Lowney, 1/4s 39 Lowney, 1/
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6	7	8	9	10	11
Meal Bolted 3 60 Golden Granulated 3 70 St. Car Feed screened 27 0 No. 1 Corn and Oats 27 0 Corn, cracked 25 50 Corn Meal, coarse 25 50 Winter Wheat Bran 27 0 Cow Feed 27 50 Middlings 28 0 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 5 30 lb. pails, per pail 9 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip .4 50@4 75 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 50 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20@1 4 Bulk, 2 gal. kegs 1 10@1 3 Bulk, 5 gal. kegs 1 00@1 2 Manzanilla, 3 oz. 7 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 7 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourist whist. 2 25 POTASH 48 cans in case 4 00 PROVISIONS Babbitt's 13 75 Mess 15 00 Clear Back 14 00 Short Cut 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 75 Lard Compound 7 75 Pure in tierces 9 80 lb. tubs...advance 1/2 60 lb. tubs...advance 1/2 50 lb. tubs...advance 1/2 20 lb. pails...advance 1/2 10 lb. pails...advance 1/2 5 lb. pails...advance 1/2 1 lb. pails...advance 1/2	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 3/4 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. 40 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @12 Country Rolls 10 1/2 @16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 45 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 45 Potted ham, 1/2 lb. 45 Deviled ham, 1/2 lb. 45 Deviled ham, 1/2 lb. 45 Potted tongue, 1/2 lb. 45 Potted tongue, 1/2 lb. 45 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 10 Deland's 3 00 Dwight's Cow 3 15 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 Medium, fine 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 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 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, 6 oz. 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars .2 90 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley 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 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 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 20 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 28 Ginger, African 15 Ginger, Cochon 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 25 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lbs. 5 Muzzy, 40 lbs. 4 1/2 Gloss Kingsford 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 4 1/2 48 lb packages 4 1/2 16 lb. packages 4 1/2 12 6lb. packages 5 1/2 50 lb. boxes 3 1/2 SYRUPS Corn Barrels 29 Half Barrels 31 20lb. cans 1/2 dz. in cs 2 00 10lb. cans 1/2 dz. in cs. 2 00 5lb. cans 2 dz. in cs. 2 10 2 1/2 lb. cans 2 dz. in cs. 2 10 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sndried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31	Basket-fired, choice .38 Basket-fired, fancy .43 Nibs 22@24 Siftings 20 1/2 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 54 Hiawatha, 5lb. pails. 50 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyro 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 1 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 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. 26 Corn Cake, 1lb. 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 26 Cotton, 4 ply 26 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 10 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, 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, m'e 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2lb. size, 24 in case. 72 3lb. size, 15 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 70	Clothes Pins Round head, 5 gross bx 55 Round head, cartons.. 70 Egg Crates and Fillers. Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 80 No. 2 pat. brush holder 85 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 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 3 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 6 holes. 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 50 Northern Queen 3 60 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 65 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 13 Fibre Manila, white. 23 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 23 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. 50 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 1/2 Ciscos or Herring 8 Bluefish 17 Live Lobster 35 Boiled Lobster 35 Cod 11 Haddock 8 Pickrel 12 1/2 Pike 8 Perch, dressed 10 1/2 Smoked, White 13 1/2 Red Snapper 11 1/2 Chinook Salmon 14 Mackerel 11 1/2 Finnan Haddie 11 1/2 Shad 18 Shad Roe, each 35 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 1/2 Bon Ton Cream 9 French Cream 9 1/2 Star 11 Hand Made Cream 17 Premio Cream mixed 14 Paris Green Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate .13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates .16 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horsemint drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops .1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 20 Brilliant Gums, Crys. 60 A. A. Licorice Drops .90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Molasses 60 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Cr's 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 00 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Checkers, 6c pkg case 3 50 Pop Corn Balls, 200s 1 25 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 20 NUTS-Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 8 Brazilis 12@13 Filberts 13 Cal. No. 1 @13 Walnuts, soft shelled @18 Walnuts, Chilli @14 Table nuts, fancy .13@16 Pecans, Med. @10 Pecans, ex. large @12 Pecans, Jumbos @13 Hickory Nuts per bu. Ohio new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 6 1/2 @ 7 1/2 Pecan Halves @45 Walnut Halves 32@35 Filbert Meats @27 Alicante Almonds @42 Jordan Almonds @47 Peanuts Fancy H. P. Suns 6 @ 6 1/2 Roasted 6 1/2 @ 7 1/2 Choice, H. P. Jumbo 7 @ 7 1/2 Roasted

Special Price Current

AXLE GREASE



Mica, tin boxes... 75 9 00
Paragon 55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Doz
Small size, 1 doz. box... 40
Large size, 1 doz. box... 75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

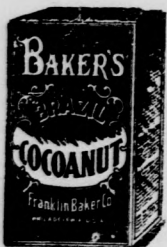
Worden Grocer Co. brand

Ben Hur

Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brasil Shredded



70 1/4 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
28 1/4 lb. pkg. per case 2 60
18 1/2 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass 8 @ 11
Hindquarters 10 @ 13
Loins 11 @ 16
Rounds 8 @ 9 1/2
Chucks 8 @ 9 1/2
Plates 5 @ 5
Livers 6 @ 6

Pork

Loins @ 13
Dressed @ 6 1/2
Boston Butts @ 10
Shoulders @ 8 1/2
Leaf Lard @ 8 3/4
Trimnings @ 6

Mutton

Carcass @ 11
Lambs @ 16
Spring Lambs @ 16
Veal
Carcass 6 @ 8 3/4

CLOTHES LINES

Sisal

60ft. 3 thread, extra... 1 00
72ft. 3 thread, extra... 1 40
90ft. 3 thread, extra... 1 70
60ft. 6 thread, extra... 1 29
72ft. 6 thread, extra...

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
50ft. 1 35
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; Gods-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 90

FISHING TACKLE

1/4 to 1 in. 6
1 1/4 to 2 in. 7
1 1/4 to 2 in. 9
1 1/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 24

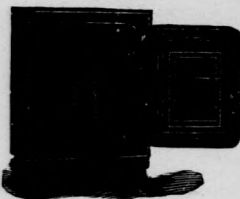
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. 1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 20
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size 6 50
50 cakes, large size 3 25
100 cakes, small size 3 85
50 cakes, small size 1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

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.

Use
Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Wanted—Second-hand scale for bakery and grocery use. Also soda fountain with counter. 332 Bates St., Grand Rapids, Mich. 642

For cheap farms in the corn and tame grass belt, 45 miles of Kansas City, send for lists. J. B. Wilson, Drexel, Mo. 639

For Sale—Two well established hotels, doing excellent business. No leasing or renting considered. Possession May 1st. Send for particulars. E. T. Clauser, Watervliet, Mich. 649

For Sale—Or will exchange for stock of general merchandise, a three (3) story brick building, well located. Rents for \$350 per year. Address Box C, Cass City, Mich. 648

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.

Business Chance—Drug store; averaging \$19 cash business. Expenses light, exceptional opportunity. Lock 686, Lawrenceburg, Ind. 647

For Sale—Grocery and meat market, \$1,000. Town of 1,200 inhabitants. Address W. O. Ephlin, c-o Musselman Grocer Co. 644

For Sale—Latest improved 600 Book Huber credit account register. Cheap if sold quick. C. F. Lorton, Commiskey, Ind. 640

For Sale—General stock, \$1,500. Post and express office in connection. Address W. O. Ephlin, c-o Musselman Grocer Co. 645

A Splendid Business Opportunity—A man who understands the retail business, and who has some capital, is hereby offered an exceptional opportunity to purchase an interest in a business handling farm machinery, vehicles, tools, etc., in fact a general supply store for farmers as well as city trade. This store is located in a thriving town of 40,000 inhabitants in Southern Michigan and, through its interurban and steam roads, draws its trade for a distance of 25 miles in all directions. Please do not reply unless you possess a moderate amount of capital, wish to engage in a good paying business, and in every way mean business, as does the party to whom we will refer you. Address No. 643, care Michigan Tradesman. 643

We are going to increase our capital. We manufacture store fixtures. Not a stock company. No stock for sale. A close partnership affair. Factory in Grand Rapids. Write if interested, "Store Fixture," care Tradesman. 641

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

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. Hupp, South Bend, Ind. 630

For Sale or Exchange—Two ¼ 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 gents' 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

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

100c on the Dollar Guaranteed

Leonard and Company

Sales Managers and Auctioneers
Bank and Commercial References

68 and 74 LaSalle St. Chicago, Ill.

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

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

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

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

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

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—\$1,500 stock of groceries and general merchandise, money-maker. Only store in town. Has postoffice and telephone exchange in connection. Write Box 9, Duffield, Mich. 585

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—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

T. J. Faucett—C. P. Adams. Faucett & Adams, merchandise auctioneers. Stocks bought and closed out. All reference. Faucett & Adams, Howell, Mich. 602

Clothing stock for sale. Four hundred suits in first-class condition. Sizes from 35 to 44 and well assorted. Address No. 501, care Michigan Tradesman. Grand Rapids, Mich. 501

For Sale—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 or Rent—Store building 24x80 feet near P. O. in Underwood, McLean Co., North Dakota. E. W. Ladd, Underwood, N. D. 582

Wanted—Stock of groceries in exchange for real estate, not above \$2,500. Address C. T. Daugherty, R. D. 2, Charlotte, Mich. 592

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.

For Sale—Undertaking business in Central Michigan city of 10,000 people. Reasonable price and terms. Address No. 589, care Tradesman. 589

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 2½ 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

SITUATIONS WANTED.

Young man, recently with Marshall Field, Chicago, as salesman, desires position. Understands ad. writing. Good references. Gernal Slawson, Mancelona, Mich. 646

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 CONTINENT OF SURPRISES.

To the Eastern continents the Western Hemisphere is a world of surprises. They can not attain unto it. With the condensed wisdom of the ages behind them they stand appalled at the unexpected new which this country is constantly revealing to them, and the question with them is, "Will these wonders never cease?" It is easy to understand the Old World's astonishment when at the end of his famous voyage Columbus announced his wonderful discovery, but that that astonishment should be repeated with all the old-time intensity at every unexpected revelation is something in itself to be wondered at; yet from the sailing of the May Flower to the departure of the American battleships there is no end to Old World wonder and astonishment.

The only reason so far given is hardly satisfactory. The old folks are never willing to concede to the young ones any originality, saying, as they do, and believing that they, the old, are responsible for all the good there is in the world or can be. So, hide-bound in opinion and belief; so, self-centered, they look down from the heights, insist on looking at the New World at a distance, hoping and inclined to believe that in due time age and experience will be brought to Cat Island and to the continents behind it, together with a coming people which will be a credit to the mother country.

It is to be admitted, however, that hope and belief have not so far been realized. Worse than that both have been giving way to a prejudice amounting to non persona grata, until to-day it must be written down as a fact that Europe does not like the United States of America. In the exclusive circle of the nations we are an upstart, bristling all over with the characteristics of the upstart. We are bumptious, self-assertive and impudent, and we wear our hat at the offensive angle on the back or side of the head with an air not conducive to the crown-accustomed eyesight of the Old World. As a nobody we have intruded into the presence of a circle of somebodies and, taking a chair without being asked to sit down, we have said, with a well-known and very offensive twang, "Come on, fellers, let's git daown to business!"

Up to the Spanish-American War the "antics" of this country were looked upon as a species of clownish amusement in Europe, if England be excepted—the dear old mother who has not indulged in that pastime since Geo. III. rubbed his smarting knuckles. The home of the overgrown peasant, the American attainment is the American accident, surprising, indeed, but an accident and, as such, merely a surprise. It was the blowing up of the Maine that changed things. Manila became at once an amphitheater filled with a world of spectators, curious to see the "antics" and the overthrow of the American bull—all but America, who knew intuitively what was to be the outcome. It was the Spanish metadore that was left bleeding on the arena

and the bull went out just as he came in, with the Yankee flag fastened to and flying from his horns. A surprise? A shock, followed closely all over Europe by the idea that this was a new-world aggression, that ought to be resented as an insult. Germany read with dismay that the American Navy like the American Army could fight and conquer. Austria at the unwelcome tidings thought of her ill-starred Maximilian and kept her peace. France and the rest? They were all represented by the European diplomatic corps who called upon President McKinley to dissuade him from a warlike course, a call intended to be a threat and one that would have been a threat had not England, reflectively rubbing her knuckles, asked to be excused.

The one feature about this surprise-burdened country is the endlessness of the surprises. We drive Spain from Cuba for her cruelty. We stop the slaughter between Russia and Japan for the same unheard-of reason that we pay twenty millions for the Philippines, because it was the right thing to do. We make things better than any other nation and sell more than they can, because we are made that way and can not help it, any more than we can help walking into the Old World's council chamber and stating facts as they occur to us in a way that insists on respectful and immediate attention. This procedure undoubtedly upsets the long accepted notions of the balance of power; but here is where the "right" comes in and here is where "might"—the old-time watchword—goes out, as Spain went out, as the Inquisition and the Star Chamber went out, to be known, let us trust, no more forever.

The last American surprise which disturbed the equanimity of Europe was the sailing of the battleships. "It was a piece of American impudence." "It was a needless flaunting of the American flag in the face of all Europe and a threat to the increasing bumptiousness of Japan." "It will now be proven whether the American machine can stand 'the racket' of the Magellan Straits," and "We are going to find out at last how the nations of Europe are going to consider this last sample of the American 'butt-in,' or words to that effect. A hero of 1812 has already answered the 'how:' "We have met the enemy and they are ours!" The battleships have passed the death-dealing Straits unharmed. They have "balanced partners" with every South American country, from whom they have received a hearty Godspeed. Japan has extended accepted courtesies. Australia is preparing for a reception to be memorable; Russia will not hesitate to dip her colors at the psychological moment, and the Fleet, unlike the Spanish Armada of the olden time, will come home laden—the greatest surprise of all—with the good wishes of the kingdoms and the governments that have watched its progress in its voyage around the world.

He denies himself the best who can not deny himself.

BENCHES INSTEAD OF DESKS.

Whoever has visited the House of Representatives recalls that each member has a desk and that a considerable area is covered in this way. Visitors have also noticed that the members are not all sitting up straight and looking ahead throughout the sessions. They are writing letters, reading papers, visiting with each other and doing pretty much everything but listening to whomever is talking. Inattention seems to be the prevailing characteristic of the House. Now and then at rare intervals they stop, look and listen when somebody says something particularly remarkable, but when the excitement is over they return to their several affairs. The leaders listen to each other and watch out, but the majority of the others sit up and take notice only occasionally. Under the circumstances the wonder is that more bad bills do not find their way to the Federal statute books.

In the House of Commons over in London the members sit on benches. They have no desk at which they can write during the session, nor any place to keep books, pamphlets or newspapers to pull out and read while other men are talking. As a result the members are all nearer the speaker, because not half the room would be required to seat them on benches as is needed when each has a desk. Speaker Cannon and some of the other leaders in the House of Representatives are thinking of taking steps to introduce the bench system at Washington. The sessions would be shorter were this done, because the benches are less comfortable than a big office chair. It is urged, too, that they would pay closer attention to business because unable to do anything else. Since the erection of the new office building each member of Congress has a fine office all by himself, equipped with all the conveniences, so that it is no longer necessary to write letters at his congressional desk. It is not highly probable that anything of this sort will be done. The leaders might like it, but the rank and file would rebel and raise up a leader all their own to direct the opposition. The benches may do very well in England, but the American law-maker wants something better.

Everybody who uses coal understands that while it is all black and comes at the same price, there is a great variation in the heating and lasting quality from different mines. The United States Government is a buyer of coal to the amount of over \$6,000,000 a year, and on such a quantity quality is a matter of some importance. Prior to 1904 contracts were given to the lowest bidder, on the theory that coal is coal and that there was not enough heat making difference between various lots from the same region or mine to make any scientific quality tests worth while. Since then several testing laboratories have been established and it has been found that some of the coal offered is expensive at any price. Now samples are required with bids and a great saving has been effected.

The time may come when the citizen will require a chemical analysis of the contents of his bin. It will be an easy matter to enact a pure fuel law and make it a finable offense to sell coal without an analysis label, or with a false one. The practical value of the laboratory study of coal is gaining in importance every year. When it ceases to be plentiful and relatively cheap, the testing laboratory will be the final price maker.

E. D. Cowles, editor of the Bay City Tribune, has compiled from the reports of lumbermen for 1907 a statement showing that the annual lumber cut in the State of Michigan has dwindled to considerably less than half of what it was in 1888, which was the banner year in Michigan lumbering. The total production of lumber in Michigan in 1907 was 1,743,584,000 feet, a reduction of 10 per cent. from the output of 1906. This year it is predicted will show a reduction of 30 per cent. from 1906. Unless reforestation is extensively adopted, it is said that Michigan lumber will be practically exhausted in thirty years.

The Pennsylvania Railroad is said to have issued an order prohibiting profanity among its employees. Profanity has never been assigned as a preventive or cause of railroad accidents, but the order is a proper thing, and will have general approval. There is too much swearing on the streets and in public places, and while it may afford some satisfaction to a man who gets pinched or is offended, the great majority of railway passengers do not like to hear it. The Pennsylvania order is commendable and worthy of adoption by others.

Circus managers, it is said, contemplate abandoning the street parade. They have talked it before but the parade came along just the same. The merger of the big concerns in a circus trust may enable them to dispense with the parade, and then a monopoly will deprive the poor, who can not raise the price of a ticket, of a long enjoyed and highly prized privilege.

BUSINESS CHANCES.

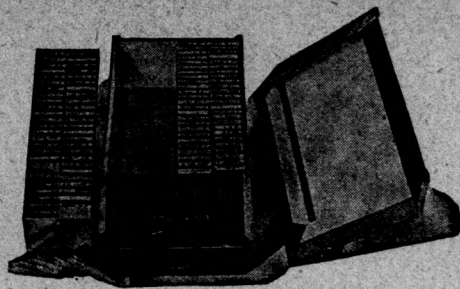
For Sale—Full line new up-to-date stock of groceries, patent medicines and drug sundries, present invoice \$4,800 and doing a business of about \$25,000 a year; located in the best part of Cassopolis, the county seat; two good railroads, a flourishing factory; near Diamond Lake, a great summer resort, surrounded by the best of farming country. Poor health reason for selling. For further particulars write or call on Ira D. Northrop, Goodwin Blk., Cassopolis, Mich. Send me a buyer and I will give you 2 per cent. commission. 653

For Sale—\$5,000 stock general merchandise, including fixtures. Located in Genesee Co. Doing a good business. Address No. 652, care Michigan Tradesman. 652

Potatoes—Carman, Cobbler, Giant, Hustler, Noroton, Rose, Ohio, Longfellow; six weeks; 85 kinds. C. W. Ford, Fisher, N. Y. 651

Fine Grocery Opening—In the residence and best part of Louisville, Ky., a retail grocery, meat and vegetable business; sales of \$35,000 a year; brick and stone building, twelve living rooms above. Acknowledged best arranged store and location in city, fixtures fine. Can invoice as low as \$4,000 complete; undersigned 12 years in same building. A business sacrifice; closest investigation invited. A. C. Arthur, 1229 Second street, Louisville, Ky. 650

It's the Little Things That Count



If you forget to charge 25c worth of goods each day, that isn't much, but it means a loss of over \$75 during the year.

If you make an allowance each day of 10c on disputed accounts, that is not much, yet it amounts to over \$30 during the year.

If, through an argument, you lose one customer who buys on an average \$2 worth of goods each week, that does not look like much of a loss, but it amounts to \$104 during the year.

If your time is worth 20c an hour and you spend two hours each day posting accounts, you have not only lost \$125 during the year, but more, as your time would have been valuable to you if spent otherwise.

If you install our New Keith Fire Proof System you will do away with **Forgotten Charges, Disputed Accounts**, loss of time in **Posting Accounts**, and will have something that meets your requirements in every respect.

Our catalog explains fully.

The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use
1062-1088 Court Street Fremont, Ohio, U. S. A.

Quality and Price



The
Angldile

Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angldile and the price is of interest to every one who uses a Scale. For the first time you can buy an honest Scale at an honest price.

Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

Let us convince you.

Angldile Computing Scale Company

Elkhart, Indiana

Grand Rapids Safe Co.

Fire and
Burglar Proof Safes
Vault Doors

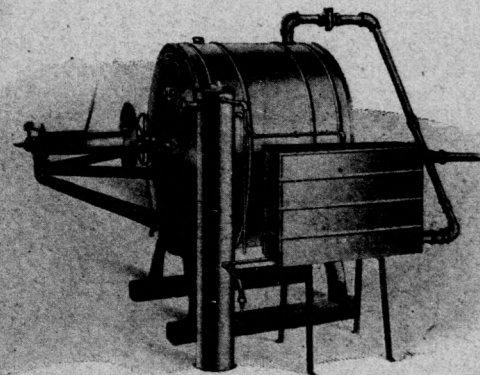
Tradesman Building

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.

Why have trouble with your lights and with trouble pay double the price necessary when

The "Ideal"

will give you twice the light with only half the expense?



We guarantee your gas to cost less than 50 cents per 1,000 cubic feet. No generating, no heat, no regulator; always ready, not only for light but for fuel. Every store, church and dwelling is incomplete without an Ideal Gas Machine. Write for catalog and prices.

Ideal Light & Fuel Co.

Reed City, Mich.

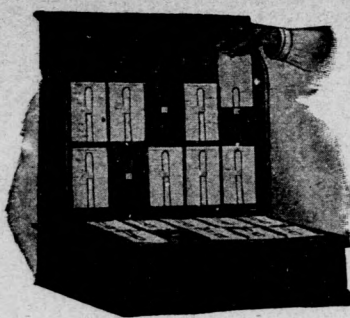
Grand Rapids Office, 362-363 Houseman Bldg.

W. R. Minnick, Michigan Sales Manager

UNDERScoreD

In point of fact, "WHITE HOUSE"
is today probably the most conspicu-
ous COFFEE on the market—for
grim, uncompromising HONESTY

Dealers everywhere should know it is safe to
order coffees roasted by Dwinell-Wright Co.,
Boston and Chicago, whose well known brands
find a ready sale in all the markets of this
country. Coffee drinkers are perfectly aware
that any package or brand of coffee bearing the
magic legend. "Dwinell-Wright Co." on its
container is all right and the very best of
its kind. * * * * *



Reduce Outstanding Accounts And Increase Your Business

IT'S EASY TO FILL UP YOUR BOOKS WITH ACCOUNTS.
THE WORLD IS FULL OF PEOPLE LOOKING FOR CREDIT.
The majority of them are honest and intend to pay their bills, but their
ACCOUNTS GET SO LARGE that it is hard work to meet their
obligations and YOU HAVE TO WAIT.

They are ashamed to ask you for more credit and if they have a little money
in their pockets, they drop into some other store and pay for their
immediate necessities.

THEY DON'T WANT TO BE DUNNED.

YOU SEE THE POINT. You have LOST PART of their trade because
you have been too easy with them.

NOW THEN, if you were using the McCASKEY ACCOUNT REGIS-
TER SYSTEM your customers would know just how their accounts
stood every time they made a purchase. THEY KNOW that YOU
KNOW that they know.

They would SETTLE their accounts OFTEN and you would keep your
accounts reduced and STILL HOLD ALL THEIR TRADE.

THINK THIS OVER

Then write for our 64-page FREE 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

No Argument Against Facts

Success in merchandising is a result of close attention to the little things and the application
of methods which have been proven efficient by actual experience.

If your present system is subject to losses by errors in computation or the giving of overweight,
remember that it is **your** money and **your** merchandise that are getting away from you.

We offer you our services **gratis** for the purpose of showing you where the losses occur, and how
they can be successfully prevented.

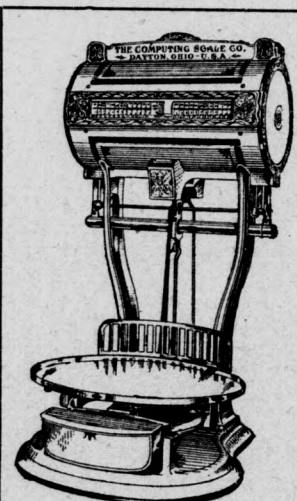
We make no claims or statements regarding

Dayton Moneyweight Scales

which cannot be proven to your entire satisfaction. The accuracy and efficiency of our scales are proven,
not only by successful users, but by

Four High Court Decisions

If you are at all interested in knowing how to improve your present system of weighing, send us the attached coupon or
your name and address. Don't be the last to investigate.



The new low platform
Dayton Scale

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



Moneyweight Scale Co.

58 State St., Chicago