

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 15, 1908

Number 1282



"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 color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. ❦ ❦

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter - Work Easier - Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 15, 1908

Number 1282

**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

3 1/2 % 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 and Interior Decorations.
4.	Around the State.
5.	Grocery and Produce Market.
6.	Under Glass.
7.	The Corner Club.
8.	Editorial.
10.	The Royal Road.
12.	Butter, Eggs and Provisions.
13.	New York Market.
14.	Dry Goods.
15.	Women's Wear.
16.	Collecting Accounts.
17.	Begin Early.
18.	Jethro's First Day.
20.	Seasonable Display Suggestions.
23.	Window at Night.
24.	Store Lighting.
26.	One Right Path.
28.	Stoves and Hardware.
32.	Review of the Shoe Market.
36.	Woman's World.
38.	The School House.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

A GRAND RAPIDS INITIATIVE.

Under our Federal laws all build-
ings erected by the General Gov-
ernment and the land areas upon
which they stand rank as United
States property distinct, no matter
where they are located, from all lo-
cal, municipal or state jurisdiction.

An offense committed in any such
building or upon any such property
is an offense against the Federal
Government and must be tried before
the United States Court. Every de-
tail of the management, every mat-
ter of maintenance expense must be
considered and settled by the General
Government, and no city government
has any right to interfere in any way
whatsoever.

Work has already begun upon a
new Federal building in Grand Rap-
ids, and now comes an effort on the
part of the business men of this city
to have the plans of said building so
changed that provision may be made
in the proposed structure for public
comfort station conveniences, open at
all times to the general public.

Precedent for such action? There
is none, because the public build-
ings at the National capital, as in
the entire city government of Wash-
ington, are purely a National affair,
so that the public comfort facilities
in those buildings belong to the Gen-
eral Government alone.

But what of that? The Grand Rap-
ids idea is a good one and such a
precedent should be established. No
new public building, municipal, state
or National, should be without con-
veniences such as indicated. Of
course, the stock opposition to the
proposition will be the bureaucratic
impossibility of a municipality and
the General Government, co-operating
in the maintenance and conduct of
such a public convenience, but such
a contention falls to the ground in-
stantly when the Treasury Depart-
ment acknowledges that it is entirely
possible for the General Government
to do business on a joint basis with
either a city or a state government,
and this acknowledgment is made

daily in hundreds of customs houses,
internal revenue offices, postoffices
and court rooms all over the country.

And so let the Grand Rapids busi-
ness men insist upon the establish-
ment of the precedent they are seek-
ing. It is worth the while, even al-
though we get nothing but the credit
of taking the initiative in a good
movement.

DIDN'T KNOW ANY BETTER.

City bred people are fond of visit-
ing small villages adjacent to their
homes because of the pronounced
change of environment and atmos-
phere. They are also fond of see-
ing something ludicrous, ridiculous
or startling in those towns, even al-
though it be merely a commonplace,
a matter which at home would not
have aroused a second thought. And,
finally, they are much given to hasty
conclusions, ill formed opinions, all-
embracing in their scope because they
are made to cover and include the
entire community.

An illustration of this habit was
given recently in the village of Ada.
A party of city folk had stopped at
a store in that village to make a nec-
essary purchase. Everybody left the
automobile just for the fun of seeing
the interior of a real country store.
By breeding and habit these people
are considerate, courteous and dis-
creet, but once inside the store they
forgot everything in their hilarious
enjoyment of what they were pleased
to call the quaintness of the place and
the whimsical appearance of an elder-
ly lady and gentleman who evidently
were farmers, but who actually were
people of refinement and culture,
and culture.

The city folk ogled the elderly
couple and indulged in furtive com-
ments as to their dress and demean-
or, and the proprietor of the store
could not fail to note their actions.
Presently, a good opportunity pre-
senting itself because the interest-
ing couple had stepped to the back
of his store, the merchant remarked
to a member of the party from the
city: "That's Professor Blank and his
wife. He's the Dean of the Blank
College and they are visiting kinfolk
who live in Ada."

The information quickly spread,
the manner of the automobile party
changed instantly, and as soon as
possible the city people resumed
their journey. Coincidentally the vil-
lage merchant chuckled over his in-
vention and rehearsed it to the elder-
ly couple, who joined with him in ap-
preciation of the fake. Finally the
old man said, "Well, they didn't
know any better than to be impudent
because they have always lived in the
city."

We are seldom sorry for the sting-
ing words we have left unsaid.

THE EASTER SEASON.

Aside from those devotions ob-
served by individuals, families and
parishes identified with the Roman
Catholic church, the Lutheran and
the Protestant Episcopal churches, the
Lenten season and the coming of
Easter were barely noticed in West-
ern Michigan forty years ago by the
people outside the influence of the
denominations indicated.

The sentiment devotional of the
annual season of penitence and prepa-
ration for the joys of the Easter
feast are now quite generally recog-
nized, and, to a considerable degree,
are practiced by others, and it is
well that it is so. There can be noth-
ing exclusive as to the privilege and
pleasure of respecting such seasons,
and a halting in the universal striv-
ing after material results can not but
be beneficial to a great many persons,
even although there be less of the
religious than there is of the purely
conventional on the part of many.

Granting even that Fashion is the
prime cause of much of this annual
pause; that the modiste, the shop
windows and the desire to be "in
the swim" are to be credited with
irresistible sway on account of the
observance of Easter, still the fact re-
mains that through it all there is the
leaven of the Scriptural records, so
that more and more each year the
church and its rituals are understood
and noted with increased reverence.

CRUEL AND SUPERFLUOUS.

Recently an ex-member of the
Michigan Legislature, released from
custody and relieved, legally, from a
most serious criminal charge, was
unable to resist the temptation to
draw up a statement in his own be-
half and the daily newspapers were
unable to resist the temptation to
publish that statement.

The presentation thus made can
not be contradicted because the only
person beside the writer who was
cognizant of the facts in the case is
dead; and as the court before which
the case was tried had rendered a
verdict there was no legal reason why
any explanatory rehearsal was neces-
sary. Moreover, even decent regard
for the memory of the dead and a
fair appreciation of ordinary human
intelligence would have prevented
the putting out publicly of a narra-
tive so weak and cowardly in every
particular.

It was a very strong reminder of
the closing sentence in the first chap-
ter of Sir Gilbert Parker's novel,
The Right of Way, where Charley
Steele, the lawyer who had succeed-
ed in securing the acquittal of Joseph
Hadeau, responded to his client's
words of thanks with: "Get out of
my sight! You're as guilty as hell!"



Easter Displays Gladden Older and Younger Children.

With the possible exception of Christmas there's no time of the year better to feature dry goods and millinery and gentlemen's clothing and hats than Eastertide. Aside from the Eternal Hat of the Eternal Feminine there is the whole gamut of women's and men's garments to draw from for this joyous season of the year. Coming at a time when it is warm enough to lay aside the cold-weather clothes that have grown mean, the owners of shabby things are only too glad to dispose of them to others worse off than themselves, to whom they may be a veritable Godsend, to be put away and carefully treasured against the rigors of another winter.

Eggs To Chicks Easy Transition.

Time was when about the only windows that contained anything of special reference to eggs and rabbits were those of the candy stores, the groceries, the delicatessen shops and the stationers' establishments. From eggs to chickens—live and imitation—is an easy transition, and after a while other places took up the idea, until now there is scarcely any sort of a business that does not hurry to take advantage of the traditions connected with Easter Day.

Chicken coops—with the feathered bipeds, mother and children, they stand for—are freely introduced into any sort of store where the window-man will be bothered with procuring same, and rabbits—the real thing—hop around with lively happiness depicted on their chubby-choppy faces. I can think of no other animal that looks so thoroughly comfortable—so at peace with all the world—as a nice fat sleek bunny roaming around a window enclosure with that I'm-going-to-investigate expression on his cunning little countenance.

Old and young alike stop to take in animal windows at all times of their appearance, but especially at the Eastertide.

Some Serious, Some Comic.

Some of the windows this week are serious, some comic. Coming under the caption of the former is Siegel's west window.

In this is built in the background a clever representation of a church, the large ornamental Gothic window being of beautiful genuine stained glass. Two dummies, evidently devotionally inclined, are in the foreground. One is returning the gaze of the pedestrian, while the other, with no thoughts of the public, is about to mount the church steps. It was an excellent idea not to have

more dummies in the window, as an additional duo, or even one, would give an impression that they—primarily their gowns—were of more importance than the religious edifice.

The "Tired" Hired Man.

West's on Canal street has live chickens in a coop, but in one of their Monroe street windows (opposite Steketee's) the trimmer has given free reign to his fancy and presents the entire barnyard!

There is painted scenery of trees in the background, reaching nearly to the ceiling, just like that in the real theater. Right in the exact center of the background sits the lazy hired man—stuffed in overalls, with a cap drawn down over a mask and the right sleeve crooked and ending in a glove stuck in the front of the blue blouse.

On the barndoor, against which he lounges, "dreaming" of certain brands of cigars, are placards above his head announcing to the beholder the characteristics of the "smoke" which is flitting among the (supposed) gray matter under his "lid." Sand covers the floor and real farm utensils are in evidence, including a bright touch of color in the shape of a cheerful red pump. Live hens strutting around look at you and their adopted home with astonishment clearly depicted in the corner of their eye. Of course there's a crowd in front of these domestic fowls from morn until night.

When I came by this noon they were giving a free exhibition on "squatter sovereignty" on the seat, right next to the man of all(?) work.

Lakes Not Hard To Construct.

One local millinery store has placed, flat on the floor, in each of its large windows, a big oblong mirror. Around one is a wide bank of artificial American Beauty roses, while the border of the other is composed entirely of sprays of dewy-looking rose leaves, both roses and foliage deftly covering the oak frame surrounding these miniature lakes, on whose breast float downy baby ducks.

These "lakes" were robbed from the store (but there is a plenty of silvered surface left inside in which to view your Easter bunnit), making a fine effect in the windows, with no present expense attached.

Meat Shops—Me, Too.

Some of the meat shops are doing themselves proud in the way of Easter windows, notably Mr. Kling's market at the southeast corner of Fulton and Lagrave streets, where the women love to trade because "everything's so nice and clean, don't you know!" Here hundreds of eggs,

purple crepe paper and large paper lilies are made into an unusual combination that is eye-catching.

A number of other markets have attractive displays. No reason in the world why they shouldn't, as "hen food" is right in their line.

Big Business Done in Toys.

Every year at this time a big business is done in the toys that have for their central thought a fuzzy little real-feathers chicken, or a papier mache rabbit whose head conveniently unscrews to expose his candy-egg anatomy. These are a source of never-failing delight (while they last!) to "children of a younger growth," and many a man and woman standing in front of a windowful of these conceits wishes that the years might turn back to the time when they, too, stood at childhood's threshold, so that they might enjoy them from the standard of adolescence—only they "didn't used to have" those oh-be-joyful things when they were running around in calico pinafores!

Doings in Other Cities.

Written for the Tradesman.

The Ohio Association of Bakers will hold its annual convention in Cincinnati May 4, 5 and 6 and one of the questions to be discussed, which is said to have strong affirmative support, is, Should work in the bake shop be dispensed with during the night and on Sundays? It is claimed that if consumers get accustomed to bread baked during the day, and on six days of the week, they will prefer it to fresh baked bread and will be benefited by it physically.

The city of Mishawaka, Ind., is to be advertised by means of a folder or booklet, which is being prepared by the Business Men's Association.

The Accountants' and Credit Men's Association of Evansville, Ind., held its regular bi-monthly meeting in that city April 8, the Secretary reporting that the membership has almost doubled during the past year.

On May 1 the control of the health and poor departments of Kalamazoo will be placed on a non-political basis, a board of health and poor commissioners being appointed by the Mayor and confirmed by the Council. This action is taken in accordance with an act passed at the last session of the Legislature amending the city charter, and provides that two members of the board shall be practicing physicians, also that not more than three members shall belong to any one political party.

An impetus to the playground movement in Toledo was given April 11, when Secretary Hammers, of the National Playgrounds Association, visited the city. M. L. Moore, Superintendent of Parks and Boulevards, arranged a programme for the day, in which Mayor Whitlock took part, consisting of a trip in automobiles to the comfort stations and all places of public benefit about the city.

Detroit will hold a "Clean-up Day" Friday, April 24, under the auspices of the Detroit City Service League. All public and parochial schools will close that afternoon.

During a whirlwind campaign of five days Toledo has raised \$25,000 for a newsboys' building, thousands of school children having contributed to the fund. The building will be provided with library, reading room, play room, swimming pool and all the accessories, and will be located in the heart of the city, close to the interurban union station. It is figured that the auditorium will be much in demand for conventions and other public gatherings.

One hundred members of the Kansas City Commercial Club will start May 3 on the annual Business Men's Trade Extension trip through Northern and Central Kansas. The train will be made up of eleven coaches, and the trip will consume a week. Twelve hundred miles will be covered and stops made at 102 towns. It is estimated that Kansas City will be advertised to 100,000 people by this trip. This is the 20th annual trade excursion made by the Club.

A meeting was held at Fort Wayne April 9, under the auspices of the Fort Wayne Commercial Club and the Toledo, Fort Wayne and Chicago Deep Waterway Association, to boom the proposed Michigan Erie Canal. Congressman C. C. Gilhams gave an encouraging report regarding the sentiment toward this canal in the lower house of Congress. A fund is being raised to push the project and Chicago, Toledo and Fort Wayne will be represented when the congressional bill comes up for a hearing.

Almond Griffen.

Second Festival Held by Plainwell Merchants.

Plainwell, April 14—This village scored heavily with its annual spring opening, which took place Friday and Saturday. As it was one of the most unique trade events ever given in the State, it attracted hundreds of visitors from miles around, some in spite of the rather adverse weather driving twenty miles to participate in the events and share in the distribution of several thousand dollars' worth of goods, given by the merchants and manufacturing concerns. Friday the register showed about 1,500 names, while this was nearly trebled Saturday.

Manufacturing concerns from Michigan and many of Chicago sent representatives, demonstrators and special salesmen here to assist the various merchants. Hot coffee and other refreshments were served free to the crowd and various amusements, as band concerts, vaudeville programmes, balloon ascensions and similar attractions were provided for the entertainment of the visitors. It was purely a local business men's affair and no outside catch-penny attractions, gambling concerns or the usual street fair attractions were allowed, yet the crowds were well entertained and the merchants received the benefit of the money spent rather than it going to the street fair attractions.

Representatives from the different towns about the State were present to see how Plainwell conducted the affair, with an idea of having similar events at their homes.

Two Important Railroad Projects Revived.

Saginaw, April 14—Two important railroad projects have recently been revived. One is to supply the so-called "missing link" in the Pere Marquette system, and the other is to complete the Grand Trunk line, which reaches from Muskegon to Ashley on this side of the State, to Saginaw and Bay City.

The "missing link" is a gap in the Pere Marquette system between Stratford, in Missaukee county, to Leota, in Clare county. It is a break which divides a large network of Pere Marquette mileage in Northwestern Michigan from the extensive Saginaw Valley portion of the system. The gap is only twenty-six miles and it is estimated that it would cost \$300,000 to supply it with track. The branches which extend to these towns are both timber roads, but they are in extensive use and have been kept in good repair. The right of way has all been secured and the survey completed. Three years ago the project, which was pushed principally by Saginaw interests, was well under way and the construction of the road had practically been ordered by the company. Before operations could be commenced, however, the Pere Marquette went into the hands of a receiver, and the plan was abandoned.

Now that the receivership has been terminated and the company is again on its feet, it is believed the connection will be constructed. To this end the Saginaw Board of Trade and

other interested parties will take the matter up with the Pere Marquette and endeavor to have the work carried out.

The link when finished will give this city direct communication by this system with an extensive shipping locality covering seven or eight counties in the Grand Traverse Bay and Charlevoix regions, and will be of inestimable value to the commercial and manufacturing interests of Saginaw Valley.

The Grand Trunk project involves the construction of a line from Ashley, in Gratiot county, to this city, which will complete a cross-State line of the Grand Trunk from the Muskegon Lake territory to Saginaw Bay. This extension has been approved by the Grand Trunk officials, but for financial reasons has been temporarily delayed. It is estimated that it will cost about \$500,000, and the local Board of Trade is to revive this undertaking in conjunction with the Pere Marquette line. It is believed both of these projects will be carried out in the near future.

Making Money By Baking.

It is plain that in order to make money the baked product must be sold at an increase over the amount paid for the raw materials, plus the cost of manufacture and the expenses of doing the business. But do not jump at the conclusion that the higher the selling prices are the greater the profits will be. Unduly high selling prices are almost as destruc-

tive of profit as unduly low selling prices. One of the most difficult tasks which confronts the baker is that of fixing proper selling prices in the different classes of cakes and pastry which he handles, or as in some cases, "How much weight can I afford to give for a nickel?" On some dainties the baker must ignore the general percentage of expense in fixing the selling price or the selling weight, or be outside the market entirely. Many deem it an error for a baker to compute his profits on the volume of his sales, and state that they should be computed upon the investment in the business.

The baker who on the average sells 1,000 loaves a day with no returns will make a far greater profit by selling his bread for ten per cent. more than it costs him than the baker who makes 1,000 loaves a day, has 100 loaves returned, and who is selling for fifteen per cent. more than it cost him. There are about a hundred ways of figuring a profit, but only one for actually getting it.

Some bakers, to enable them to understand where they are at, and to know what classes of goods it pays to push and to maintain a weighing scheme which will bring the best results, classify their specialties and open an account for each one of them. Then by using ordinary judgment, and justly estimating other known factors, apportion to each class the percentage of expense which it should rightly bear, and oftentimes find it impossible to handle one

line in their particular neighborhood at any profit.

In apportioning this expense, the bakers who practice the above plan are very certain to have the total apportionment equal the entire expense as based upon the previous year's experience. After adding the proper percentage for expense to each class they have the real cost thereof. They then open an account with each separate group, charging it with all of its costs and crediting it with its sales. Then it is known at the end of the year just where each class stands as a profit earner.

There is no mistake more common in the average bakery than the failure to include the full expense of doing business in calculating costs and selling weights and quantities. There are some classes which it is practically obligatory for bakers to make, on which it will never be possible to make a reasonable profit. As an offset, the thoughtful baker develops a trade in specialties on which there is a profit above the ordinary rate. There are many recipes in the Bakers' Helper which the shrewd baker can make up, push, advertise and promote, until he has a valuable franchise in the continuous profit accruing to him from their sale. In many cases he will virtually control the manufacture and sale of these special goods, and can profitably work up a reputation for them which will permeate the entire community. —Frank A. Heywood in Bakers' Helper.

Is There Any Sense In Missing These Profits?

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



Our salesmen are constantly reporting to us the great number of new customers they are making for our Dandelion Brand Butter Color (Purely Vegetable.) More grocers are building up a nice profitable trade on our Butter Color every day.

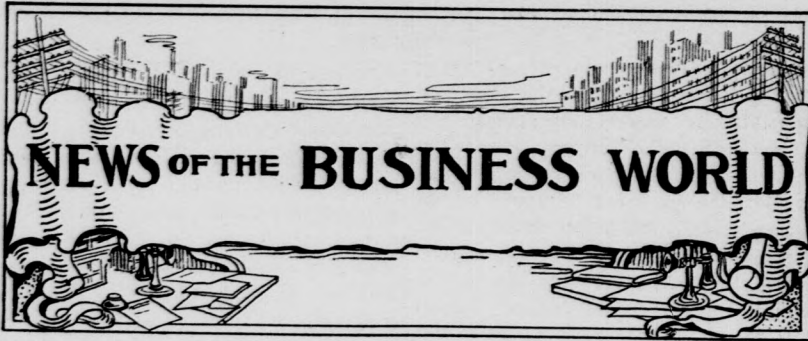
Are you?

If not, why not?

Dandelion Brand Butter Color
Purely Vegetable

Delay in sending for a trial order means loss of profit.

WELLS & RICHARDSON CO., Burlington, Vt.



Movements of Merchants.

Dryden—Edward C. Kline, of Owosso, has opened a general store here.

Dighton—R. E. Davenport has opened a new hardware store at this place.

Mendon—The First State Bank has increased its capital stock from \$15,000 to \$30,000.

Detroit—The Detroit Timber and Lumber Co. has changed its name to the Detroit Timber Co.

Birmingham—P. A. Kerr & Son will open a grocery and crockery store in the Erity block.

Battle Creek—The City Bank of Battle Creek has increased its capital stock from \$50,000 to \$100,000.

Big Rapids—L. F. Bertreau & Co., hardware dealers, have purchased the W. F. Quirk stock of furniture.

Dighton—Max Glazer is now located in his new store, built especially for him, with a general line of merchandise.

Battle Creek—McLane, Swift & Co., grain dealers and shippers, have increased their capital stock from \$25,000 to \$75,000.

Sault Ste. Marie—Eddy & Reynolds have moved their stock of groceries to their new quarters in the Nordyke block which they recently purchased.

Muskegon—Henry Van Andel, of Fruitport, will open a grocery store in the building which has been recently moved to 354 South Terrace street.

Saranac—S. R. Van Drezer has sold his building, cigar and confectionery stock to M. F. Sargent. Mr. Sargent will remodel the building and enlarge the stock.

Allegan—Will Davis has resigned his position as Assistant Cashier of the First National Bank to enter the employ of Burrell Tripp in the dry goods department.

Bay Port—The Wallace Stone & Lime Co., which is engaged in the general quarrying and contracting business, has changed its style to the Wallace Stone Co.

Lansing—Arthur E. Hurd has purchased the Frank C. Taylor stock of men's furnishing goods at 230 Washington avenue south. He has been connected with the business for three years.

Marine City—Miss Elizabeth Sicher has sold her interest in the Sicher Grocery Co. to Joseph and Margaret Sicher. The business will be conducted under the same style as it has been in the past.

Alpena—Thos. Solomon has purchased the grocery stock of Geo. Pamerleau, at the corner of Chisholm

and Fifth street, where he will continue the business. Mr. Pamerleau retires on account of poor health.

Gladstone—The Gladstone Land & Timber Co., which will purchase, hold and deal in real estate, has been incorporated with an authorized capital stock of \$22,000, of which \$14,500 has been subscribed and \$5,000 paid in in cash.

Pinckney—H. M. Williston has sold his stock of groceries and fixtures to Percy Swarhout and Clayton Placeway, who will continue the business in the same location. Mr. Swarhout will continue his undertaking business as before.

Centerville—Wolf Bros. Bank has been incorporated under the general banking law act to conduct a commercial and savings bank under the style of Wolf Bros. State Bank, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Lake Odessa—S. R. Braden & Son have sold their stock of shoes to Roy E. Lamb, who recently embarked in the shoe business, coming here from Vermontville, and his brother, Jesse, also of Vermontville. The two stocks will be consolidated and Mr. Lamb's present store vacated. The new firm will be known as Lamb Bros.

Detroit—The C. W. Restrict Lumber Co., which recently disposed of its wholesale department, continues to do business at the Vinewood avenue and Russell street plants, where nearly all the city and retail trade are carried on. The company is being given liberal treatment by its creditors and is rapidly getting rid of its financial troubles.

Lansing—According to the finding of a Circuit Court jury in the case of Grocer Charles M. Schmidtke, the "blended maple syrup" sold by Schmidtke and seven other retail grocers in this city contains no maple syrup whatever, and the grocers are guilty of violations of the State pure food law. In his charge to the jury Judge Wiest said that if it is found that the syrup contained no maple the respondent was guilty under the second count of the information. The jury returned a verdict of guilty after deliberating one hour. An appeal will be taken to the Supreme Court by the Western Syrup Co., of Cleveland. If the finding of the Circuit Court jury is sustained by the higher court it is understood that the seven other grocers will come into court and plead guilty. If the verdict is reversed by the Supreme Court Prosecutor Foster announces that he will enter a nolle prosequere in the other cases.

Manufacturing Matters.

Greenland—The capital stock of the Bohemia Lumber Co. has been increased from \$10,000 to \$50,000.

Grand Marais—The Marais Lumber Co. began sawing for the season last week and has a good stock to run until next fall.

Manistique—The box factory of Goodwillie Bros. is nearing completion and it is expected that the plant will start operation early next month.

Detroit—The business formerly conducted under the style of the American Concrete Steel Co. has changed its name to the Maxwell Concrete Steel Co.

Rogers City—Several million feet of mixed logs have been put in here for Herman Hoeft & Son and will be sawed here. The firm's mill will have a steady run during the season.

Menominee—The Merryman Manufacturing Co. started its mill last week. This concern has a large stock of logs on hand and desires to dispose of the cut before the close of the sawing season.

Pentoga—F. G. Hood & Co. did not put in as many logs at their mill as usual, but will continue logging this summer, having logs near by that they can dray in and are buying in quite large quantities.

Menominee—The N. Ludington Company's mill No. 2 started sawing logs for the season Monday morning with a large stock of logs near the mill and sufficient timber along the Menominee and tributaries for a long run.

Pulaski—W. E. Jones has rebuilt his camps, which burned February 21. He has put 1,000,000 feet of logs, which he sold to the Churchill Lumber Co., of Alpena, along the railroad, and these will be hauled by rail to the mill.

Cheboygan—The Duncan Bay Lumber Co. is making lath from the slab filling at the old mill docks and enough timber is said to be there to keep the mills going five years. The mill was destroyed by fire last fall but was rebuilt.

Detroit—The John H. Brady Auto Co. has filed articles of incorporation. The company, which is being organized by John H. Brady, Albert L. Stephens and Martin Borgman, is capitalized at \$10,000, and will buy, sell, repair and store automobiles.

Oxford—The Oxford Cooperage Co., which will engage in the manufacture of cooper's stock, lumber, barrels, crates, etc., has been incorporated with an authorized capital stock of \$1,500, all of which has been subscribed and \$200 paid in in cash and \$175 in property.

Bay City—The trade in lath has been active during the last year and the stocks on hand are practically exhausted. The output in this State last year was 326,696,560 pieces more than during any recent preceding year. A great deal of hemlock is converted into lath and even maple is used in that connection.

Detroit—A corporation which will manufacture and deal in cone dippers, light hardware specialties and household utensils has been formed under the style of the Detroit Cone Dipper

Co., with its business office at Portland, Mich. The company has an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,000 paid in in cash.

Bay City—The Kneeland-Bigelow Co. is operating four camps. About 5,000,000 feet of logs have been skidded at the rollways to be shipped to this city. This company puts in its own logs, but the stock cut by the Kneeland, Buell & Bigelow Co. is got to the mill by Frank Buell, who also furnishes 12,000,000 feet to the Bliss & Van Auken mill at Saginaw.

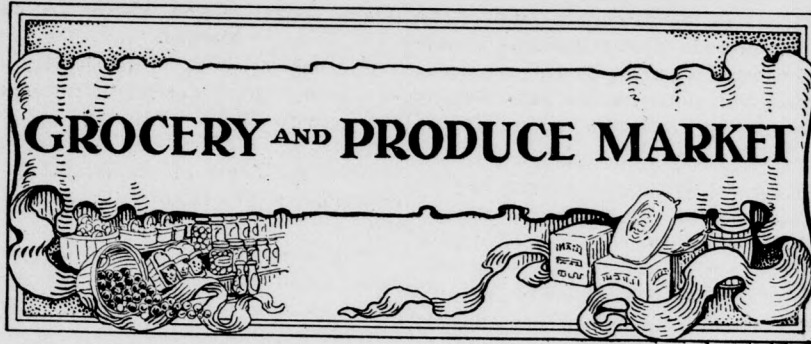
Manistique—Work on the sawmill of the Chicago Lumbering Co., now being erected to take the place of the mill recently burned, is progressing rapidly. The machinery is being installed and the plant will soon be ready for operation. The company has been logging steadily all winter and has a large quantity of timber on hand to keep the mill operating through the summer.

Brimley—A. T. Bound is interested in the new milling project planned for that village. The plan is to establish a saw mill with a daily capacity of 60,000 feet and, besides the planing and tie mill, to establish later a factory for the manufacture of woodenware. Timber is in the vicinity to keep such a plant operating for a number of years and the shipping facilities are excellent.

Watervliet—The Watervliet paper mill is to be started again. This mill was built in 1892-93 by Syms & Dudley, of Holyoke, Mass. It contains about 100,000 feet of floor space and has a 500 horse water power. The mill was successfully operated until about four years ago, when it was closed down by the American Writing Paper Co., after it had been purchased of Syms & Dudley.

Detroit—E. S. Davis, of the Detroit Chemical Works, won a victory before the Inter-state Commerce Commission, securing a reduction in the charges on iron pyrites from \$2.72 per 100 to \$2.21 on the Northern Central, Wabash, Pennsylvania and other roads from Baltimore to this city and from \$3.32 to \$2.81 on the Erie, Michigan Central and other roads carrying pyrites from New York to Detroit. The company not only has about \$2,600 returned to it, but will save \$5,000 a year under the new rates. Mr. Davis won his case against the combined efforts of a number of shrewd and unscrupulous railroad attorneys.

St. Ignace—Neil Docherty has bought the timber, lands, camps and equipment held by W. F. McLaughlin in Mackinac county. The sale includes 960 acre of land and the following timber cut last winter and banked at Harmon's Landing on the Brevoort River: 832,000 feet logs, 700 cords pulpwood, 9,000 hemlock ties, 2,000 cedar ties, 100,000 feet shingle timber, 2,000 posts and 100 poles. The timber standing on the land aggregates more than that cut and banked, being nearly 3,000,000 feet, including the latter. Mr. Docherty has taken charge of his new property and is pushing his lumbering operations.



The Produce Market.

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

Asparagus—\$1.50 per doz. bunches for Illinois.

Bananas—\$1.50@2.25 per bunch.

Beets—60c per bu.

Butter—The price of both solids and prints has declined 1c per pound. Receipts are not very large, but sufficient to supply the demand. Prices continue within narrow range of New York and Chicago quotations. Creamery is held at 30c for tubs and 31c for prints; dairy grades command 25@26c for No. 1 and 18c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—40c per bu.

Celery—65@75c per bunch for Californias, and 85c@\$1 per bunch for Florida.

Cocoanuts—\$4.50 per bag of 90.

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

Dressed Hogs—Dealers pay 7c for hogs weighing 150@200 lbs. and 6½c for hogs weighing 200 lbs. and upwards; stags and old sows, 5c.

Eggs—The market is steady at unchanged prices. The receipts are about normal for the season, speculators taking everything at the market price. The quality of eggs now being received is the best for the year. As long as the weather continues cool there will probably be a firm market at unchanged prices. Local dealers pay 13@13½c for case count, holding at 14@14½c.

Grape Fruit—Florida commands \$4.50 for 80s and 90s and \$5 for 54s and 64s. This fruit continues in good request and is of good quality and appearance.

Green Onions — 15c per doz. bunches.

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

Lemons—California fetch \$2.75 and Messina \$3 per box. The fruit is inactive at present and will probably remain so until the arrival of warm weather. The market is low on account of exceedingly large supply.

Lettuce—12c per lb. for hot house.

Onions—Red and Yellow Globe command 85c per bu. Genuine Bermudas are now in market, commanding \$2 per crate.

Oranges—California Redlands command \$3@3.25 and Navels fetch \$2.85.

Parsley—40c per doz. bunches.

Parsnips—50c per bu.

Peas—\$1.50 per box for Southern grown.

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

Pineapples—\$5 per crate for all sizes.

Potatoes—Local dealers hold at 65c. The market shows no change since last report. Prices rule firm. Old potatoes are in good supply and demand is satisfactory. New potatoes are beginning to come in, but the demand is restricted to a large extent by the high prices asked for them.

Poultry—Local dealers pay 11c for live hens and 13c for dressed; 11½c for live spring chickens and 13½c for dressed; 12½c for live ducks and 14c for dressed; 14c for live turkeys and 17c for dressed. Receipts of poultry during the last week have been comparatively light and stocks of all lines at the present time are very small. Fat hens and spring chickens have had the largest call.

Radishes—25c per doz. bunches for Round and 30c for Long.

Spinach—75c per bu.

Strawberries—\$2.50 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; 7½@9c for good white kidney from 90 lbs. up.

James Knox Taylor, the Supervising Architect of the Treasury Department, who spent Tuesday in this city as the guest of the Grand Rapids Board of Trade, said he was recently in Boston, where he noted a good joke on that correct and literary city. He said that in the reading-room of one of the most exclusive clubs in the Hub there is a sign that reads: "Only Low Conversation Permitted Here."

Delbert F. Helmer, doing business under the style of the Wolverine Tea Co., has merged his business into a stock company under the same style, which will engage in the wholesaling and retailing of teas, coffees, groceries and such other merchandise. The company has an authorized capital stock of \$50,000, of which \$31,880 has been subscribed and \$300 paid in in cash and \$31,580 in property.

Wm. F. Barth has sold his interest in the drug store, corner of Wealthy avenue and Henry street, to his partner, Chas. R. Greene, who will continue the business at the same location, under the name "Wealthy Heights Drug Store." Mr. Barth will make an extended trip West for rest and recreation, before again engaging in business.

The Grocery Market.

Sugar—Refined grades advanced 10 points last Friday and the market is strong and excited. Cuban raws advanced another notch during the past week, and European raws also, although the latter subsequently ruled slightly weaker on account of the high prices having brought out an unexpected quantity of raw sugar.

Tea—Prices generally rule on exactly the same basis as a week ago, low grades being the firmest on the list. The season will probably reach its close without any special change from now on.

Coffee—There is no scarcity of low grades; in fact they are slightly weaker. The demand for coffee is only moderate. Milds are steady and unchanged. Java steady. Mocha shows a decline of about ½c for the past month.

Canned Goods—Tomatoes continue dull and steady. Some off quality stock is being urged, but higher grades are firm. Spot corn seems depressed. Otherwise no new feature to report. Medium grade peas are strong, with fairly good demand. String beans are scarce, with strong market. No change in baked beans. California canned goods of all kinds continue scarce, supplies in first hands being exhausted. No new feature to report. Market is strong. Raspberries, strawberries, blueberries and pineapple are in very short supply, with strong market. No change in standard strawberries, market remaining firm. Salmon continues scarce and strong and it is predicted that higher prices are among the possibilities. Sardines continue the same. Cove oysters are low and weak.

Dried Fruits—Apricots are scarce and still very high. Some imported French apricots of rather poor quality brought 12c during the week. Currants are quiet at unchanged prices. Raisins are still very dull and weak. Citron has declined ½c more and is dull. Dates and figs are dull and unchanged. Apples are quiet at ruling prices. Prunes are easy and offers have been made during the week as low as 2¼c basis. This is equivalent to a decline of ¼c. The demand is very light. Peaches are dull at much reduced prices, though the week has brought no further declines.

Rice—The market is strong and if there is any change at all it will be to a higher basis. Supplies of mills are said to be very short. Demand is restricted to some extent owing to high prices and it is reported that foreign rice is coming in.

Syrups and Molasses—Sugar syrup is in excellent demand, both for home and export trade, practically the entire output being absorbed as rapidly as produced. Molasses is dull and steady, the season being for the most part over.

Provisions—The demand for smoked meats is good, as is usual at the Easter season. The receipts of hogs are lighter than they have been, and if there is any change it will probably be a slight advance. Both pure and compound lard are firm at unchanged prices. Barrel pork, canned meats

and dried beef are unchanged and steady.

Fish—Cod, hake and haddock are in light demand at unchanged prices. Domestic sardines on spot are unchanged and dull. Future prices have not yet been named by most packers, but are likely to be almost any time. Salmon is quiet and rules unchanged. Foreign sardines are firm and scarce. All grades of Norway mackerel, as well as Irish, rule at steadily maintained prices, and are in fair demand at the price. No large lots are moving. Fresh mackerel is beginning to be caught off our own shores, and the new shore mackerel season will now be on very shortily.

Wooden Collar Buttons.

Collar buttons are made not only of various metals, but also, and in great numbers, of wood.

Round sticks of wood are fed into machines which turn the buttons and cut them off automatically. Taken from the turning machines, the collar buttons thus made are placed, thousands of them at once, in a barrel-shaped receptacle containing japan varnish, in which they are rolled and tumbled until each is completely coated.

To be dried they are placed, thousands at a time, in a similar drying apparatus, in which they are rolled and tumbled again, to keep them from sticking together, until they are the finished buttons, which have never been touched by hand.

Wooden collar buttons are sold to the trade by the great gross, but they are not counted out in such numbers, for even machine counting would take some time and cost money, so the weight of a great gross being known, discovered by actual counting and weighing, they weigh out the buttons for packing, such and such a weight of them making a great gross. In this way they practically count out 1,728 buttons at a time, that number being in the trade the wood collar-button unit.

These collar buttons of wood are sold to dealers in laundry supplies, and to manufacturers of shirt waists. Altogether the number used for these purposes is enormous, amounting to many millions annually.

Not Every Man a Manager.

Statistics show that a very large per cent. of people are financial failures. Only a small per cent. manage to accumulate any money at all during their lives, and very few, indeed, accumulate what may be called a comfortable fortune. The fact seems to be that the majority of men require bosses, somebody to direct them what to do and when to do it. There have been cases where men have been hired to conduct a business and managed it with success on a salary, but when these same men undertook to run businesses of their own, they failed. Why a man should be able to manage a business for some other man and not be able to manage a business for himself is one of the mysteries that we are not able to solve.

UNDER GLASS.

Nearly a Million Dollars Are So Invested.*

Again I feel compelled to express my gratitude for the splendid exhibitions of serious interest and enthusiasm which are being made by our Committees.

Since our last meeting on March 17, twenty-one meetings have been held, each one of which was well attended, and on each occasion there was shown, respectively, a keen appreciation of the importance of the work in hand and an earnest desire to exhibit progress.

Never before have the individual members of our Committees shown the personal interest in our efforts or given more energetic and careful attention to the topics assigned to them; and never before have those topics been so well systematized. Each Committee has its work admirably divided so that no member is overloaded or so that it is a hardship for him to perform those duties.

The most pronounced improvement, perhaps, is shown by our Membership Committee, and this advance is due very largely indeed to the excellence of its personnel—men who are not only prominent in business circles and successful as such, but men who are broad-minded, strong in their loyalty to the best interests of the city, sincere in their public spirit and chockful of energy and determination.

I can not, without trespassing upon the preserves of the General Chairman, go into the details of the most important work now under way and I do not care to do so, knowing that the reports to be submitted later by those chairmen will be much more interesting, coming, as they will, direct from those gentlemen.

Being a self constituted body, neither the Board of Trade nor its committees can legislate nor administer so far as the municipality is concerned, but it can and it should be a channel through which a public opinion may be quickly and correctly crystallized, thereby exercising a potent influence upon the legislation and administration of our city's affairs. This is being splendidly recognized by the Committee on Municipal Affairs and by the Committee on the Improvement of Grand River, as is shown by the fact that these Committees are already in harmonious co-operation with the Mayor and his officers and the Common Council.

During the month of March the City Building Inspector issued a total of eighty-four permits, forty-one of which were for new buildings, chiefly dwellings. Mr. John Bertsch's five-story block, on the west side of Kent street, between Crescent avenue and Bridge street, and costing \$23,000, is the most important structure mentioned in the Building Inspector's records for March.

There was a pronounced revival in real estate transactions during March, a total of \$416,000 being represented

*Monthly report of Secretary Van Asmus, of Grand Rapids Board of Trade.

by the transfers recorded, and thus far during the month of April the records indicate that the revival is not losing its vigor.

The Grand Rapids Greenhouse Association, recently organized, embodies the hot house plants of the President, Frank Strong; the General Manager, Samuel Perry, and Edward Taylor, Frank J. Cook and N. B. Stover. Four of these plants are located south of Burton avenue, between Division street and Kalamazoo avenue, while the fifth one, that of Mr. Stover, is near Grandville. That the organization means business is evidenced by the fact that work is already under way, just south of Mr. Perry's plant, for the erection of a new series of hot houses, covering about 110,000 square feet, or nearly three acres in area. This plant will have all modern appliances as to water and steam distribution, concrete benches, iron frames, and so on, and will be so high between joists that no stooping on the part of the gardeners will be necessary. An idea as to the high grade character of this plant is given by the fact that many carloads of lumber at \$126 per thousand f. o. b. in Chicago and shipped from the State of Washington are to be used in the construction.

Very, very few citizens of Grand Rapids have any appreciation of the extent of the business in this city and suburbs of growing flowers and vegetables under glass. While there is a general knowledge that Grand Rapids lettuce is known all over the country, it is not known that over 10,000 barrels of lettuce were shipped from this city last year and that this total will be largely exceeded the present year. And the growing of lettuce is but one of half a dozen different features in the growing of vegetables under glass.

For example, while three crops of lettuce are raised each year, there are incidental crops such as tomatoes, cucumbers, beets, radishes and parsley, which are so handled in connection with the raising of lettuce that 90 per cent. of the planting space is kept busy the year around. Another interesting feature in this perpetual rotation of crops is the fact that, unlike the demand made on those who cultivate flowers only, the gardeners who devote themselves to vegetables only are not required to change the soil. Messrs. Davis and Perry, for instance, have some of their benches carrying soil which has been in constant use for eight or nine years. This is accounted for by the annual sterilization of the soil with superheated steam, so that once this soil is again fertilized it is as good as new.

"Grand Rapids Lettuce" is a legend found in the catalogues of every important seed grower in the United States, and Grand Rapids lettuce is grown in many sections of the country, notably in Toledo and Cincinnati; but Grand Rapids lettuce which is most in demand is raised in and about this city. It was first produced about thirty years ago by Engene Davis, 470 Kalamazoo avenue, and,

as one of the gardeners put it, "The man nowadays who develops a worthy novelty in vegetables can make more out of it the first year than he can during the succeeding ten years."

Mr. Davis, presumably, did not make a tremendous fortune out of Grand Rapids lettuce during 1878-79, but he established the vegetable, gave it the Grand Rapids trademark, distributed the seeds liberally all over Kent county and elsewhere and has lived to see his city as well advertised through his initiative as it is by the manufacture of furniture. And to-day Mr. Davis, with about 25,000 square feet of soil under glass is just as much interested in the growth of lettuce, tomatoes, cucumbers, beets, parsley, and so on, just as sincere in his desire to help the business interests of Grand Rapids as ever.

Where all representatives are so enthusiastic in their business as are the gardeners who grow things under glass and in the open, it would be invidious almost to specify any three or four men who are especially devoted to this work, when one takes into consideration the fact that there are sixty gardeners in and about Grand Rapids operating as many separate establishments under glass, no one of them having less than 2,500 square feet of glass surface. There is one establishment with 166,000 square feet; one with 100,000 square feet; one with 75,000 square feet each and the balance varying, respectively, from 2,500 to 20,000 square feet of surface. The grand total of acres, not including a dozen or fifteen small concerns of from 500 to 1,200 square feet each, is forty-nine acres under glass.

Of these sixty establishments fourteen are devoted exclusively to the culture of flowers, nine are given over to the growing of both flowers and vegetables and the remainder are exclusively given to vegetable raising.

While the sixty hot house gardening plants in and around Grand Rapids occupy a total of forty-nine acres, that is, forty-nine acres under glass, the florists and vegetable raisers own and utilize in other ways over 300 additional acres, which have an average value of \$1,500 an acre, or a total of \$450,000.

Moreover, there is a total of 300 units, i. e., hot house sections, under glass, which, averaging 2,500 square feet of glass each, cost \$1,700 each, including steam plants, water and drainage pipes, sorting and packing houses. On this account we show total of \$510,000.

And so with these two totals we gain a total of \$960,000 invested in the gardening under glass interests of Grand Rapids, not including the value of dwelling houses, stables, barns and ordinary farming implements, which would carry the aggregate investment considerably beyond a million dollars.

The pure in heart see more from the bottom of the dungeon than do the evil from the roof.

Three Large Wagon Plants To Be Merged.

Lansing, April 14—This city landed another great enterprise through the activity of the Business Men's Association, and the city is now to become the home of the largest independent wagon factory in the country.

Wagon manufacturers in Michigan have found the competition of the Trust so close that consolidation has become imperative, and the new institution which is to be located here is a consolidation of a number of wagon factories in the State. At present the consolidation is to consist of three now successful factories—the Lansing Wagon Works, the Ionia Wagon Works and the Lansing Spoke Co.—but it is likely that other concerns will realize the benefits of the consolidation and will be taken into the company.

The new company will have a capital stock of \$750,000 at the outset, every cent of which is to be represented by the appraised value of the plants in the merger or capital stock paid in cash. Over \$600,000 of the amount has already been taken, and the deal is declared to be one of the cleanest financial transactions ever promoted, there being no watered stock and no preferred stock or bonds. One hundred thousand dollars of stock has been reserved and will be taken by Lansing investors, who were given a chance to subscribe for stock Monday.

When in full operation, which will be as soon as the organization can be perfected and new buildings erected, the factory will turn out annually 25,000 wagons and sleighs and will employ over 700 men, which, it is believed, will add 300 families to the population of the city.

Prominent stockholders in the enterprise are Fred Thoman, E. F. Cooley, Judge R. M. Montgomery, E. S. Porter, of this city; W. C. Durant, of Flint, and John F. Bible, of Ionia. It is expected the latter will be General Manager of the consolidated plant. The three concerns now taken into the new company have all enjoyed a successful business, and as the consolidation will greatly reduce expenses, the profits of the combined enterprise are likely to be greatly increased. The Lansing Spoke factory will be run as an auxiliary, and will hereafter take no outside business.

What Drew Him To It.

"My poor, unfortunate man," said the Salvation Army captain to the disreputable-looking wretch of a man, "you say you want to join us?"

"Yes, sir."

"Is your heart and soul in this request?"

"It is."

"Do you feel drawn our way by an irresistible power?"

"I do."

"What is that power that draws you hither?"

"I heard dis was de place to get a soft, easy livin'."

"Bear ye one another's burdens" does not apply to borrowed troubles.

THE CORNER CLUB.

The Wise Men Settle the Whole Whisky Question.

Written for the Tradesman.

When the Corner Club met, Saturday evening, the grocer took the chair. After making sure that the delivery boy was in his place by the alley door and the bull dog soundly asleep in his shoe box, he rapped for order.

"We've been making too much of a three-ring circus of this Club," he said, as the teacher turned up an inquisitive nose at his precautions. "The work of this body must be done with becoming dignity after this. If the butcher will kindly close that slit in his face, we'll now proceed to business. He makes more noise than a country delegate at a Bryan convention."

The butcher arose to his feet, his biceps swelling under his tight coat sleeves, but just at that moment, when dire destruction seemed hovering in the air, the bulldog lifted his head from the shoe box and showed a line of white teeth and a pair of blood-shot eyes. The animal made no remarks, but the butcher took the hint and resumed his seat. The teacher was on his feet in a moment.

"I've introduced resolutions here until I'm tired of it," he said. "No resolution ever goes here. The chairman has more mouth than the Mississippi River, and more nerve than a street barker. Hereafter I'm going to make a proposition to the house and talk to it. What I propose to say to-night concerns the sale of whisky. I'm opposed to the manufacture as well as the sale of the stuff, and I'm going to tell you why, if the grocer will shut off the hot air I see gathering in his mug."

"Whisky," said the chairman, "is something like a gun. I say gun because everybody calls a revolver a gun. It is the cause of a lot of mischief because it is used when it ought to be, and not used when it should be."

"I'd like to have some one show me the time when whisky ought to be used," roared the teacher. "When the chair is through with his monologue, perhaps I'll have a chance to say a few words. The time has come when temperance men can talk to some purpose. Saloons are being closed everywhere, and the day is not far off when the liquor seller will be as obnoxious to society as the highway robber who does his work with a pistol on lonely roads. The saloon—"

"Why don't you stick to your subject?" demanded the chair. "You began a talk on whisky, and now you've switched off onto saloons. Keep to your muttons!"

"I thought I heard something rattling in that attic of yours," said the teacher. "Since when does whisky mean anything but the saloon?"

"When you talk temperance," replied the chair, "you've got to keep the saloon out of the question. The saloon is an excrescence on the liquor business. The question is as to whether it is against public policy to permit the manufacture and sale

of whisky. The saloon question is another proposition. If you want to be fair, you must discuss the whisky question separate and aside from any means used to place the stuff in the hands of the consumers.

"If whisky is good for the stomach, and the brain, and the nerves, it ought to be placed before the public in a way which will not bring condemnation upon it. That is, it can if the people will it so. Let me tell you this, right now, my friends, the modern saloon is the worst enemy whisky ever had! You don't believe that, eh? Well, if you will quit making faces at the chair, I'll tell you about it."

"I have long been afraid of this," said the hardware man. "The grocer has shown many symptoms of brain fag lately, and now he appears to be suffering a complete collapse. Someone ought to get him a bed in a foolish house."

"A commodity is like a man," said the chair, throwing a potato at the dog to see if he was ready for action in case he should be needed, "it is known by the company it keeps. The idle, the criminal, the vicious, the degenerate, have muzzed up the reputation of a good many desirable things since the world began. There is no reason why the horse should be in disfavor, but he is. People like a nice, sleek, fast animal, and like to see him go some, but the races are so surrounded by bums and cheap tin horns that the law has stepped in in a good many states and virtually closed the tracks. It is not the racing that moralists object to. It is the barefaced fraud, the skinning of suckers, which is associated with racing that has killed it in the estimation of the public.

"The gun is also a good thing. It places a little feeble man on a footing with a burly brute who takes advantage of his strength to abuse and insult weaker men. It is a good thing to have around when you are going home alone at night and a highwayman suggests that you confer upon him the results of your thrift and industry. But a lot of bums, and thieves, and degenerates have put the gun to the bad by using it when drunk, or when mentally irresponsible from other causes, so it is unlawful to carry one.

"Just as racing and weapons have been thrown into the discard because of the people who are associated with them—because of the touts, and brace games, and tapped wires, and weak-minded cowards who shoot at the first blind impulse—just so is liquor being cast into the discard because of the men who are associated with it. Our friend the teacher was not able, a short time ago, to separate the saloon from whisky in his alleged argument. He couldn't see that whisky is the thing to discuss soberly, gravely, and that the modern saloon is a thing to burst up without any thought whatever."

"Whenever the grocer runs down," said the teacher, angrily, "perhaps you'll be good enough to call me in from the drug store next door. I'm going out where I can get a little

fresh air. There's too much Johnson in this house for me."

The teacher started away, by the alley door, but the boy awoke, and, thinking he had caught a burglar red-handed, seized the fleeing man by the leg and called to the bulldog to get busy. However, before the dog had taken more than a few nibbles at the new \$9 trousers of the teacher, the grocer called him off and resumed the discussion. The teacher sat down after borrowing all the pins there were in sight to take that rent look from his unmentionables.

"Whisky," continued the grocer, "and racing, and guns are merely tools. They are tools in the hands of bad men. When a man wants to get a living without earning it he resorts to get-rich-quick tools to do it. One of the tools is the race horse, another is the stock market, another is whisky. But whisky is in the hands of the lowest element of all. It is being killed by its alleged friends. The men who deal in it are actually killing the goose that lays the golden egg. It is the saloonkeepers of the land who are at the bottom of the prohibition wave that is sweeping over the country. It is needless to say that the law permits them to ruin themselves and the liquor industry. That is, the law doesn't, but the men who are paid to enforce the law are letting them go on to their own destruction."

"When the chair starts a saloon," said the teacher, "we'll have one that is run right! We'll have turkey for lunch and carpets on the floor. I do not see how he comes to know so many things that are not true. Now, if he'll give me credit on my bill for the price of these trousers, I'll speak to my proposition."

"Nine-tenths of the saloons," said the grocer, "are in the hands of dishonest men. They are dishonest because they do not obey the law. The law says they shall not sell liquor to people who are intoxicated, or to people who are in the habit of becoming intoxicated. If these points were observed, there would be no opposition to good whisky. I say good whisky. Another reason why I call many saloonkeepers dishonest is because they sell whisky that is poison, drugged, self-made whisky.

"There would be fewer saloons if the laws were enforced. If the average saloonist had to quit selling to a customer when he got drunk, he couldn't pay his rent. The saying that 'One sucker a day is enough' goes with saloonists. A man gets drunk and throws his money around like water. He buys drinks for bums he never saw before. He gives his money away. He hands it to the barkeeper to keep for him, and in a short time is told that he has consumed it all. And the man behind the bar stands there with a grin on his face, waiting for this man who is certainly not in his right mind to lay more money down on the bar.

"This is what is the matter with the whisky trade. Look at the associations of the saloon! When people cry out against whisky they don't mean whisky at all, they mean the low, swindling, jimmy-tough, foul-

tongued saloon. There are saloons which are run according to fair business principles, but there are not enough of them to offset the vile ones. It is the brewery men who are making the strong fight for license. If they will help to destroy the thief-infested saloon they will aid their business more than they dream of now. If they—"

The teacher made for the front door, with the bulldog close to his heels. The delivery boy came out of a bad dream and yelled "Fire!" and in about half a second the grocer and a fat policeman whose breath didn't smell like a dry state were disentangling the dog and the teacher from the interior of a watering trough.

"Anyway," said the grocer, as he went on home, "I guess they understand that the fight is on against the bum saloon, rather than against the manufacture of honest liquor. Why, the sale of the stuff ought to be guarded as closely as is the sale of dynamite!" Alfred B. Tozer.

What Is Worse Than Debt?

The devil of debt seems to be on the heels of almost everybody. The clerk, he's in debt. The book-keeper's in debt. Ditto the typewriter. Same with the porter and drayman. As for the superintendent, he can't remember when he wasn't. The office boy would be in debt if anybody would trust him. And all of them complaining and acknowledging the miserableness of their condition.

Debt is a mortgage on your salary.

Debt is a monument to a young man's weakness, a grown man's folly and an old man's failure in the University of Life.

Debt is discounting to-morrow's liberty for to-day's good time.

Debt is a quit-claim to your wife's confidence, your children's ambitions and your self-respect.

Debt is a guaranteed insurance policy against happiness.

"Then what are we going to do?" say a chorus of young fellows and business men and aspiring women and laborers and clerks and managers and street car conductors and hundreds more.

Do without!

It will take some backbone. It will take some genuine courage.

But you'll be able to hold your head up—and that's more than you can do now, and you know it. You won't have palpitation of the heart when the postman brings your mail, and you won't tremble every time the boss asks you to come into the front office. Neither will you be ashamed to have your stenographer open your mail.

Because you'll be working to-day for to-morrow's satisfaction, and not to make good on account of yesterday's extravagance.

When the enemy can persuade that it is wrong to be cheerful he has done a good day's work.

A high purpose ties up the entangling lines of otherwise dangerous leisure.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

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

Subscription Price.

Two dollars per year, payable in advance.
Five dollars for three years, payable in advance.

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

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

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

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, April 15, 1908

UTILIZE YOUR WINDOWS.

Too often one hears a small merchant declare that he hasn't the time to give much attention to his window displays and many of them add something about not having the material to make a good showing or some similar excuse.

And others will remark something about plate glass windows and what they might do if they had something larger than 24x30 panes of glass.

The chief essentials in the arrangement of window displays are governed invariably by a merchant's habits and taste. No matter what may be the size of his window panes they are clean and clear if the merchant has a love of cleanliness; the space back of the window, whether it be large or small, never becomes a sort of catch-all for miscellany, including dead flies and dust, if the merchant loves order and neatness.

With such a foundation of cleanliness, neatness and order, no merchant can afford to let his window go neglected. The space is available, it is the nearest point through which an automatic influence may be exerted upon passers-by, and no matter how limited a dealer's stock may be in its various lines, it is always possible by a little serious and careful study of his resources, of the season to be served, of his class of customers, to arrange window exhibits which will attract notice; and such efforts are profitable. Thousands of experiences have demonstrated this fact beyond peradventure.

And there is a mistaken line of thought in this connection. For example, a man carries a small stock of hardware, a little furniture, a few garden seeds, some agricultural implements, possibly a few sets of harness, a few horse blankets and, maybe, a bit of crockery and glassware. Combinations equally varied and incongruous are common in the smaller cities and towns, and almost without exception such dealers pay little attention to the art of window dressing. This is because the dealers

want to advertise everything at once, or because they are not over fond of physical effort. And each cause is a poor one. Advertise one or two lines of goods at a time and do not be afraid to change your exhibits once a week. Try this practice sincerely and thoughtfully for a month and you will never abandon the idea.

COOPERSVILLE GROWING.

Sixteen miles west of Grand Rapids is the village of Coopersville, a community less than fifty years old and one which has grown a hundred fold in local pride, sound citizenship and public spirit since the coming of the interurban electric railway.

It is a village born of competition. When the surveyors were locating the line of the Grand Trunk Railway the natural and original idea was to bear off to the southwest, after leaving Grand Rapids, so that the then thriving villages of Lamont and Eastmanville should be reached. A bonus of a thousand dollars each from these villages would have "turned the trick," but the business men in those towns could not appreciate the situation, so that when a New Yorker named Cooper offered right of way, a depot site and a bonus the railway route was changed and Coopersville was born.

To-day Coopersville is building an \$18,000 high school building, while Lamont and Eastmanville are still thinking it over. Coopersville has its streets lighted by electricity, a good system of sewers, as fine a supply of drinking water piped through its streets as any town in Michigan and a cultured, industrious, thrifty population.

The Coopersville school building will be 63x73 feet in size, with a high half basement and two floors above. The boiler and fuel room, two large play rooms and the toilet rooms will be in the basement. On each of the floors above will be two large assembly rooms and the necessary recitation rooms. The sanitary character of the structure—heat, light, ventilation and drainage—is according to the latest approved design, culminating in a sewer which has a fall of nearly 5 feet between the outer trap and the creek into which the sewage is discharged.

The merchants of Coopersville are an enterprising group who believe in their town, who are alive to its possibilities and who work in harmony for everything calculated to increase its growth and prosperity.

A vaudeville artist who has been swallowing cutlery, glassware, hardware, etc., for twenty years before delighted audiences, recently submitted to an operation for appendicitis. Instead of the popular malady the surgeons found a hardware store in his body, and removed eleven knife blades, five lath nails, six screws, three tacks and several other pieces of metal. The discovery will be a good advertisement for his business for twenty years to come.

We would all rather hear a simpleton praise his friends than a wise man decry them.

THE PINCHING SHOE.

The schoolmaster is still abroad. Like the rest of his class he has been saying something. He avers with a distinctiveness and a positiveness, not to be gainsaid, that the lawlessness and the godlessness, and so the wickedness, that society is suffering from at this period of the world in high places and in low are almost wholly due to the fact—a word to be expressed in capitals—that parents generally lack the moral courage to command in a serious and consistent spirit. Nobody is going to antagonize a general statement like that, founded as it possibly is upon truth; but when the same individual goes on to state the conviction, amounting to belief, that fathers are strangely indifferent to their responsibility for the world's wickedness, there are indications, at once apparent, that the shoe begins to pinch, and the paternal head of the house promptly proceeds to declare that the children's mother is looking after that part of the home management, a management that he has neither time, patience nor inclination to interfere with.

The pinching shoe is not rendered tolerable by the instances furnished. How this remark jars the paternal ear: Profanity, as vulgar as it is common, receives little, if any, reproof from the head of the house. If the boy is a 10-year-old and the mouth-filling oath is delivered in the paternal presence, beyond a determined "Don't let me hear such language again from you," nothing is ever said, and the boy heeds the admonition and continues his profanity beyond earshot. That is not the worst of it. That same boy, 10 years old, when called to account for his swearing does not hesitate to say that it can't be so very wrong when his father does it all the time; and the efforts of the individual trying to repress the habit hardly hope for success in the face of such home opposition. Is the father of that boy holding his wife responsible for the child's disregard for the third Mosaic law?

The bane of the boy to-day is the cigarette. Hardly equal in height to his father's knee, his little fingers are stained with the deadly poison, and when the tobacco Vesuvius is in full blast the inhaled smoke rushes from the boy's nostrils with the vigor of manhood. Where did he learn? Who taught him? Whence came his material? Is Eve responsible also for this? Does she smoke and so furnish the bad example? Does she encourage the corner tobacconist and does she ask or care whether he furnishes her boy the stuff that is killing him? Little discouragement does the growing boy receive from his father, who after a bountiful Sunday dinner with his back to the blazing fire takes from his pocket a carefully kept cigar of the richest brown; looks at it as if there was the condensation of the world's best; smells of it as if the perfumes of Arabia were his own at last; lights it with a look that means "Now let thou thy servant depart in peace," if

it means anything, and then with a voice, trembling with emotion, says, "My boy, don't smoke!" Oh, Eve, Eve! Great is the responsibility that is resting upon thee, and fearful will be thy retribution when it comes!

Another thought that tightens the pinching shoe is that men are not guarding their sons from a knowledge of the world's vices. The meddling schoolmaster declares that the modern stage is hardly the place for the boys to go for amusement. He believes that "Mrs. Somebody's Profession" is not conducive to the home's betterment, and the longer the boy is kept in ignorance of what that profession is the better man he is going to be and the better will be the community in which he sets up his household gods. In addition to this it is affirmed, as if there can be no denial, that bad books must be kept out of the house and out of the hands of growing humanity and, as a cap-sheaf to the whole stack, it is insisted on that men leave to their wives the moral training of their sons, and they are astonished later to learn that the boys, by doing what they see their fathers do, render ineffective the only real training they get from anybody.

It goes without saying that talk of this sort is not pleasant to hear, well meant as it undoubtedly is, but the final pang which is traced to the pinching shoe is the conclusion reached, that the author of all this sin and misery must turn over a new leaf and rectify the wrong, traced directly to him. There is no other way. "Youth is instructed in no way better than by example," and society must see to it that the man, the father, forced—if it comes to that—to assume the responsibility, which he has shirked so long and so shamefully, shall by reforming himself become the genuine man Heaven intended him to be and so a safe and shining example to admire and imitate. If this result, "devoutly to be wished," shall be attained, the schoolmaster will strengthen the good opinion long entertained of him and will continue to show himself the worthy recipient of the gratitude which an appreciative public so freely tendered him.

Columbia University authorities have devised a plan which they believe will prevent the constant complaint by students of the food served in the university restaurant. They have added a special course to the school of domestic science, and the noon-day lunch against which many protests have been filed by the students is now prepared by the women students of cookery. Cooking school cooking has never been in high favor among epicures, but of course no gentleman would find fault with a menu prepared by his associate students in accordance with approved scientific rules. The new system is very popular among the students, and it is said the food prepared by the ladies is really well cooked and palatable.

Faith is the power to weave the music of to-morrow from the discords of to-day.

USELESS LEARNING.

There is to-day in all the universities of the United States a disposition to dismiss and eliminate the study of Latin and Greek from all the educational courses and requirements necessary to the granting of degrees and titles certifying to the learning of the newly-fledged doctors and masters.

This notion has already been carried into effect by some schools, and is being most seriously contemplated by many others, and the prospect is that this innovation will be generally adopted, on the ground that Latin and Greek are dead languages, and that they play no part in the practical business of life, and therefore are soon forgotten, while the physical sciences are now the fields in which the greatest modern progress is gained, and since success, which is commonly understood to be the acquisition of great wealth, is the chief business of life, and the ancient languages, which were once the foundations of all liberal education, are of no practical use to anybody except the school teacher and the antiquarian, and to a few others, they should be dropped from the regular curriculum and only studied by the comparatively few persons who have any use for them.

If we are to confine our studies only to those matters that will help us in our daily business and will be called into requisition so constantly that we will not be allowed to forget them, let us see what these indispensable studies are over and above the three r's, "readin'," "ritin'" and "rithmetic" up to the old "rule of three."

We are told by the university magnates that the matters which are to be taken in place of the discarded dead languages are mathematics and all the physical sciences. These are the subjects which, when once learned, the busy man will have constant need for, and it will not be out of place to enquire about them. How about mathematics?

Beyond ordinary arithmetic and the rudiments of algebraic equations and the elements of geometry, all higher mathematics are of no use. As the editor of the New York Independent well remarks, where is the man who has been out of college ten or twenty years who can work a simple problem in cube root, or remembers anything of Sturm's Theorem, not to mention any question in Calculus? These studies, like any other, will be of profit to the future teachers of them, and to the few surveyors and engineers who have to keep a table of logarithms at hand. But the ordinary cultivated professional or business man has absolutely no use for his higher mathematics, less use than for his Latin.

As to astronomy, which is largely mathematics and as largely theory, it is of little practical use to anybody except the professional star-gazers and the almanac makers; many navigators get along with only superficial knowledge of it. The problems of astronomy are utterly without interest to the practical man. What dif-

ference does it make to him what is the parallax of a star, whether the stars are drifting and whither; what are variable stars, or what stars are made of? To know these things will add to no man's bread and butter, and to study them is dead learning.

Then chemistry and electricity—for let us take the most practical of the physical sciences. These tell us how many elements there are, how selenium differs from sulphur; that diamond is the same thing as coal; what are the mysteries of reagents, and how to handle test-tubes; how radium is related to Mendeleeff's law; whether elements can be resolved into lesser elements, and these again ad infinitum; what are electrons, and how negative differs from positive electricity, and how one current can be transformed into another. These are practical matters for a teacher or a professional man, but not for the ordinary educated citizen. He forgets nearly all of them that he has learned at school and college, just as he forgets his Greek. He does not make money or profit out of them. He does not need them to use his telephone or to send a message by telegraph. The most ignorant servant can do all that. The cook practices chemistry with no knowledge of the science. It is of money value to the chemist or engineer, just as the study of law belongs to the lawyer.

The fact is that nearly all that an intelligent, cultivated man learns and wants to know has no appreciable relation to his dollars and cents. Its value is occasional and indirect. But he "wants to know;" and he knows that if he has forgotten he can recover his knowledge or go where he can be told. He has simply a wider outlook and a larger breadth of life. His knowledge is not dead, even even when it is sleeping.

The editor of the Independent declares that "the defenders of Latin and Greek have no business to admit that these studies are at all more 'dead' for practical purposes than the advanced study of biology or chemistry or astronomy. They are not. It is easy to show that they furnish quite as much daily value in life, at least for the man of ordinary cultivation. Of course, the chemist needs chemistry, and the physicist physics, but the man who uses our composite language, and the world's literature, finds little use for his Latin and Greek."

If we only need such education as will enable us to make money, the shorter the time we spend in school and the sooner we get into the business office or behind the counter the better. Then we want to know the qualities and prices of merchandise of every sort and how business is done in the stock and mercantile exchanges. Most of the multimillionaires and masters of finance and captains of industry are men who never went to college. Pierpont Morgan is an exception, but not a common one.

But the educated and cultured man finds moments when he can get away from the engrossments of the hard

grind of life and realize with the old English poet that "his mind to him a kingdom is" with a degree of wealth and privilege which no money can buy. Perhaps no learning is useless, but but little is necessary to the consummation of material success. Perseverance, push, determined energy and ability to see opportunities and take advantage of them are what are required, and these are not learned in college.

THE DIPLOMATIC SERVICE.

The recent incident connected with the Ambassadorship to Berlin has served to draw attention afresh to our diplomatic service and its shortcomings. Within the past few years the Consular Service has been greatly improved, both through the efforts of the State Department by the institution of needed reforms, and also by the passage of laws providing for a more careful inspection of the consulates and promotion by merit and length of service.

While the Consular Service has been greatly benefited and improved, nothing has been done to effect a change in the diplomatic service except the partial effort which the Administration has made to promote efficient diplomats from lower to higher posts. As far as the laws are concerned, however, American diplomatic representatives continue to be the political friends and henchmen of the party in power. In the case of the principal ambassadorships the selection of candidates is limited to men of large means, as it would be utterly impossible for an Ambassador to the Court of St. James or to Berlin or St. Petersburg to live on the compensation of the \$17,500, that is paid. In the case of the less brilliant diplomatic posts the Administration has a wider latitude in the selection of candidates.

It is now high time that there should be some improvement in the diplomatic service and that ambassadors should be chosen who have other qualifications than great wealth. There is no valid reason why competent men should not be retained in the diplomatic service permanently and gradually advanced from lower to higher posts, as is the rule in all other countries. A necessary prelude to any such system, however, must be the acquisition by the United States of suitable legation and embassy buildings at all the principal capitals, and the diplomatic representatives and their secretaries and attaches should be expected to use such buildings as their official abodes. Such an arrangement would relieve ambassadors of the burden of enormous rentals which must be paid for suitable buildings, and from the temptation to rival or emulate rich predecessors in the same office.

Having provided official residences for diplomatic representatives and regulated in that way the character of the display they must keep up, there need be no further trouble about securing the best men for the various positions entirely irrespective of their private wealth. The salaries of diplomatic posts should be regulated according to the importance of the

station, the scale of living that ambassadors at a particular capital are expected to maintain and other surrounding conditions.

A diplomatic service based on merit and experience would be of much greater value to the country, and would be less liable to develop the unpleasant incidents and the contretemps which the existing system leads to from time to time. It is, of course, not meant that our diplomatic representatives abroad have not included many able men, as it is well known that many such men have served to draw attention to the shortcomings of others, and particularly to the imperfections of the system.

WRECK OF THE MAINE.

Ten years have now elapsed since the battleship Maine was blown up in Havana Harbor, yet the wreck of the ship still lies there, an obstruction to traffic and a mournful reminder that the remains of some sixty or more gallant sailors are still entombed in the battered hulk when they should be given proper sepulcher in some national cemetery at home.

Several efforts have been made to raise and remove the wreck of the Maine, but none of these efforts ever got so far as the actual commencement of work on the enterprise. Congress made a considerable appropriation to recover the bodies of those who lost their lives and to raise the wreck if that should be found necessary to accomplish the recovery of the bodies. Only a small part of the appropriation was actually spent, the balance after a time being covered back into the Treasury.

Although the raising of the wreck has been many times proposed the actual undertaking of the work has always been discouraged for some reason or another. It is possible that those in authority preferred not to revive memories which could not but be offensive to Spain, or to give rise to new theories about the explosion. Whether there was any truth in such surmises or not the fact remains that ten years have passed since the fateful night when the Maine was blown up without a moment's warning, and nearly three hundred gallant men were slain in an instant, yet the wreck still remains a silent reminder of a memorable event in American history.

The time has now arrived, however, when the needs of commerce, as well as proper respect for those whose remains are still imprisoned in the wreck, demand that the old ship should be raised and removed and the imprisoned bodies recovered and given proper burial. Any bitterness which existed at the time of the war with Spain has long since disappeared, hence any secrets which the battered wreck may reveal can have no ill influence on our relations with our former antagonist. No important difficulties lie in the way of the raising and removal of the wreck, and the cost should not be any greater than the balance of the appropriation formerly made by Congress, but long since covered back into the Treasury.

THE ROYAL ROAD.

Must Concentrate Your Mind To Achieve Success.

If you can pay attention you are on the royal road to victory, and if you can not you class with the incompetents in particular, and the primitive and uncivilized folk in general all over the world. It is doubtful whether, lacking powers of concentration, you can do your work at all, or if you can, you achieve it with unmeasured steps and slow, creeping along in fits, starts and spasms.

But if, contrariwise, you are gifted with the talismanic faculties of attention you understand things easily and accomplish them quickly, regularly and well. This is the secret of the marvelous powers of soldiers' orders. They are a delightful device for forcing the attention, and in that way for securing the advantageous results of attention. The first word of the captain's command is a signal to get attention. Shoulder—Arms Right—Face! Every man in the company has but one thing to do. His attention has been properly prepared by the warning. He and the whole company can start together.

"The pinnacle of education," argues Dr. E. W. Scripture, of Columbia University, who has put the topic of attention into the college laboratory and discovered its laws as a chemist learns the laws of radium or a physicist of electricity, "the pinnacle of education is the power to attend to things that are uninteresting by cultivating an artificial stimulus, and thus develop the mammoth powers of attention that every man has had for any great work he has done."

Stuck Pin in Henry Clay.

Henry Clay was obliged to make a public address when in delicate health. He asked a friend who sat beside him to stop him after he had talked twenty minutes. The friend promised and he began. When the time had elapsed the friend tugged at the celebrated statesman's coat, but with no effect. The speech went marching on. The friend now pinched him several times, but to no effect.

Finally he ran a pin into the orator's leg. The silver tongued Southerner pursued his gentle discourse unaware of the violence being done his nether limbs. On and on without heed flowed the winsome eloquence that engaged every listener and made the name of Clay a household word the nation over. Two hours and more had passed before the grandiloquent invalid at last sank exhausted to his seat, reprimanding his forgetful companion on the score of negligence. Attention to his one great idea had relaxed his thought from everything else.

Ancient Greek Missed the Parade.

This rivals the story of the old Greek who came to town to see the triumphal procession of the conquering army. He arrived early, sat him in the market place where nothing of the pageant would escape his eye, and opened a book to beguile the tedious interim. Before long, as he

supposed, he raised his eyes from the page. But the marketplace was even more deserted than before. Alas, the parade had come and gone. He had been too attentive to his reading to notice anything else.

While you are reading these sentences you are only dimly aware of anything else, although in reality, now that your attention is called to it, you appreciate the fact that you are receiving simultaneously touch impressions from the Sunday paper you hold in your hand, and from the clothes you are wearing. You get sound impressions from outside of wagons, automobiles, clanging cars, or of birds or winds or pattering rain.

You get smell impressions from the fresh spring flowers on the table or in the window. You get impressions from the gumdrop which it is to be hoped is not in your mouth. All the sounds, touches, smells, tastes, are only vaguely in the field of your consciousness while the newspaper reading is in focus.

When you pay close attention you exclude everything but the reading from your experience. The better your powers of attention the more completely you can do this. With some things of course it is easier to pay attention than with others. The first law of attention, in Dr. Scripture's mind, is that bigness excites interest. Young children are attracted by the size of objects. Advertisers know that one large advertisement is worth a multitude of small notices. A life insurance company puts up the biggest building; a newspaper builds the highest tower; one church rivals another with the largest house of worship.

Bright things are easier to pay attention to than dull objects. They produce an intenser sensation. The shopkeeper well knows the effect of a gilded sign. The druggist's bright light compels the passerby to notice him. The headlight on the trolley car not only illuminates the track, but lets people know that it is coming, for their attention is attracted to the brilliant flame.

The clanging gong, the excruciating fish-horn, the rooster's crow, the college yell, all are intended to attract the attention. It is not only in order to have the vessel cleanly that men of war are painted freshly and kept polished to the last degree. The furnishings could be just as daintily fleckless if painted with black asphalt. But the effect on the officers and men would be different in toto. A dingy vessel would mean that they would not give their full quota of attention to duty.

Disorder Detracts from Work.

It is not only in order to have an immaculate laboratory that apparatuses in students' workshops are held to the customary pitch of spotlessness and brilliance. An old or rusty piece of apparatus can not command the same attention from the students as a brightly varnished or nickel plated device. Men in chemical laboratories do not pay nearly so good attention to their perplexing experiments if they work over scorched, stained tables and black sinks.

For
"Goodness" Sake
Supply Your Customers with

Karo
CORN SYRUP

Every member of every family in your neighborhood looks upon Karo as a *Treat that Can't be Beat*. For griddle cakes, waffles or muffins, for baking or candy making, it surprises by its delicious corn flavor. It has a piquant goodness all its own—that's why it's the popular food-syrup.

Are you prepared to fill orders?

CORN PRODUCTS
MANUFACTURING
COMPANY,
Davenport,
Iowa.



After Being The Leading 5c
Cigar For 26 Years
The Sales of The Ben-Hur Are Greater
Today Than Ever

Our sales book proves this, the order books of Tobacco Jobbers confirm it, the Retail sales of this great popular cigar do not leave a doubt as to this fact; it is a remarkable record of a most remarkable cigar. What other cigar has made good for more than a quarter of a century and is enjoying a greater sale today than ever?



This Is Our New Glass Hermetically Sealed Package

It is meeting with the greatest popularity; it has solved the problem of keeping a cigar in prime condition for any length of time. The last cigar sold from this package will be found to be in as perfect condition as the first at any time; it is an up-to-date idea with a reason behind it which smokers are quick to appreciate. We solicit your trial order through your jobber.

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

WORDEN GROCER CO., Distributors
Grand Rapids, Mich.

The director of one laboratory in Belgium covers his tables with fine white lava tops. The first expense was startling, but it repaid the management in the end by the more charming attention paid by the youthful investigators. The glassware on the lava topped tables is instinctively kept cleaner by the students and the work with their problems is done with greater care than is true of the glasses and the experiments connected with the dull and dingy wooden topped tables.

Dr. Scripture terms his third law of attention the law of feeling; for, according to one's feelings so is one's attention. The feeling may be pleasant or it may be painful. A young mother is overwhelmed with delightful sensations regarding her newborn babe and watches every movement with ecstatic attention. She is equally, although painfully, attentive when her cherished heir shows the hoarseness that strikes terror to her heart with suggestions of croup.

Curiosity Holds the Mind.

The fourth law of attention is the law of expectation or of curiosity. We hear a step at the front door and we expect to hear the bell ring. This expectation compels our attention. De Quincy tells of the peacock that lived next door. The novelist was almost maddened by the tenseness of his expectation of the bird's next scream. The actual scream was a real relief. As soon as the scream had been given De Quincy's attention became more and more vehe-

ment until the moment of the next scream.

Our expectation, Dr. Scripture holds, is close of kin to curiosity and is of the same brand, whether it is impelling a learned bigwig to explore the misty realms of science and learning, or whether it inspires the farmer's wife to learn the number of eggs her neighbor's hen has laid, the boy Bobbie to pull apart his tin locomotive or a pussy cat to dip her paw into a knothole in the floor.

If the curiosity can not be satisfied it becomes still more intense. This is the cause for the inordinate interest everybody feels in tales like Frank Stockton's "The Lady or the Tiger," and the raison d'être of the thrilling wonder that ends each instalment of a serial story. The reader has to buy the next number of the periodical merely to relieve his tension.

The fifth law is the law of the unexpected, or the law of change. The greater the change, and the quicker, the keener the attention it inspires.

Ada May Krecker.

Doctor Wiley as the Artful Dodger.

New York, April 11—I was interested in reading, in your esteemed publication of April 1, one cause of Dr. Wiley's downfall. The small saccharine pellet no doubt was one of the principal reasons why the President deemed it advisable to appoint five of the most eminent scientists of the United States as a board to review many of Dr. Wiley's unjust conclusions. Another cause for con-

fidence in Dr. Wiley being shattered was the Chief Chemist's testimony in the case of the United States vs. Harper, in reference to the improper labeling of a so-called headache cure. Dr. Wiley was placed on the stand as an expert witness. During the cross-examination by Mr. Tucker the following questions were asked:

Q. "What is the physiological effect of caffeine?"

A. "Well, I am not an expert pharmacologist."

Q. "You do not know?"

A. "I have an idea, but not as an expert."

Q. "Do I understand, then, that you disclaim any expert knowledge on the subject of the physiological effect of drugs?"

A. "I do. I am not a druggist."

Q. "You do not know, then, the physiological effect of drugs?"

A. "Yes; I know some of them, because I am a physician. I would not qualify as an expert in drugs."

Q. "Have you ever practiced as a physician?"

A. "I have never practiced, except in hospitals. I never had a private practice."

Q. "What has been the extent of your hospital experience?"

A. "I will not qualify as a practicing physician; I do not propose to."

Q. "Doctor, you have told us that you do not know anything about, or know little about, the physiological effects of drugs?"

A. "I said I would not qualify as an expert."

Q. "How long ago was it, Doctor, that you studied medicine?"

A. "It has been thirty years ago."

Q. "Thirty years ago you studied medicine?"

A. "I studied therapeutics; yes, sir."

Q. "How long did you practice?"

A. "I never practiced at all, except during my experience in a hospital as a student or as an assistant for a short time."

Q. "Did you not say, Doctor, that tannin is the chief principal ingredient of coffee?"

A. "Well, I could not say why tannin is the chief constituent of coffee. I did not create coffee."

Q. "No, Doctor, that is not the question. The question is why is it so valuable?"

A. "Well, I think you must refer that to the Creator, too."

As the Chief Chemist of the Bureau of Chemistry publicly acknowledged that he is not a pharmacologist or a druggist or a physician of any practice or an expert on drugs or a creator of coffee, it is not surprising that the President of the United States appointed a Board of well known scientists to review the work done by Dr. Wiley.

H. H. Langdon.

Folks who are willing to go to Heaven alone are sure to get lost on the way.

The stiffest price you can pay for some things is to get them for nothing.

Good Advertising makes First Sales

Good Goods insure Repeat Orders

Post (Formerly called Elijah's Manna) Toasties

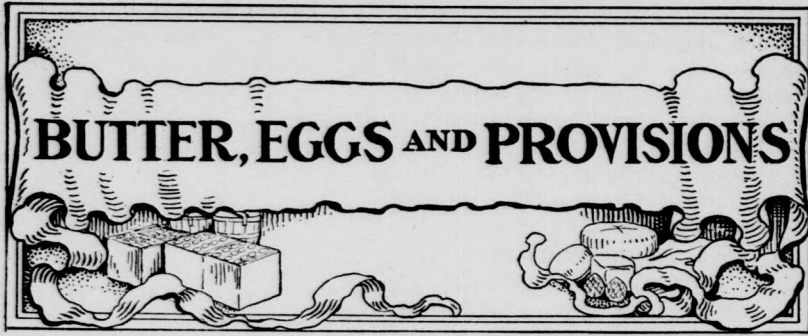
are so deliciously good they confirm in the mouth, the most enthusiastic claims that can be made by our advertising man.

You are wise if you keep well stocked, because our liberal advertising and the special "toasty" flavor of Post Toasties keep these goods moving. The most popular Corn Flake with the retailer.

"The Taste Lingers"

A Great Repeater

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



Observations of a Gotham Egg Man.

The developments of the past week have given us no safer basis for the storage of selected packings. Here and there we have heard of the offer of storage packings at a small fraction less than was asked before, but these instances seem to be exceptional and the prices named are still above a point at which any profit can be made by turning the goods over to spot buyers on this market. As a rule, the prices demanded for storage selections by packers in desirable northerly sections are fully as high as heretofore, ranging generally 16½ @17c net delivered at seaboard points, but there is no large demand in this market at that range. A few buyers would take on a moderate quantity of fine stock at 16½c, a few would pay 16¾c for fancy goods, and a very few might take a few cars of some especially desired brand at 17c, but as a rule our local dealers are not anxious to go into the deal at all extensively at these prices. At the same time packers seem to be able to move enough of their goods on the basis of 16½@17c delivered seaboard to make them satisfied to maintain full former prices for loose eggs in the country, and so long as this is the case there is of course no probability of any softening of prices here.

The quantity of eggs stored in this market during the month of March was something less than half of what were stored in same month last year, although it was considerably more than usual in the first spring month. Last year we entered April with a storage stock already accumulated of about 79,000 cases, while at the close of March this year we had about 32,500 cases. Other Eastern markets had relatively less, in comparison with last year, but Chicago had more, although we have no actual reports from the latter city as yet. The total volume of March egg movement from primary points was less than last year, as indicated by the statistics of receipts published last week, but this was doubtless partly due to the later beginning of flush production.

Based upon telegraphic reports in round numbers of receipts at Chicago, Boston and Philadelphia, the arrivals at the four leading markets for the first six days of April were as follows:

	1908.	1907.
New York	152,036	181,706
Chicago	150,000	166,933
Boston	62,200	60,434
Philadelphia	22,800	27,038
Totals	387,036	436,111

The trade in this city, in considering the advisability of taking on their usual quantity of storage eggs at the prevailing prices, are a good deal perplexed by the evidence of a material reduction in consumptive demand as compared with last year. Nearly all dealers and the larger retailers report less movement than a year ago, and less than was anticipated for this season and it is not uncommon to hear of dealers laying off a part of their egg candling force because of a restricted outlet for goods.

Last year we received in March 633,093 cases, of which we accumulated in storage about 79,000 cases and on dock and in receivers' stores about 75,000 cases. This indicated a trade output, on local and out-of-town account, of about 479,000 cases, equal to something over 108,000 cases per week, a good deal of which went to put working stock into the hands of distributors. This year we received in March 521,645 cases, of which there went to storage about 32,500 cases and there were, at the close of the month, accumulations in receivers' hands of about 75,000 cases more. This indicates a March trade output of about 413,000 cases, equal to something over 93,000 cases a week. The comparison is not reliable as indicating the amount of decrease in consumption, because it is impossible to say whether distributing trade—jobbers and retailers—were as well stocked at the end of March this year as last. Yet the figures tend to substantiate the general report that egg trade is not so good this year as last, and the fact should be considered in estimating the chances for storage accumulations.—N. Y. Produce Review.

Increasing Use of Milk.

It is said that the inhabitants of the City of New York require daily 1,952,120 quarts of milk, that they drink six times as much milk as the people of the city of London.

Milk has become fashionable and popular for light lunches and as a diet in all the large cities. Doctors prescribe its use and it is said that nearly every known disease, if it does not actually yield to a milk diet, can be treated better medicinally because of it. It is the great modern remedy for the ills of humanity, most of which are suffering from overeating. A series of restaurants in the City of New York, owned by one firm, alone sell from 50,000 to 60,000 glasses and bowls of milk daily.

Whether or not the milk diet is responsible for the increased demand for milk, the quantity of milk used in all our great cities is vastly in-

creasing, milk is getting scarce, and the question of a supply is causing some anxiety.

All large cities are reaching out into dairy districts accessible to railroads to increase their milk supply.

Morris Kent Co.

Kalamazoo, Mich.

Wholesale Grain and Produce

Potatoes and Beans a Specialty

We Can Supply You in Car Lots or Less

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, Alsike, Clover Timothy, Red Top, Orchard Grass

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

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Potato Bags

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

Try Headquarters

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

References: Commercial Savings Bank, Michigan Tradesman.

Bradford-Burns Co.

7 N. Ionia Street

Grand Rapids, Michigan

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

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



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 11—The coffee trade has had a better week in the jobbing district and, while sales have been individually small, the aggregate has been quite satisfactory as compared with some previous weeks. Quotations are quite firmly maintained on about the same basis as has prevailed for some time. Stocks seem ample to meet requirements, as there are in store and afloat 3,724,223 bags, against 4,045,177 bags at the same time last season. At the close Rio No. 7 is well held at 6@6½c. Mild coffees are quiet and no large transactions have been reported. Prices show little, if any, variation from those which have prevailed for weeks. East Indias meet with about the average call and prices remain unchanged.

Grocers are seemingly pretty well supplied with refined sugar, but the interest in the article is becoming more and more pronounced as the market shows a tendency to advance, and it is not unlikely that orders will flow in more freely next week. Three refineries quote granulated at 5.50c, although it is likely the old rate of 5.30c, less 1 per cent. cash, is still in evidence. The outlook for raw sugar in Cuba is so dismal that the product shows a steady tendency to advance, and Arbuckles purchased 50,000 bags in order to be "in time."

Teas are moving rather slowly. Buyers are taking small quantities and most interest is exhibited in the cheaper grades. Stocks of Japans are running light, but prices are almost exactly on the same level of former weeks.

Rice is quoted in the South on so high a level that considerable supplies of foreign are being brought in. The demand, as reported by jobbers, is light, so far as the country trade is concerned. Stocks are fairly ample. Good to prime domestic, 5¼@5¾c.

Little is to be expected in the way of an active spice market and only the stereotyped reports can be given. Quotations are absolutely without change. Orders are for small lots, as a rule, and there is no danger of a dearth of supplies.

Stocks of grocery grades of molasses are running rather light and, with a pretty fair demand all the week, the general situation is in favor of the seller. Good to prime centrifugal are quoted at 22@30c. Syrups are in light supply and the demand is moderate. No change in rates.

While there is room for improvement in the canned goods market, the situation this week is distinctly more favorable as regards the volume of business, accounted for in part, if not almost altogether, by the fact that holders are making some concessions in the hope of having shelves cleared in time for the arrival of new goods. Spot tomatoes show a better demand

and, while no large lots seem to change hands, there is a good steady run of small orders. In carlots Maryland full standard threes are usually quoted at 75c f. o. b., and it is stated that some goods of this grade have been transferred for 72½c. Again, there are packers who say they must have 80c or death. There was a long lull in the demand for peas, but as stocks seem to be pretty well cleaned up, the enquiry has again opened for cheap goods and some fair sales have been made. Corn is mighty quiet and quotations are about nominal. Asparagus has declined in some instances \$1 a dozen in the hope of clearing up stocks. This has had the desired effect and quite an active market has been noted. Naturally, this is the season of the greatest call for the article, and whether the big cut was necessary is for the seller to determine.

Better weather has tended to enlarge the receipts of butter and the tendency is to a slightly lower level, top grades being quoted at 31c. Extras, 30@30½c; firsts, 28@30c; held stock ranges from 25@29½c; Western imitation creamery, 25@26c; Western factory firsts, 21c; seconds, 19½@20c. Process is quiet and the grade must be very desirable to fetch 25c.

Stocks of cheese are running light and yet there is no dearth. Quotations show little, if any, change, full cream being held at 16c.

Eggs are a trifle firmer for top grades, owing to the Easter demand. Western storage packed, top, are held at 16@16½c; regular pack, 15¼@16c; fresh gathered, firsts, 15@15¼c.

Keeping the Birds at Home.

The Hungarians want to keep their birds from migrating. In America the birds can make their spring and fall migrations practically without crossing the national border. But owing to the smaller area of European countries the birds there which are useful to agriculture and which in winter leave the temperate and northern regions for the torrid zone must pass over various countries in their flight. In this way they are placed at the mercy of different peoples, and their flight in flocks tempts all the more to their destruction. The Italian has come to look upon the small birds as one of his established sources of food, and bird catching is one of the most ruthless and developed pursuits in Italy. Millions of small birds are killed there every year, and their capture is an important industry. And the importance to other countries of the small birds which pass over Italy is great. Blinded birds are kept in small cages on tall poles so as to entice their feathered relatives. Among the birds cruelly mutilated are goldfinches, linnets, greenfinches, red-breasts and finches, sparrows, thrushes and others. Complete figures are in no way obtainable. But the records of a single railroad alone shows that hundreds of thousands of birds have been transported from a comparatively small section in a single season. The Hungarians have endeavored for years to effect an inter-

national agreement for bird protection. In 1902 an international convention for the protection of birds was signed by delegates from various countries. The convention, however, was not binding upon the powers and remained to be incorporated into their laws.

A Great Smoker.

A Pittsburg millionaire said at a dinner:

"I lunched with Sir Thomas Lipton at the Ghezireh Palace, in Cairo, just before he set out for his tea plantation in Ceylon, where the ex-Empress Eugenie was to visit him. When the coffee came on I opened my gold case and offered Sir Thomas a beautiful aromatic cigarette fresh from the factory down the street.

"No, thank you," said he. "I am, with one possible exception, the biggest smoker in the world, but I never smoke cigars nor cigarettes."

"What do you smoke?" said I.

"Bacon," he answered."

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.

Office Stationery

Letter, Note and Bill Heads
Statements, Envelopes, Counter Bills

Tradesman Company
Grand Rapids

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

Marine National Bank, Commercial Agents, Express Companies Trade Papers and Hundreds of Shippers
Established 1873

EGGS

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

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

Fourteen Years' Square Dealing

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

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

Manufacturers of

Egg Cases and Egg Case Fillers

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

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

Strangers Only Need to Be Told That

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

Printing for Produce Dealers



Weekly Market Review of the Principal Staples.

Bleached Goods—An improvement in the situation of these goods is announced in the market, at least one house reporting a better business during the past week than has come forward during the previous three months. It has been claimed that the forcing of old prices upon the buyer has retarded the progress of that branch of the market somewhat. However, it is doubtful if anything would have made any considerable difference, since the buyer was not in need of goods.

Domestics—The gauge of operations in domestics is not widely different from that of preceding weeks, although business moves along at a fairly good rate. In cotton blankets, which opened up a week or more ago, it may truthfully be said that the hopes of sellers were realized, although, to be sure, it should be said in conjunction with the latter that these hopes were relative, and based on the outlook at the present time. Some houses were agreeably surprised at the showing made, and, consequently, hopes are entertained for a more active future. As stated last week, the initial orders have practically been placed on domets, flannel-ettes, etc., and while it is doubtful if some sellers of the latter realized all that they hoped to, the principal producers of these goods claim up to a certain point to be satisfied with the showing made. It is here that buyers claim that they will not place the balance of their orders until the last minute, and, consequently, the outlook is more or less problematical. Staple gingham move along at about the same pace, which can hardly be called more than nominal. Denims are similarly situated, the revision in prices not having produced any material change.

Prints—Improvement in sentiment is hardly as strong as it was, not, to be sure, because there is any change in the business volume, but because there is no change in the tactics of the buyer. His methods are prescribed, and he exhibits an inclination to adhere to the latter until something turns up which to him is good cause for a change in his attitude. He buys only to cover his wants, just as he has done heretofore, even although the urgency is such that the least possible time can be consumed between the delivery of his order and the receipt of his goods. No volume orders are received, and it is doubtful if he could be induced to anticipate wants which are absolutely known to him unless

an order for the latter has been delivered. The market must, in instances where goods are telegraphed for, be bare. However, this does not seem to impress upon him the necessity for making contracts for the future.

Broadcloths — Have maintained about the same activity as formerly, and will, if the promises of the buyers are made good, have a very successful year. At the moment they are dull. No movement of importance in the higher-priced imported cloths has been inaugurated; however, it is expected that a good demand will present itself. In piece-dyed worsteds the absence of a demand for blacks is a conspicuous feature, although it is made up for to a large degree by the demand for certain popular shades of blue, cream, etc. The latter color, it is stated, is found to be exceedingly scarce by spring buyers.

Cloakings—A considerable betterment in the demand for cloakings has also been noted, and if there is a fair return from the sample orders taken some lines will be better situated than they have been for several seasons. This demand is confined to a few houses. Until the Easter season has passed, an interest of large proportions may not be expected to develop, since however small the spring business may be, it at least makes imperative demands upon the attention of the suit manufacturer, and he is quite as anxious as ever to get the goods out of his hands. Otherwise, he is thoroughly frightened and can not be induced to commit himself ahead. Under prevailing conditions the market is as well conditioned as it can be expected to be. Improvement may rightfully be expected later on, and, indeed, it has to some extent, been foreshadowed. The working out of the problem is necessarily a matter of time, and as there is plenty of the latter before the critical stage is reached, its trend may be watched to advantage.

Underwear — Business volume in this market is still largely a matter of future development. The gradual accumulation on the books of orders for comparatively small lots gives a measure of satisfaction to manufacturers; however, hope is still the largest factor in the circumstances surrounding market operations.

Hosiery—A betterment of conditions is, to a certain extent, noticeable in these goods, although there is the same belief on the part of the buyer that he ought to be able to buy something cheap. Considering

the many prices which prevail, there is nothing surprising in this belief. The wide difference in the intrinsic value of the article shown is also a predominating characteristic of the market, and although this is true at all times, it seems to be more pronounced this season than ever before. A better spot demand is apparent than has been the case during the past. Browns and tans are being sought more largely than other colors, to conform to the prevailing demand in clothing. This may be expected to increase as the season grows older until it arrives at a position more to be expected from the conditions named. Some good business has been done in children's hosiery, although it has not been uniformly distributed. Under ordinary

circumstances these goods are largely sought for at this time of the year, and are less subject to the reversed conditions than are others.

You can as soon cross the ocean on a chart as save the world by a creed.

Most men fire up when you throw cold water on their schemes.

Wise is he who kicks only at the things that can't kick back.

Grand Rapids Notions & Crockery Co.
Importers and Jobbers of
DRY GOODS NOTIONS

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

Our Spring Lines

are now

Ready

for

Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Straw Hats

Order now while stocks are still complete.

Men's, 60c per dozen up to \$9.00.

Boys' and Girls, 55c per dozen up to \$4.50.

Spring Caps

Men's, \$2.25 per dozen up to \$9.00.

Boys', \$2.25 per dozen up to \$4.25

P. Stekete & Sons

Jobbers and Importers

Grand Rapids, Mich.

WOMEN'S WEAR.

Everything Must Be Fluffy This Season.

Severely plain, with just a slight suggestion of the masculine, have been the predominating ideas in women's dress during the last few seasons. This change largely was brought about by the Americans and English, who do so much shopping in Paris. To please the tastes of their Anglo-Saxon customers the dressmakers started to make stiff satin gowns for evening wear and strictly tailor suits for shopping. Some of them even induced their customers to wear stiff shirt waists with high collars and ties.

But one season taught them that women are at their best when they accept styles that are graceful and fluffy. The French woman's abhorrence of suggestions which are masculine has brought about this season's changes in mode.

Long Jacket Becomes a Cutaway.

They have started right in with the tailor made. The idea of women wearing anything so severely plain as the strict tailor made never appealed to them in the least, and so the haute monde of Paris have had the suits modified. They have taken to soft pongees instead of broadcloth. They have insisted on the skirts being lengthened and the sleeves shortened to give a touch of dressiness.

The idea of a woman appearing in a double breasted or single breasted coat is stiff and unfeminine, so the long jacket has been changed into a cutaway with a loose, seamless back. The most important touch of all is that the jacket must be trimmed with great quantities of fancy braid, buttons and lace.

The coat is either heavily braided, the braid being worked into fancy designs to match the shade of the suit, or trimmed with great quantities of small buttons up the back and on the sleeves.

Women are again taking to laces with almost as much enthusiasm as did the French women in the days of Louis XIV. and Louis XVI. Most of the neckwear is being made of lace. A great many of the carriage coats are made with Japanese sleeves trimmed with long flounces of Irish lace, with another flounce of lace on the skirt.

In some of the most stunning models there are deep collars of handsome Irish similar in pattern to the Japanese embroidery used for trimming.

With the tailor made suits are being worn cravats and jabots edged or wholly made of lace. The simpler ones are made of fine plaited mulle or linen, edged with baby Irish or Valenciennes. In the collar is fastened a tie or double flounce edged with lace. The handsomest are the long jabots made of three flounces of Irish or Carrickmacross lace. Those who find the real lace too expensive use good imitation instead, but a lace cravat or jabot is a part of the tailor made suit.

Embroidery Trimmed Broadcloth.

The handsomest carriage coats are

made of white broadcloth trimmed with white embroidery and great bands of heavy Irish. Lace coats made of Irish never have been so popular as this season, ranging from \$100 to \$1,000 in price. Next to owning a strand of pearls there is nothing a woman covets so much as a long Irish coat.

Laces are quite as popular for blouses. The hand embroidered waist has seen its day, at least for the present, for lace waists now are all the rage. They are made of heavy filet, cluny and Irish. Some of these patterns are beautiful and costly. Many of the French and Italian lacemakers have revived old patterns that were popular two or three centuries ago.

Handsome carriage and reception gowns have waists made of several kinds of lace. One waist shows a deep yoke of Alencon lace trimmed with deep bands of Irish; a broad band of this lace is used for the sleeves. A handsome chiffon waist is trimmed with bands and points of fine Venetian lace. Some of the handsome models show the lace combined with silk embroidery of the same design.

Lace Gowns for Street Wear.

A fondness for lace has reached the point to make lace gowns as popular for street as for evening wear. The leading dressmakers say that women of fashion do not consider their spring wardrobe complete unless they have one lace dress of Venetian or heavy Irish. It is predicted that many a woman will appear on the beach at the fashionable summer resorts in a handsome lace gown instead of the once popular linen suit.

The sailor hat has gone with the linen suit, and even the hats must appear soft and fluffy. Many of the handsomest hats seen this season are made of lace and trimmed with soft plumes; the aigrette is used to increase the height of the wearer. Lace is combined with net and a few extreme models have a flounce of lace peeping out from beneath the facing.

Long boas will be worn all summer to give a touch of softness to the face. They will be the same color as the plumes of the hats and are to be had in ostrich plumes or down.

Soft crepe de chine, chiffon and other soft silks have a double skirt, the overskirt draped like a tunic. The waist is made of narrow plaits and broad bands of crepe de chine brought down from the shoulders. The Japanese sleeves and the panels of the skirt are trimmed with braid to match the color of the dress.

Another lovely costume is a white tulle, partly princess and partly the Greek tunic. The waist and skirt are trimmed with great flowers made of silver threads. Many of the soft chiffons are being made with long, clinging skirts. The waist is made in soft folds to give the surplice effect.

Japanese Sleeves and Soft Tunics.
Women wishing to be in style this season will not dare to wear long sleeves and ruffles. They are catering to Japanese sleeves, soft tunics and graceful folds.

The dressing of the hair has been changed to give an expression of ease

and grace to the face. The wave, much softer than the Marcel, is being worn instead of the pompadour. The classic Greek braid, as classic as a wreath of laurels, is being worn by those who can wear it becomingly. Others are wearing great waves that come down well on the face, with plenty of beau catchers and curls on top. Ribbon bows and bands are being twined in the hair. The aigrette is added for evening wear.

It is impossible to find anything that is stiff and harsh about a woman's dress. Everything must be soft, easy and graceful, including the suits, dresses, hats and hair dressing.

Resembles Old Polonais.

A tunic reminding one rather forcibly of the old polonais is a feature of one of the latest frocks. Cut in one with the princess bodice it reaches only to well above the knee in front and is slightly draped over each hip, falling in the back quite to the bottom of the long, scanty underskirt.

Various frillings and pleatings in tulle and net, chiffon and mousseline de soie can be procured now by the yard, ready for jabots or for tacking into the neck or sleeves of the new spring gowns.

A new decoration for the evening dresses designed for the coming season consists of little wreaths of ribbon roses introduced in faded tones of blue, green, mauve and rose du Barri. These are interspersed with blossoms in tarnished silver and gold which look as if they have lain for a century forgotten or neglected since the days when they appeared in all their pristine freshness of coloring.

The coat shirtwaist is the newest thing. As its name suggests, it has the appearance of a coat worn over a vest or shirt front. To produce this effect a double breasted vest with a shawl collar is attached to a stiff chemisette.

The most extreme model of the spring season has sleeves cut in one with the coat to give the long shoulder effect. The coat is of royal blue cloth with crossed fronts. The roll collar and cuffs are of royal blue velvet, and the satin belt, of the same color, is finished with a hand made buckle of dull silver. The fronts are decorated with buttons of passementerie.

The coat is short waisted, bringing the belt line of the skirt up high. The skirt, of royal blue and white stripe cheviot, is cut perfectly plain and finished at the bottom with a band of the blue cloth. It lies two inches on the floor all the way around, but for the American girl who insists on having her "trotteur" costume a sensible length the skirt will be shortened until it is two and a half or three inches from the floor.

A "flower pot" hat is worn with this costume. This fascinating headgear sets low about the head, is big in the crown, and is jammed down in a way that frames the face and ears adorably. This model is of rough straw, trimmed with a band of blue corn flowers, and at the left side is a magnificent bird of paradise aigrette.

HATS

At Wholesale
For Ladies, Misses and Children



Corl, Knott & Co., Ltd.

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



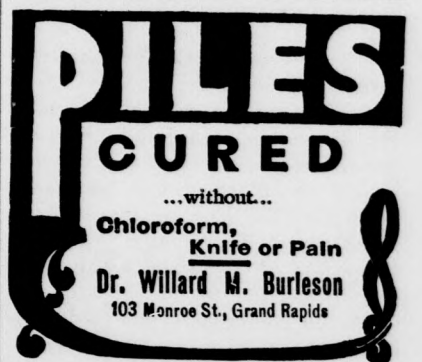
"Always Our Aim"

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.



Booklet free on application

COLLECTING ACCOUNTS.**Field for Philanthropic or Commercial Usefulness.**

Written for the Tradesman.

No matter how much one may have heard or read about collecting, he will not know a great deal about it until he actually engages in the work. Then he will probably find some features of the business very much as he expected and others quite different. He will soon learn whether his theories in regard to the proper methods of collecting are practicable or otherwise. His confidence that he will be very successful as a collector or his belief that it requires greater abilities than he possesses may be considerably modified by experience.

One who has some idea of what collecting is like can not be expected to engage in it with any great degree of enthusiasm. Apparently the results are meager in comparison with the efforts expended. One who has been accustomed to hard and disagreeable work might even with such knowledge accept collecting as a beneficial change of employment.

Having taken up the work of collecting one should give it a fair trial. He should enter into it with a determination to succeed if possible, and should not be discouraged until his employer suggests that he is not adapted to the work. The collector can not estimate the value of his work by the amount of money collected. The employer will see results favorable to his interests which do not appear to the collector. Valuable information in regard to the character, habits, change of residence or occupation, apparent ability, intention or desire to pay of debtors is being constantly gathered by the collector. In some cases he may fail to collect an account, yet it is finally paid as a result of his work. If he collects on commission only it should be very liberal to recompense him for gathering and reporting such information to the creditor.

Before taking up collecting it is advisable to obtain as good an understanding as possible of the work. Suggestions from those of extensive experience in dealing with various sorts of people will be helpful. Timely suggestions may be obtained from older business men. The more experience in dealing with people the better the preparation for collecting. Adaptability is a great thing, but one can not always be "all things to all men."

In presenting an account for collection it should be borne in mind that it is for value received—for goods delivered or for services rendered. Should there be any allegation of a mistake in the account or any dispute in regard to it which is known to the creditor the collector should be informed and instructed beforehand, so that he may be prepared to act intelligently at the first suggestion of the matter by the debtor. It is unfair to the collector who works on commission not to do this. It is a needless loss of time whether on commission or salary for the

collector to be obliged to listen to lengthy complaints and consult with the creditor about such cases.

The collector should remember that he is the representative of his employer. He should work only for a person or firm of such standing that he may take pride in the fact, and not for one of whom he might be ashamed. The treatment he receives, especially if disrespectful or abusive, should not be considered as toward himself personally. The creditor, more properly, should resent the discourtesy shown his representative. The collector should never by harsh, undignified or disrespectful treatment reflect upon the character of his employer.

Careful study of the character of one who complains that an account is erroneous or unjust may show that it is only a pretext to gain time or evade payment. The one who really believes that he has cause for complaint will be apt to state his case briefly and plainly; the one who offers a long string of excuses, who blusters and contradicts his own statements may safely be set down as unreliable.

Avoid disputes. Do not threaten except as a last resort, and then only when certain that the debtor can be compelled to act. Learn first, if possible, whether the debtor intends to pay his account. The questions when and how come next. If possible, approach the debtor in such manner as to avoid creating an unpleasant impression. Perhaps no one possesses sufficient tact to ask for the payment of accounts without offending some. The simple knowledge that a man wants money is sure to arouse the temper of some people. In such cases the collector should be one who can conciliate, who can reason and argue without losing control of his own temper, who can soothe perturbed feelings and still demand (not beg) for a settlement at the earliest possible convenience.

A collector should never let a debtor know or believe that he has given up his case as hopeless. He should not give it up. If he concludes not to waste any more time on him, he may keep the case in mind, watching for some change in fortune or fortuitous circumstances when he may compel payment.

Be careful, not only how, but when and where you dun a man. Many people are very sensitive about such matters. Some are ready to fight the collector who is so indiscreet as to divulge to employers, business associates, friends or family the fact that he is endeavoring to collect an account. The collector is given to understand that it is little short of an outrage which he has committed. The debtor does not wish to be even recognized by the collector in the presence of any one who knows or suspects that such is his business. Almost invariably such debtors prove to be deadbeats who care not so much for the reproach of being in debt or dilatory in payment as to keep their dishonesty secret until they can impose upon and defraud others. The collector who keeps mum as requested may thus be aiding a

rascal to further impose upon unsuspecting ones.

There will never be too many good or efficient collectors. There will always be opportunity in this field for the right kind of men. As to qualifications, all that can be thought of are needed, and some more. As previously intimated, a comprehensive knowledge can be obtained only by actual experience.

Because of disagreeable features the work is not generally attractive, but if one can rise above the annoyances, the uninviting aspects of the work, he may find a field full of opportunities for doing good. He may be a help to the poor and unfortunate and thus to society and business in general. Many a one needs only encouragement or kindly advice to help them free themselves from a burden of debt.

Some people are looked upon and treated as deadbeats by creditors and collectors who are only discouraged or unfortunate. By unfortunate we do not mean altogether those who meet with a series of mishaps, as sickness, loss of employment or financial reverses, but unfortunate in being the victims of dishonest dealers, employers, agents, impecunious relatives or acquaintances; lacking in the characteristics which would lead them to guard their material interests and to defend themselves from extortion. Truly, a philanthropist might well adopt the guise of a collector in order to study the needs of humanity. Thus might he also extend help to deserving ones without sollicita-

tion on their part, without giving offense and without diminishing the independence and self-respect of those aided.

The collector is often an unwelcome visitor, and yet one should be able to engage in the work with vastly greater self-respect than to act as an agent in trying to sell the people that which they do not need, can not afford and which would not benefit even if they wished for it.

Many there are who take pride in paying their honest debts, who derive more satisfaction in getting from under the shadow of such obligations than in securing things for their personal enjoyment. The collector may help instill and encourage this desire in those with whom he deals and thereby become an important factor in moral and commercial advancement.

The business man who has obtained a rich experience as a collector will quite likely be very careful about granting credits. He will know that a profit in hand is worth a dozen in the ledger. E. E. Whitney.

How We Live.

Pierced by the pin trust.
Chilled by the ice trust.
Roasted by the coal trust.
Soaked by the soap trust.
Doped by the drug trust.
(W)rapped by the paper trust.
Bullied by the beef trust.
Lighted by the oil trust.
Soured by the pickle trust.
Squeezed by the corset trust.

Possibly more men would want to smoke if it was against the law.

Use

Bixota Flour

Manufactured Specially
for the
Family Trade
Every Sack Guaranteed
or Money
Cheerfully Refunded

S. A. POTTER
859 15th Street, Detroit, Michigan
Michigan Agent

BEGIN EARLY.

Art of Buying Is Almost a Profession.

The art of buying is almost a profession. There are 10,000 professional buyers in Chicago, and the number increases year by year. No business position offers better opportunities than that of buyer, and yet it is difficult to find men fitted to take the responsibilities.

Any young man who aspires to be a buyer for a business establishment should begin to train himself with that definite end in view. Don't wait until you are filling a buyer's job before you attempt to practice intelligent buying. If you do the chances are that you will not hold the job long, if you get it at all.

Of course, before you can hope to be employed to buy goods for a mercantile concern you must undergo a preliminary training in that establishment itself, or in a house handling a similar line of goods. But, altogether aside from the duties of your position, you can develop those instincts that go to make the good buyer.

"I made up my mind when I was a boy," said a \$10,000 a year man, "that I would be a buyer. I wanted to go to Europe, and as my people were poor I saw no other way to accomplish my desire. Perhaps my motive was not just right, from a business standpoint, but, at any rate, it gave me a fixed purpose. Every young man should have that."

How Chicago Buyer Won Success.

A \$10,000 buyer for one of the biggest mercantile firms in Chicago explains something of his career:

"At the start I told the superintendent that I hoped some day to be one of his buyers. He laughed good naturedly, but I had made an impression on him, and when he sent for me a week or two later he spoke about my ambition and said he hoped I would stick to it.

"I am going to give you work that will help you along," he said, "but let me tell you that the art of a buyer comes quite as much from common sense and inherent judgment as it does from the knowledge you will get in the store. You are buying things every day for yourself, for your family, and sometimes for others. Begin to study buying by making a careful analysis of every purchase. Post yourself on prices. Know the goods you buy. Don't let people swindle you. Get into the habit of buying intelligently and closely, but not stingily. You will find this habit will broaden as you go along. It will help you immensely in your ambition."

"This little talk was of great value to me. It set me thinking. I never forgot it. The next day my mother sent me to buy a dozen linen handkerchiefs. I looked the stock over, but I was totally unable to tell which were linen and which were cotton. I refused to buy. I made up my mind that I would not take anybody's word for it.

Can Tell Linen from Cotton.

"I went home without the handkerchiefs, but in two or three days

I learned to tell linen from cotton. I was working in the stockrooms of the establishment that had employed me, and I posted myself rapidly on goods and qualities.

"This policy I followed religiously for ten years. Whichever way I turned I found that my ignorance was astonishing. I had been buying things on faith, and so had almost every one I knew. One of our neighbors built a new house. The contractor swindled him in a dozen ways because he knew nothing about brick, or plaster, or lumber. Another neighbor paid an exorbitant price for some shrubs because he knew nothing about the goods he bought. Still another accepted a load of inferior soft coal and paid for a first class article. And so it went.

"I never had given any thought to these things before, but now they impressed me mightily. I was already a buyer in embryo.

"It was a decade before I went to Europe as foreign buyer, but you may be sure that I acquired a vast fund of information. I firmly believe I never would have succeeded in my work if I had not carried its principles outside of it into everyday life. Habit is everything.

Learns Goods and Prices.

"The buyer must know what he is buying. He must know costs and market prices. He must know what is a reasonable price, and must not attempt to get below it, except, perhaps, in exceptional cases. As a rule cheapness means something lacking in quality. He must form the habit of buying nothing that he is uncertain about. He must get into the way of promptly turning down undesirable offers and just as promptly seizing opportunities that really are good.

"The world is full of people who are trying to get your money on false pretenses. If you are to be a buyer you must know them at a glance. Common sense will point them out to you quite as often as actual knowledge. You can cultivate that peculiar judgment a buyer needs. You can learn to look back of things and through people. You must get at real motives. You must know gold bricks instinctively.

Take a Course in Home Buying.

"There is another aspect to the calling of buyer, and this, too, you can apply in your preliminary training. The buyer must look ahead. He must know what people are going to want and how much. His judgment may fail sometimes, but it must average up well or he will not hold his position.

"To buy with judgment is a faculty made up of a good many elements, but well developed and trained common sense is quite as imperative as anything. Without it all the knowledge of stocks and markets, all the shrewd bargaining on prices, all the hard work, would be utterly lost.

"Therefore, I advise young men if they contemplate entering this lucrative field of employment to train themselves along the lines I have outlined. The habit can not help but manifest itself to your employers in

a way that will greatly further your advancement toward the goal you seek."

Edward M. Woollay.

He Felt Relieved.

It was the voice of a woman shopper crying out:

"Stop him! Stop him! He's a thief! He's got my purse!"

It seemed as if a hundred men gathered at once and shouted in reply:

"Who is it! Where is he!"

"That man! There he goes!"

The crowd took after the middle-aged man who was running down the street, and as the foremost was about to come up with him he ran into the arms of a policeman, and was first hit with the officer's club and then questioned.

"I never done it! I never done it!" he exclaimed.

"But he's got my purse right there in his hand!" said the victim as she came up.

"Of course, he has!" added the crowd.

"And he'll go to the station!" said the cop. "Come on, you!"

"But what for? I say I never done it."

"For snatching that purse. You are caught with the goods on you."

"Purse? Purse? Oh, I see, and I'll go along. I thought you took me for the man who brought on the panic!"

Joe Kerr.

No man was ever led into truth by the cudgel of dogma.

The meek man is the self-mastered man.

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.

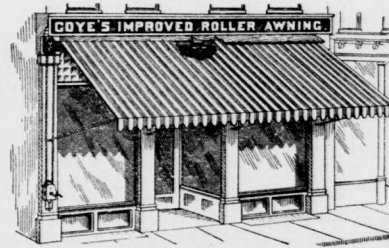
Hand Separator Oil

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

Manufacturer of



**Awnings, Tents
Flags and Covers**

Send for samples and prices

11 and 9 Pearl St.

Grand Rapids, Michigan

Mention this paper.

O. A. B.
Cheese

NOTICE

O. A. B.
Cheese

**Buy Your Molasses
NOW**

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

IN BARRELS AND HALF BARRELS

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

IN TINS

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

O. A. B.
Cheese

Judson Grocer Co.
Grand Rapids, Mich.

O. A. B.
Cheese

JETHRO'S FIRST DAY.

Cheapest Thing He Had in Stock Was Advice.

Written for the Tradesman.

Jethro was starting a small provision store. He would have started a large one if he had had the price. His store was out on a retail street, where places of business were mingled with residences with lilacs straggling along the front fences and rope swings dangling from elm shade trees.

Jethro opened his store early and saw that everything was clean and in order before the first customer arrived. The first customer was Mrs. Herman Follette Smith, who lived over on the corner next the hardware store.

"I want to get a quarter of a pound of tea," she said, after boring into everything with a pair of black, gimlet eyes. "I want the forty cent kind. We've never been able to get good tea out this way."

Jethro smiled blandly and put up the tea.

Mrs. Herman Follette Smith opened the end of the packet and took some of the tea out into her hand.

"I bought some tea down here, on this street, the other day," she said, "that looked like flies in the window. Johnny said it tasted like peach bark. Perhaps you've heard of Johnny? He's President of the Tau Dau Fau Sickit Society at the high school."

The grocer replied that he had read about Johnny, and waited for the woman to pay for the tea. But she stood there, looking as if she was getting pay for her time, and never offered to dig up.

An old man carrying a joint fish-pole and wearing a straw hat that was almost large enough to shut the sun off a ten-acre field came slowly in at the door and laid his pole on the cigar showcase.

"I want some crackers an' her-rin'," he said. "I'm goin' fishin', an' don't you ever fergit it!"

"I'm sorry for the fish," said Jethro, thinking to make good with the second customer. "Where are you going?"

"Oh, over here."

"If you've got a private pond somewhere, where you can catch a ton of fish an hour, I'll have you trailed some day," said Jethro. "How many crackers and how much herring?"

"Oh, I want just a little snack put up in a paper bag," replied the old man. "I'm goin' to stay away all day, an' Almira wouldn't put up a lunch for me. Give me about fifty cents' worth, I guess."

Jethro put the crackers in one bag and the herring in another. The woman who had bought the tea still stood by the counter. As the old man walked back to the water cooler she whispered in the merchant's ear:

"It's a shame the way that man goes on. He drinks!"

"Too bad!" said the grocer.

"An' don't you trust him, either. He would pay if he could, but he does nothing but fish and sit around the house."

With great condescension she laid

a dime on the counter and picked up her tea.

"I'm not going to trust any one," said the grocer.

"You want to look out fer that female," said the old man, coming forward for his crackers and herring. "She's got a tongue in her head like the trump that tumbled down the walls o' Jericho. She owes everybody who will trust her. You'll find a pretty hard lot out here. The man that run this place before you is countin' ties somewhere out in the corn country."

"That's a cheerful prospect for me," said Jethro.

The old man laid a battered nickel on the showcase and picked up his two packages.

Before he got out of the door Miss Sweet Sixteen came in on a run, her hair flying every which way, her eyes dancing with mischief. In the angle of her right arm she cuddled a cat with a pink ribbon around its neck.

"Hello, Unk!" she cried, stopping before the old man. "Going to bring me a fish for Susie? She needs a fish. Say, Mister," she added, turning to Jethro, "put me up five pounds of sugar and a gallon of gasoline. I haven't any gasoline can, and so you will have to let me take something to carry it home in. Susie knocked our can off the top shelf and busted it."

Jethro put up the sugar and drew the gasoline in a new can he had bought for his own use. Susie, with a spring, got off the girl's arm and started on an exploring expedition about the store, humping her back and waving her tail aloft. The delivery boy, eager for his new job, came whistling up the alley and opened a barn door, just back of the store, with a bang. Then he stood for a moment and looked in at the girl.

"Gee! She's a peach!"

After this outburst of adoration he untied the delivery horse. A white bulldog leaped out of the manger and began a dog-talk conversation with the boy. The fisherman took a clay pipe from his pocket and filled it from a yellow paper. By this time Susie was on a top shelf, gazing in feline disapproval at the dog.

"I'm going to carry that stuff home with me," said Miss Sweet Sixteen. "We want it sometime this week, and can't wait for a delivery boy to muss around the ward with it. Say, will you help me get Susie off that shelf?"

Jethro threw a turnip at the dog, who was protruding a wrinkled nose into the store, and turned to say "Good morning" to another customer, a woman with a set jaw and a knot of hair about as large as a bird's egg twisted at the top of her head. The pale blue eyes of the new arrival flared up at sight of the fisherman.

"Silas Slocum," she said, "you march along home! I've got work for you in the garden."

"I thought I'd go an' git a mess o' fish," mumbled Silas, edging away toward the door. "It's been a long time since we had any fish."

"I want two bars o' yaller soap," said the woman, not noticing the

mild remark of the fisherman. "I've got a fambly washin' on to-day. I count on Silas doin' most o' the the wringin' an' hangin' out."

Sweet Sixteen snickered. Silas took a match from his pocket and held it in his hand, preparatory to lighting his pipe. Jethro got the soap and then busied himself getting the cat down off the shelf. Here was a domestic revolution that he wasn't anxious to mix in. The latest customer laid down the money for the soap and turned to Silas.

"You carry them home," she said. "You couldn't catch a fish if some one tied one to a tree for you."

Jethro began to realize that about the best job on earth was running a grocery in a residence district. Silas edged away toward the door, his crackers and herring in his hand. The girl snickered again and took up her sugar and gasoline. A fine thread of the dangerous fluid trailed along behind her, spurting from a tiny hole in the bottom of the can, but no one observed it.

"I never see such a shifless sot!" declared the woman, turning to the grocer.

Jethro took one more poke with his window brush at the cat and a ball of animated fur hustled through the air and landed on the counter near where the girl stood. The white bulldog whizzed forward and both went out of the open doorway into the street. Silas started on toward the scene of battle, but the woman caught him by the ear:

"You're comin' home with me!" she said. Then she turned to the girl, who was grinning at the scene. "You're a bold-faced huzzyl!" she cried. "If your folks would pay their hones' debts, you wouldn't have so many fine clo'es!"

"In time," thought Jethro, "I think

I shall learn to like this corner!"

The cat was now up a shade tree of small dimensions, and the boy and the dog were encamped under it. The boy did not appear to be breaking his neck restraining the dog.

Miss Sweet Sixteen wrinkled her nose at the woman and started for the door with her purchases.

"Here," said Jethro, "who is that stuff to be charged to?"

"I forgot," said the girl, setting the can down and taking out her purse. "There's so many funny people here that I forgot. If you had a brass band you might open up a show," she added, glancing at the enraged woman.

"I'll show you," shouted the woman, but the girl ran out of the door with her can of gasoline and tried to coax Susie down out of the tree. The can was leaking steadily and forming a little pool on the walk. Silas moved away as the woman approached him and struck his match. Touching the flame to his pipe he tossed the still blazing match on the floor, where it communicated with the thread of gasoline and ran a line of flame to the walk, where it connected with the pool. Susie dropped the can and ran.

The dog didn't run. People said the explosion could have been heard for miles. The dog was picked out of the gutter, the cat landed on the walk after turning numerous cart-wheels in the air. Jethro put out the fire on the awning with a sprinkling hose.

The last seen of Silas he was streaking it over the hills, with his wife after him.

"Yes," said Jethro, musingly, "I think I've struck a lively business corner."

"Fine for the opening!" said the delivery boy. Alfred B. Tozer.

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.

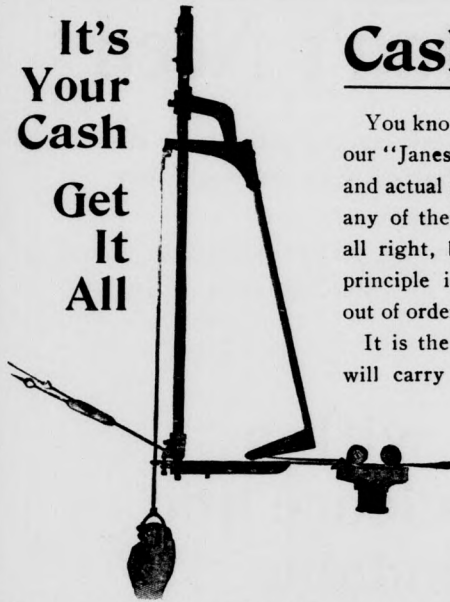
ESTABLISHED 1872



MICHIGAN TRADESMAN
STORE EQUIPMENT SECTION
WINDOW AND INTERIOR DECORATIONS

Where to Buy Best Store Equipment

**It's
Your
Cash
Get
It
All**



Cash Carriers

You know many kinds are made, but our "Janesville," for simplicity, low cost and actual good service, stands ahead of any of them. It's a carrier that looks all right, but works even better. The principle is leverage and it never gets out of order.

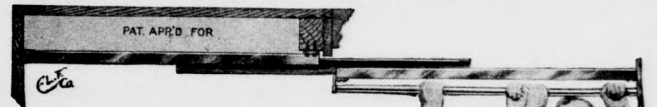
It is the only cash carrier made that will carry your cash over center rises, through partitions, up hill and down on a single line, or even around corners.

It's the only carrier suitable for a "cut up" or double store—the only one which a merchant can depend on all

the time. There's nothing to get out of order—no springs, rubbers or pulleys. Our cash carrier circular describes all the details of this carrier and it's lower in price than any other good carrier.

Ask for Full Information

CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago



This Extension Garment Rack

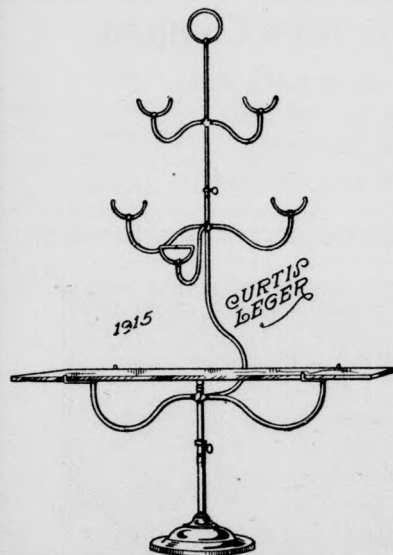
Is the newest and best rack ever made for clothing cabinets. Working on roller bearings, it is practically noiseless. It extends entirely out of the cabinet and works so easily that a child of 12 can operate it. The picture shows over 350 pounds suspended from rack, which is more than it will ever be required to hold. Insist on these in your garment cabinets or order direct from us. If you wish to install them in cabinets you already have, we'll send them on approval. If not what we claim, return them at our expense. We also make a slide which causes cabinet doors to disappear automatically the minute they're opened. This slide, with the rack, removes every objection to clothing cabinets. We do not make cabinets—just the rack and slide.



Let us send you full descriptive circular and prices

CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago

Ask Us for Anything In Metal Display Fixtures



Without a doubt we originate more new and useful fixtures in the metal line than any other fixture house in the business.

Our sales are probably larger, for several reasons. We make our fixtures best—using better materials, better plating—making a fixture that will stand hard wear. We make a greater variety of modern fixtures—there's nothing archaic in our stock. And with our new factory working full time we're able to make prompt shipments.

We originate Papier Mache Forms—others copy.

Our Wax Heads are unsurpassed by any manufactured in America. All our heads are furnished with a washable finish that we have been five years in perfecting. Full particulars furnished.

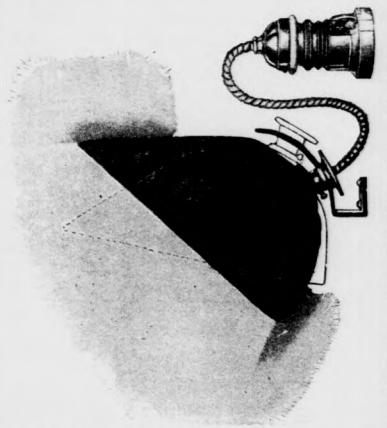
Write us for catalogue of metal display fixtures. Mention anything you're in need of and we'll quote you lowest prices.

CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago

The Great Poke Bonnet Window Reflector

Is by far the best reflector ever invented for average show windows. Its silver plated reflecting surface is greater than any other reflector. Each Poke Bonnet holds two incandescent lamps horizontally of any desired candle power. Is easily installed and instantly adjustable to any desired angle. Much better light is obtained and less current is required. This reflector not only provides more light, but does it for less money than you've been paying.

The Helmet reflector is especially designed for high windows. The only reflector made for use with the new high efficiency Gem or Tungsten lamps. The results are startling both in cost of current and illumination. Ask for full descriptive circular and prices. Over 42,000 of these reflectors are now in use in show windows.



CURTIS-LEGER FIXTURE CO., 265 Jackson Blvd., Chicago

Seasonable Display Suggestions

Some Hints Which Will Be Especially Helpful to the Dry Goods Merchant

The accompanying illustrations show a very simple way to display dress goods.

Sixteen ovals, as shown in Fig. 1, are used to carry out the display, seven ovals are fastened to about 24 inches long, common 1/2-inch strips and these strips are nailed to the background of the window, as the illustration shows. One is placed in each corner of the window, three in

for back part of the window, as shown in Fig. 2.

In putting up this festooned draping start on the left side of the window, dropping the end of the goods to the floor and fasten it with a pin close to the glass. Then hang the goods over the first oval perfectly smooth allowing only one inch to lap over back of oval. The goods should be draped in long even loops

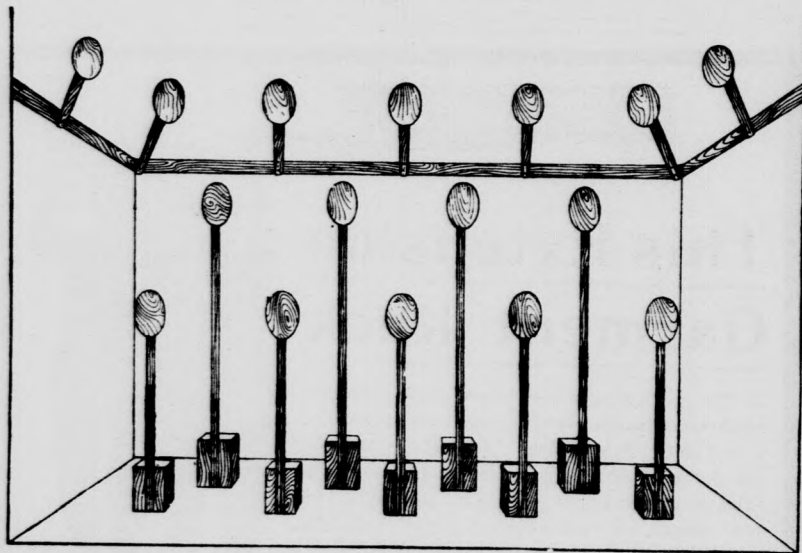


Figure 1

the center, one to the right and one to the left. The sticks are bent over a few inches with the ovals slanting. First cover the background smoothly with plain dress goods of a neutral color, such as light gray or tan, in order to set off the other colors. A border of two or three different colors of ribbons are put on top of the background. These ribbons should

and after putting up the drape the goods drop down close to the glass at the right side. Lace trimming is used for this display and is fastened over each oval in long graceful loops as the illustration shows.

The front row of stands is placed so that the uprights are about 24 inches from the front glass, and they are 4 feet high. The rear row is

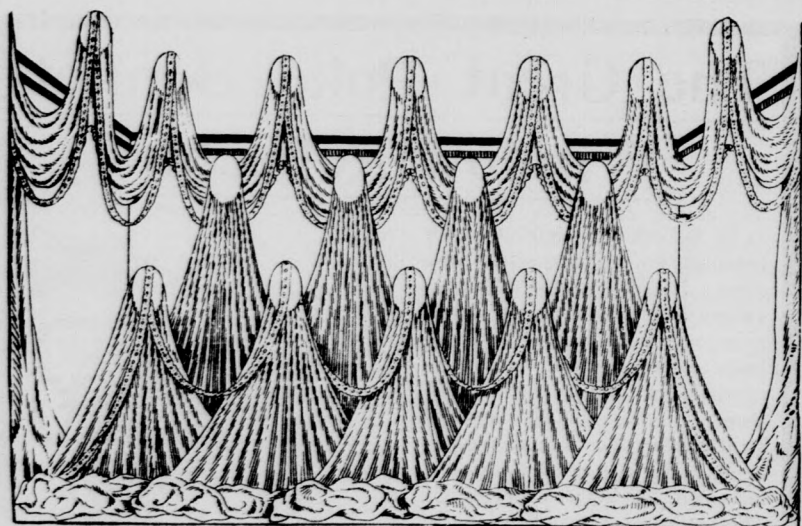
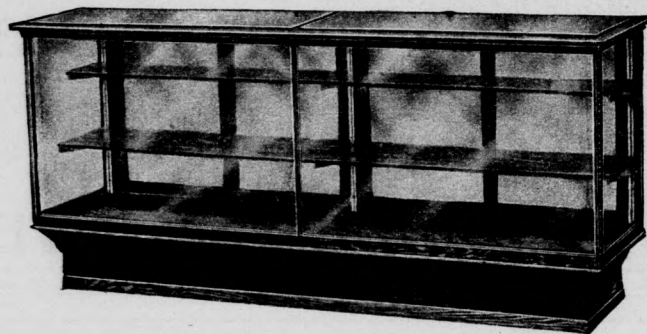


Figure 2

contrast and harmonize with the background.

For the festooned draping of the ovals which are placed in the background can be used one or several kinds and patterns. In this way one pattern should be used for the right and left side wall and one pattern

placed quite close to the background, the stands alternating with those in the front row. The size of the ovals are from 10 to 16-inch and slant with the oval facing the window. The stands are inexpensive, as common strips and soap boxes are used and easily made. The boxes should be



Don't Buy a Thing You Don't Need

but don't put off buying what you do need in the fixture line through any mistaken economy.

Every item we manufacture is a working asset in your business.

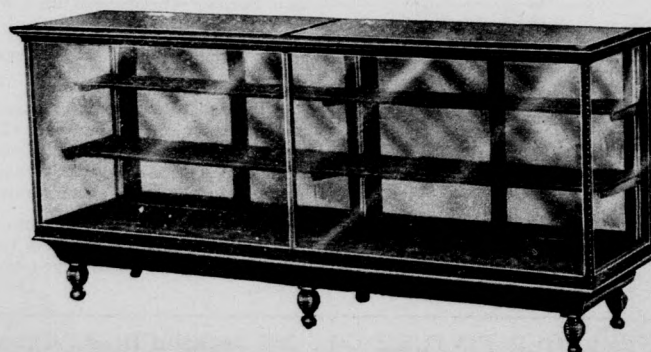
Our Case with a Conscience and Dependable Fixtures

are a great "depression tonic." We can show you "how" and "why," and the "how much" is the most interesting feature in the whole proposition.

We've cut out "when" with our new factory. It's always "now" in the matter of deliveries.

Grand Rapids Fixtures Company

918 Jefferson Ave., Grand Rapids, Mich.
703 Washington Ave., St. Louis
303 Main St., Cincinnati
2210 W. Superior Ave., Cleveland



nailed to the floor as otherwise they may tip over. The back row is draped first, beginning on the left side. The sweeps of the drapes are so arranged that they fit into one another. The front row is draped in the same way throughout. This display is especially suitable for the better classes of goods, such as broadcloth, as only few pins are used and the goods will not be damaged in any way. One dress pattern is ample to accomplish each drape.

Housekeepings Display.

This window, Fig. 3, shows a stock display of lace curtains, table covers, bedspreads and cushions.

Before putting up the lace curtains, stretch picture wire across the top of window from one side of the wall to the other, so that there is a space of about 12 inches between each wire. Five wires have been stretched for this display and on each wire are hung two curtains; five to the right and five to the left. A large rug is used as a background.

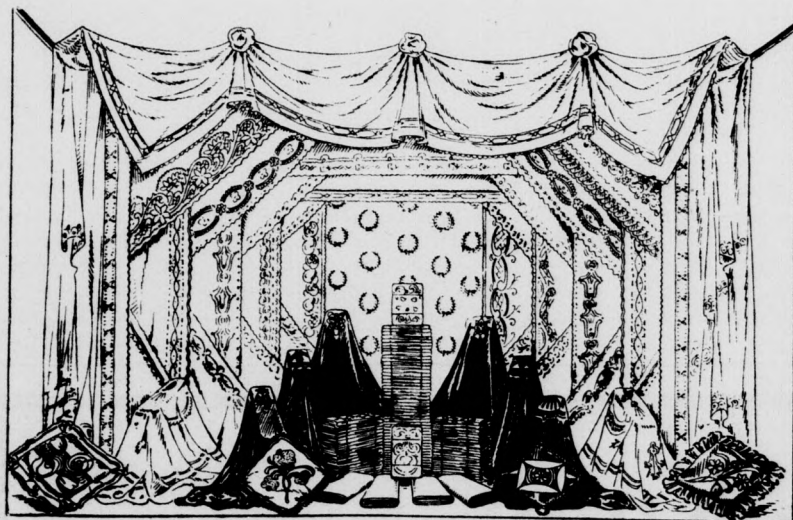


Figure 3

Each curtain hangs perfectly straight and smooth, except the first pair which is shirred together in order not to cover too much space. Each curtain is backed with cambric of some light color, such as yellow, pink, heliotrope, pale blue, green, etc., but the color should be in harmony with the table covers and cushions. The lining brings out the designs more strongly.

Then the upper eight curtains are placed in the way that the picture shows. These curtains are fastened on the ceiling wires between the straight hanging curtains. Two curtains are hung horizontally in the center of the window in order to hide the ceiling wires. Below stretch eight curtains, four to the right and four to the left, opposite to those at the ceiling, to make the proper finish. A pair of curtains are draped along the ceiling near to the glass. This arrangement takes up about half of the window and the other half of the window is decorated with six table covers, two bedspreads, four cushions and three piles of folded curtains. The table covers and spreads are displayed over common T stands with square or oval sloping tops. The three piles of cur-

tains and the four bolts of curtains are placed in the very center of the window.

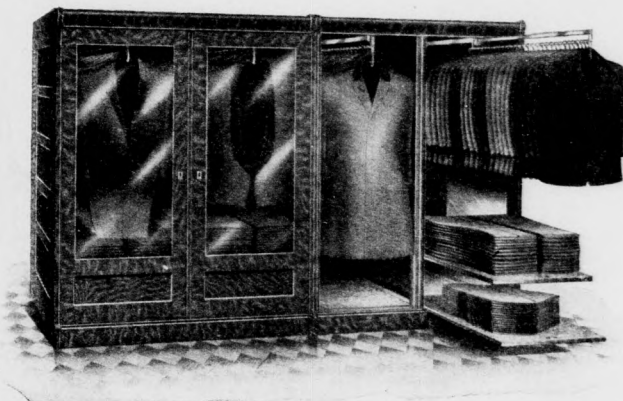
This arrangement for lace curtains is very suitable for a stocky display and it is a very good selling window as each pattern of the curtain shows up plainly. Each curtain should have a price ticket and in the center of the window near the glass should be placed a large sign to attract attention to the display.

Wash Goods Display.

This design, Fig. 4, shows a very simple and attractive display of wash goods. It is a strong commercial display and a very practical one, as background is made of the wash not only the display itself but the goods and there is nothing to draw attention away from the goods.

First nail to the back of the window a number of 1x1-inch sticks extending 20 inches above the regular background. Then cover back and sides plainly with white cotton crepe, smooth or shirred.

THE HUB of Wheeling, W. Va., who recently installed 172 sections of our cabinet, state that they enable their salesmen to wait on 50% more trade during rush hours. This is only one of a dozen reasons why you should have these cabinets in your store.



The Welch SECTIONAL CLOTHING Cabinets

Over 30 Styles of Wall and Floor Cabinets

Our exclusive features, the Patent Disappearing Door and Extension Bracket, place the Welch Cabinets far ahead of any clothing cabinet on the market. We can furnish hundreds of references. First-class cases for \$15 per single section, fitted with 42-inch telescope slides and pants shelves. Send for new Catalogue "D."

WELCH FOLDING BED COMPANY
GRAND RAPIDS, MICHIGAN

New York Salesroom with the Trans-Continental Show Case Makers of America, 733-735 Broadway

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.

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.

best advantage. Spread the sweeps of the drapes in the first and second rows more liberally as there is more room.

Proper accessories such as hats and parasols could be shown between each drape on the front row or at each

fabrics. In that case, a light colored background should be used, such as light pink sateen or cotton crepe or similar material, and the drapery around the top of white dotted swiss. Make all the drapes of white goods over pink lining with trimming of

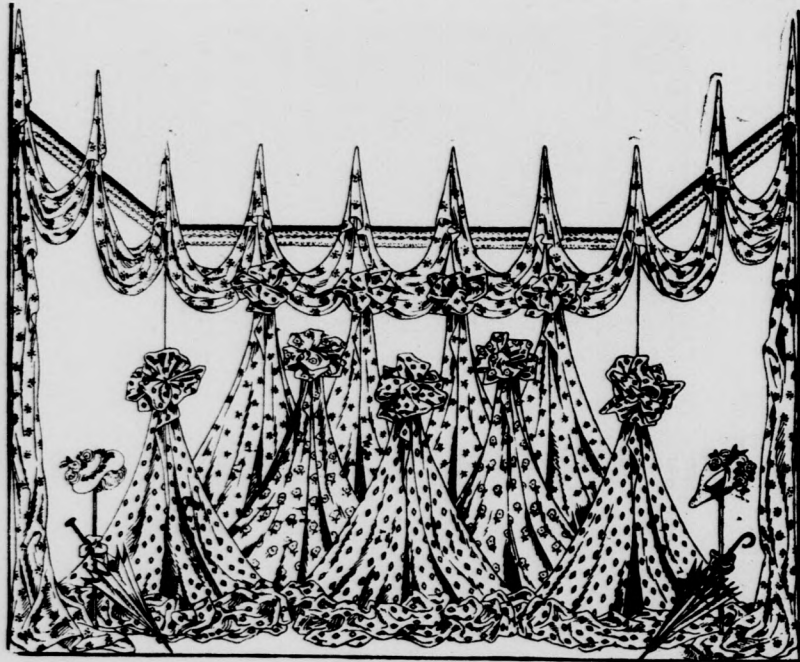


Figure 4

corner. Laces fit in very well as trimming or these drapes, but they are left out in this design in order to show the drapes more distinctly.

The same scheme of display can, of course, be carried out with white goods as effectively as in colored

white lace and narrow black velvet ribbon.

Written by Albert A. Koester, Director of the Koester School of Window Trimming, for the John V. Farwell Company.

Interior Arrangement of the Shoe Store.

How should an interior be decorated?

It is a difficult thing to write about at best, and to attempt to suggest certain decorations for a store without first having an intimate knowledge of conditions is obviously out of the question. Suggestions can be offered, to be sure, and the writer will attempt to give a few in a general sort of a way:

The first consideration is neat, orderly and effective arrangement of goods without overcrowding, and without allowing one class of goods to interfere with the arrangement; the second consideration is light, so arranged that the rays show the goods to the best advantage.

By the arrangement of merchandise, by the light, by everything that contributes to the comfort of the patrons, and to the cheerfulness and brightness of the store, and by the creation of an atmosphere of cordiality, is the proper balance of good serving attained to the mutual benefit of seller and buyer; and unless that benefit be mutual, the principles of trade refuse to make a continuity of profit.

Furthermore, the writer would advise every man who contemplates opening a store to shop around and see how others in his line do business, if he is looking for ideas of interior decoration and arrangement.

Suggestions on window dressing and decorations directly apply to the general arrangement of the store in-

terior, and it is obvious that the dressing of walls and counters, while it must follow a convenient selling arrangement, can be harmonious and pleasing.

Real selling value requires proper setting.

A careless arrangement of goods creates unfavorable comment and dwarfs the real value of the goods.

People do not like the dark, and nothing looks well in a gloomy store.

Lack of light shadows buying propensities.

The old-fashioned notion that goods sell on their merits only, and that therefore it is only necessary to present intrinsic value, has grown moldy in its disuse.

Sterling merit should exist, but merit deserves a recognition on the part of the surroundings.

The quality of the goods and the quality of their arrangement give selling quality.

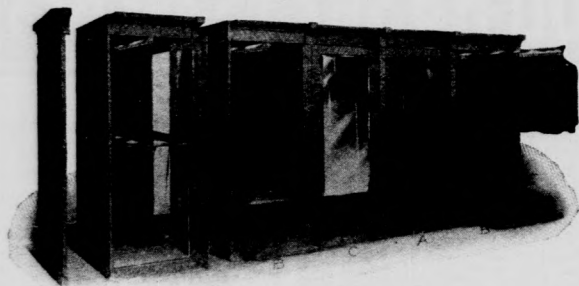
There should never be indifferent arrangement nor any appearance of things thrown together.

Everything must be artistically light or bold or strong in individuality.

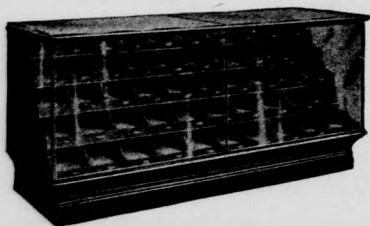
Do not give the goods the appearance of being job lots and unworthy of proper arrangement.

Good interior arrangement suggests that goods be well placed for exhibition, and convenient examination, and yet handy to the salesman.

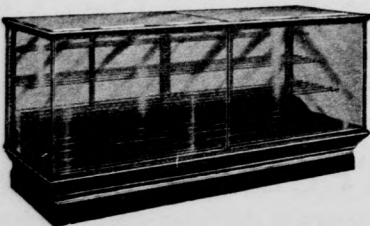
Make the store look busy. Uncomfortable as the crowd may be, people prefer to buy where they see others buying.—Shoe Retailer.



20th Century Sectional Clothing Cabinet No. 70
The most practical and everlasting wardrobe system on the market



Notion Case No. 30



Ribbon Case No. 69

You Know

that we are the largest Show Case manufacturers, therefore can you afford to purchase fixtures of any kind without consulting us?

We guarantee you thorough satisfaction with our deliveries, both as to style, construction and finish.

We can at once fill your needs in regular stock sizes of the cases herein illustrated.

Send for catalogue A and information.

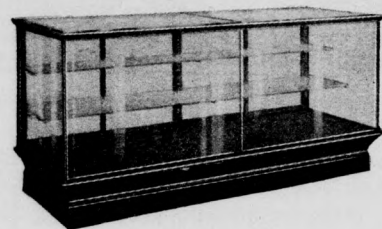
GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

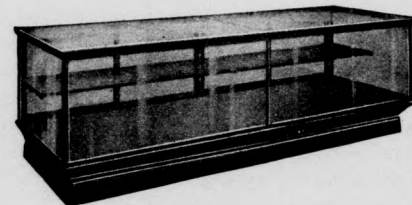
New York Office, 750 Broadway
(Same floors as McKenna Bros. Brass Co.)
St. Louis Office, 1331 Washington Ave.

Under Our Own Management

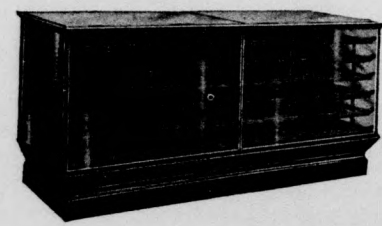
The Largest Show Case Plant in the World



Display Case No. 25



Dress Goods Counter No. 33



Ribbon Case No. 75

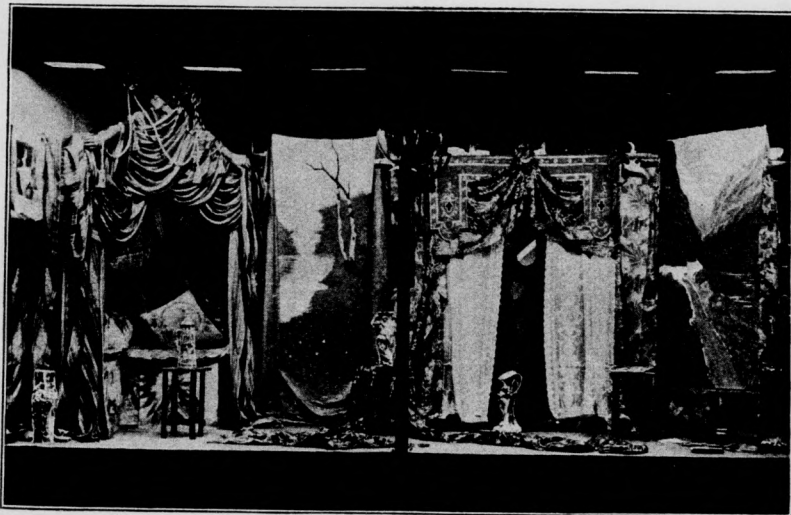
Window at Night

The Merchandise Displayed in Well Lighted Windows Helps Bring Business.

In the shopping or down town district of any city of importance one is attracted here and there at night by bright, well lighted windows, and which usually contain interesting displays of merchandise.

The fact that the larger department stores attach so much importance to this class of advertising might be taken as sufficient evidence that the "night" window is a valuable and added asset to the selling end of the business.

If it pays the large department store to spend a certain amount of money in the illumination of its windows up to a certain hour in the evening, it is reasonable to argue



that it would pay all merchants, even in smaller towns, relatively well.

The average general store has not the comparatively large window space that the department store has and therefore the comparative cost would be less.

But any attempt to attract people to the windows in the evening, or after business hours, should be met with in the same enthusiastic manner that the merchant would give any other department of his store, on the theory that whatever is worth doing is worth doing well.

The accompanying illustration shows a window in the store of Saks & Co., South Bend, Ind. It is so well lighted that nearly every piece of merchandise in it is still plainly visible after reproducing a half tone cut from the photograph.

In the upper portion of the window can be seen six white horizontal lines, each one of which is a poke bonnet or helmet reflector, a device recently placed on the market.

People passing this window are first attracted by its brilliancy, which in turn attracts the eye to the merchandise.

In stopping to examine the goods displayed the public is better satisfied because of the excellent light.

A well lighted window in the even-

ing, provided the merchandise display is attractive, pays. In most stores the windows are lighted from dark until 10 or 11 o'clock.

WASH FOR WAX HEADS.

It is a conservative estimate that at least 20,000 wax heads are purchased every year by merchants of this country. Those in use, purchases of the past years, represent an enormous outlay.

The perfection of a practical washable finish for wax heads that could be used without detriment to the texture or to the appearance has been the dream for years of the manufacturers of such goods, as well as the merchant and trimmer.

The cost of cleaning and refinishing these heads every year is in itself no small amount. In fact, it would be a fortune to almost any reasonable mortal. As it is well known, wax heads are very easily soiled, both by handling and by the accumulation of dust.

A number of irresponsible window

trimmers and so-called wax head refinishers have in the past claimed they were able to put such a washable finish on wax heads and traveling the country over have beguiled many merchants in having this work done. The results have all been universally unsatisfactory, usually ruining the heads.

Five years ago a large manufacturer of wax heads commenced exhaustive experiments along this line and a number of times since then was almost sure he had solved the problem. He evidently was not perfectly satisfied until the present time, but now announces that without a question of a doubt he has perfected a chemical solution that is all that can be desired. This announcement, the first time coming from a responsible concern, is of considerable interest and means a great saving to the users of wax heads.

This application, which is applied to the heads, is not of a glazed nature. It gives the face a soft appearance, much more like the human skin than the usual wax head finish.

Besides this it accomplishes the main object in view: that when the head does become soiled by smoke, dust or handling, the face can be washed the same as that of a baby, simply by using water and a soft

cloth. This can be done repeatedly and not only means to the merchant a saving of transportation charges and the expense of refinishing the wax heads by wax head manufacturers and repairers, as is the general custom in the trade, but obviates the danger in shipment.

Taking no Chances.

At the village grocery store I met a young farmer about 23 years old and had a few words with him about the weather and winter wheat, and we left in company and walked along the highway for half a mile. I wanted to know how the presidential candidates stood in the country, and so I asked whom he favored.

"Nobody," was his reply.

"You must have read more or less concerning the three or four of them?"

"Yep."

"Then what do you think of Taft?"

"Dunno."

"Of Bryan?"

"Dunno."

"Of Hughes?"

"Dunno."

"Of Johnson?"

"Dunno," was the same monotonous reply.

"But can't you say whether you believe one of the four to be honest and upright and the man for the place?"

"Noap—can't say."

For the next twenty rods we walked along in silence. Then we came to a road where he had to turn off, and he looked at me and said:

"Stranger, I don't want you to think I'm a blithering fool, because I know I ain't."

"No?"

"It's just because I'm courting a widder woman who has one of the best farms in this county. She's what they call a strong-minded woman. She hain't made up her mind yet which is the best man, and so I hain't, and I hain't going to take no chances by coming out and shooting off my bazoo. I want that widder and I want that farm, even if nobody is elected President for the next ten years."

Wanted—A Clock.

An Ohio country couple took the train into Cleveland not very long ago to do a bit of shopping. They especially desired a clock.

"Now," said the obliging salesman, who came to answer their wants, "here is something most attractive in the way of clocks. When the hour begins a bird comes out from the top and sings 'cuckoo!' For example, I turn this hand to 4 o'clock, and the bird comes out and sings 'cuckoo!' four times.

"Well, well, doesn't that beat the deuce!" exclaimed the husband, admiringly. "Mira, let's take one."

"No, sirree!" objected Mira, decidedly. "Them clocks is all right for folks that's got lots o' time on their hands, but it'd take me half the day taking care o' that bird!"

It is never safe to look into the future with eyes of fear.

You may know any man by what he admires.



Lack of Confidence Can Cause a National Panic

Lack of the same thing between you and your customer can cause you a personal business panic. It can decrease your sales, lessen your collections, scatter your customers, "bust your business."

How long would you trade with a jobber who charged you \$260 for some goods but, at the same time, wouldn't send you an itemized invoice? You would not have much confidence in that sort of a house, and the first order would also be the last.

Ever stop to think that Mrs. Jones is just as much entitled to an itemized account of her purchase from you amounting to 260 cents as you would be to yours of 260 dollars?

Ever stop to think that she will probably soon do business where she does get it; where she not only gets an itemized statement of her last purchase but the amount she owed previous to the last purchase and also the final balance? All done with positively one writing only.

This Means

knowledge, satisfaction, confidence on the part of your customer.

To You It Means

accounts posted to the dot. Ready for instant settlement. It means better collections, shorter settlements, increased trade, absence of forgotten charges, disputes and jangles, less work and no worry.

Put confidence into your business by installing an American Account Register. The only one in ALL the WORLD that both MAKES and SAVES money for its users.

The American Case and Register Co.

Alliance, Ohio

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

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

Cut off at this line

Send more particulars about the American Account Register and System.

Name

Town

State

Store Lighting

A Great Deal of Money May Be Saved by Consulting An Expert Illuminating Engineer

Aside from help and rent the greatest fixed expense in the average retail store is for lighting, yet up to the present time the scientific lighting of stores has received comparatively little attention. It is true that some experimenting has been done in this line, but it has been of a more or less haphazard character. In very few instances have the lighting tests been made in such a way as to give any very accurate results. All modern merchants appreciate the value of good lighting, and most of them believe that they have it in their stores. It does not occur to them that in many instances a great deal of money may be saved without decreasing the efficiency of the lighting.

A prominent illuminating engineer recently made the statement that most of the big stores on State street could save half of their lighting bills and get just as good results as they are now getting, or for the same price they could double the efficiency of their present lighting systems. Most of these stores have plenty of lights, but in the majority of cases the lamps are either the wrong kind or they are not properly placed to get the best results.

There are a number of types of lamps suited to store lighting and a great variety of lamps of the various types, each one of which is perhaps better than the others in getting some particular result in store lighting. In addition there is an almost endless variety of reflectors, globes and shades intended to concentrate or diffuse light. Then, too, there are no two stores in which conditions are exactly alike. Some have high ceilings; some have low ones. In hardly two would it be found that the arrangement is alike. The color of the merchandise also makes a difference, and there are hundreds of other factors that unite in making the problem of illumination one that must be worked out in the case of each individual store.

It has been the custom in the past for the architect who plans the building to place the lighting fixtures—the selection of lamps has been left to the local electrician who in most cases knows practically nothing of scientific lighting. In a great many cases the merchant chooses a special kind of lamp because he has seen it in another store where it was being used with satisfactory results. It does not occur to him that the condition in his own store may be entirely different. Then, again, different merchants have widely varying ideas as to how a store should be illuminated. One merchant wants the ceiling brilliantly lighted on the theory that it gives the store a brighter appearance; another wants the light concentrated on the merchandise; another wants it diffused evenly; still another wants a light that does not affect colors, and so it goes—each store requires a different treatment.

When it is considered that a large store pays annually thousands of dollars for lighting, it is change that in most cases this expenditure is made with no more authoritative advice than that of some central station man, whose knowledge of the exact principles of illumination is likely to be altogether insufficient to make him a competent adviser. With the great variety of conditions that must be taken into consideration in choosing lamps, reflectors and placing of fixtures, it is imperative that an expert should be employed to get the best results at the minimum cost. It costs no more, in fact much less in most cases, to light a store properly than it does to light it, as most stores are lighted, and the fee that would be charged by the illuminating engineer is a trivial amount compared with the loss that is annually sustained through faulty installation.

The advent of the illuminating engineer is comparatively recent. At present there are only a few experts who have made a specialty of store illumination, but their work in this line has served to demonstrate the widespread need of expert counsel in the selection of lamps and placing of fixtures in retail stores. A notable example is in the lighting of one of the largest Chicago stores which has just completed an installation involving an immense expenditure. This store had for a number of years used a system of illumination the efficiency and economy of which has not been questioned. The store was being remodeled—extensive improvements were being made, and it occurred to the management that possibly there might be some improvement in the lighting system. In the end a number of experiments were made which resulted in the store's going into the matter very thoroughly. Various systems at illumination were tested. Experts were employed who tried out the various lamps side by side, and at one time there were something like a dozen different lamps being used. The result of the experimenting proved that it was possible to light the store as effectively as it had been lighted before at about one-half the cost or to get practically twice as efficient illumination at the same cost. The store chose the latter plan and now has what is probably the most efficient installation of lamps in any store in the country. The new system is incomparably better than the old, yet the cost is no greater. This instance is cited to illustrate the possibilities in this line. The store in question is one where the cost of lighting is a secondary consideration. Had the new system proved more expensive than the old one, it would undoubtedly have been adopted—the idea the writer wishes to convey is that the experts were able to take a system of lighting that

has proved satisfactory(?) for years and double its efficiency without adding to the cost. An expert illuminating engineer could do the same thing in most stores that are now satisfied with their illumination.—E. T. Skinkle in Merchants Record and Show Window.

Every choice in life is an impact that determines the shape of character.

In the divine kingdom the place of service is the one of sovereignty.

Increased Business

follows with better light in your store. The public prefers to buy in well-lighted, bright, inviting stores. The Hanson Lighting System costs little to install and reduces your light expense 50 per cent. Let us tell you how.

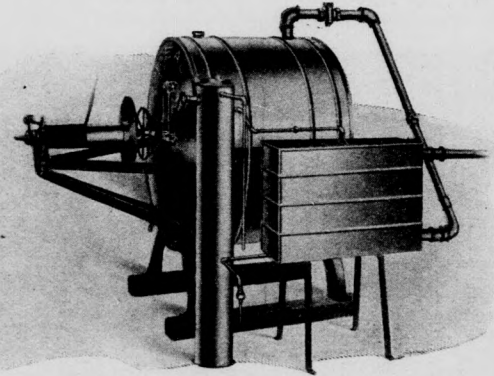
American Gas
Machine Co.
Albert Lea, Minn.



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?



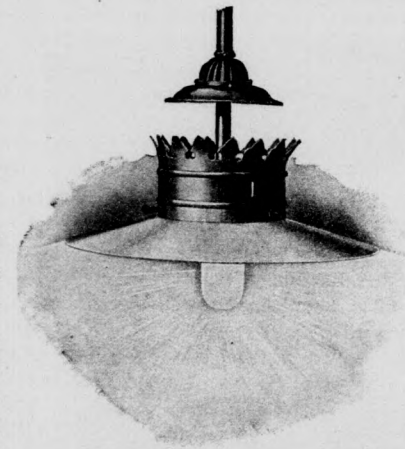
We guarantee your gas to cost less than 50 cents per 1,000 cubic feet. No generating, no heat, no regulator; always ready, not only for light but for fuel. Every store, church and dwelling is incomplete without an Ideal Gas Machine. Write for catalog and prices.

Ideal Light & Fuel Co.
Reed City, Mich.

Grand Rapids Office, 362-363 Houseman Bldg.
W. R. Minnick, Michigan Sales Manager

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.

Selling For Cash Not Always Best.

Each day the line of demarcation between the good customer and the bad one has been more closely drawn. Lately the dividing point has been the ability to pay for what is bought, and some merchants have set up the principle of cash only, while others have delved deeper and taken a more serious interest in the paying ability of those to whom they sell goods.

On general principles the strictly cash system is the ideal one, but it is not always practical and it is not always the most profitable plan.

Say what you may, the man with cash in his pocket demands more concessions than any other buyer and really asks greater discount because of his ability to pay the cash than any banking institution would think of granting. His money looks good, but often its good looks are marred when you figure the concessions you must make.

We can not overlook the fact that fully ninety-five per cent. of the busi-

ness is connected to machinery run by electricity. appreciate his confidence in them to such an extent that cut prices will not take their business away from his store.

All of which goes to show that it is the wise grocer who gets personally acquainted with all his customers and governs himself accordingly.—Interstate Grocer.

Clean Stores Usually "Make Good."

The clean store is the store that makes good. A dull, gloomy or untidy store is unattractive to the better class of customers and will be the means of driving away this class of trade. Sometimes necessity prevents a man from having things just as he would like them, but he can always have things clean and tidy and can make the best of the situation by doing as well as he can with what he has.

Everyone is acquainted with the little old dingy shoe store where the proprietor appears to have forgotten all about the window, and where a

man is connected to machinery run by electricity.

Any desired gait may be had merely by adjusting a set screw, only a few seconds being required to make the change. These machines are used in Germany in training cavalrymen for the army and are pronounced a success.

A Post-Graduate Course.

Daughter—Yes, I have graduated, but now I must inform myself in psychology, philology, bibli-

Practical Mother—Stop right where you are. I have arranged for you a thorough course in roastology, boilology, stitchology, darnology and general domestic hustleology. Now get on your working clothes.

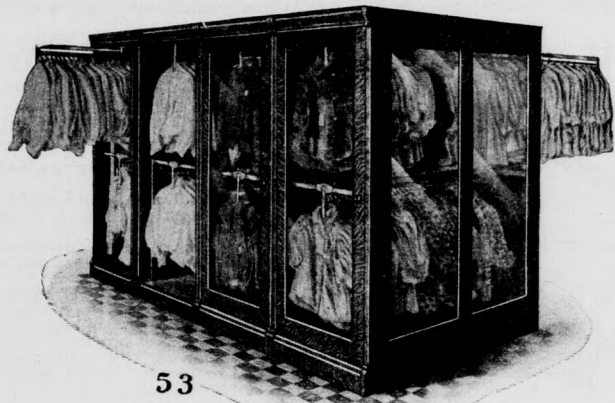


Get our prices and try our work when you need

Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.
99 Griswold St. Detroit, Mich.



53

One style of cabinets used by merchants to carry their ladies' wearing apparel stock.

ness of the country is done on a credit basis, and we are inclined to take the side of the cash and credit question that it is far better to be more careful of the credit you give than to do business only on the basis of requiring circulating coin of the realm for all you sell.

Under modern methods it is not a hard matter to get a pretty close line on the paying abilities of those who apply for credit. With that information at hand it does not require any great amount of ability to refuse to grant credit to those who are not worthy or to give it to those entitled to it.

"Give me the credit business as I do it, and you may have the general run of cash trade," said a successful grocer at a meeting of the St. Louis association one night. He is a man who has more than ordinary business ability and has made money ever since he entered the trade.

How did he make a better success at selling on credit than for cash?

Simply by knowing all about the people who asked him to sell goods to be paid for in the future. He took the time to investigate their paying ability and when he found them right he granted them credit such as they were entitled to, and he told that these customers are ones who ap-

few bargain lines are sometimes poked outside the door on a small packing case. The proprietor is entirely unacquainted with up-to-date methods and is making a bare living where another man would work up good trade. Spending something for linoleum or a good carpet, for up-to-date chairs, settees and other fixtures; they will pay for themselves over and over. Nobody likes to go into a store which looks more like a second-rate barber shop than anything else; and if he goes in once he is more than likely to go next time to some other shop where the accommodations are better. A shop adds to the appearance of the goods. No matter how stylish the lines they never show to advantage where the surroundings are shabby and not up to the mark.—Recorder.

A Mechanical Horse.

Rowing machines which teach a person how to pull a good stroke have long been in use, an apparatus is now in vogue by which a batter may practice knocking at a baseball to his heart's content, and recently a device that gives the tyro the motion of horseback riding has been invented. There is a saddle on which the rider seats himself in the customary manner. The support of the sad-



1,000 Candle Power Light at Less Than One-Quarter The Cost of Electricity
One of these Lamps Lights a 30x40 ft. Room as Bright as Sunshine
One Gallon of Gasoline Operates One Lamp 12 to 15 Hours
Safe, Powerful, Economical, Simple and Durable

Illuminate Your Store, Church or Factory With Our New "Twin Inverted" or "Duplex" Center Generating Arc, Hollow Wire System Lamps

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

BRILLIANT GAS LAMP CO. 42 STATE ST., CHICAGO

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

ONE RIGHT PATH.

Statesmen Will Have No Excuse if They Fail.

Americans have many advantages upon which we may plume ourselves as being in advance of other nations, but we have at least one humiliation to lessen self-glorification: Our banking system is the worst in the civilized world.

The statesmen of 1860 did not have a clean slate to begin with. Government credit was then precarious and needed support, and the temptation to use banking for this purpose proved irresistible. Sound banking was sacrificed to sustain the National credit when it was resolved that the currency should be placed upon Government bonds, which, in the opinion of Mr. Gage, ex-Secretary of the Treasury, resulted in giving a marketable value to these 20 per cent. higher than they would have otherwise reached.

The result is that our banking capital is diverted to the extent of \$1,250,000 invested in Government bonds by the banks, because currency issued must be based upon an equal amount of these bonds deposited in the Treasury. A reserve of 25 per cent. against deposits must be kept in cash and a reserve of 5 per cent. against circulation kept in Washington for note redemption. Mr. Fowler, the able Chairman of the Finance Committee in the House, states that the loss caused by this reaches \$150,000,000 annually. Banking capital in France, Germany, England, Scotland, Canada, etc., escapes this loss, because their currency is based upon the assets of the banks. None of their capital is locked up in bonds as security for notes. Banks keep the reserves which experience proves to be necessary.

This, then, is clear—that banks in other countries start with a great advantage over ours, which are heavily handicapped.

There is another important advantage which these banks possess over ours. Currency based upon the assets of banks rests chiefly upon trade bills. In the nature of things, the bank is called upon to issue or redeem notes just as business requires; that is, as business increases or decreases, currency required is less or more. Business brisk, more notes are needed, and they remain in circulation; business dull, less notes are needed, and some are promptly returned to the banks for redemption. All is elastic and automatic.

The law in European nations does not restrict the issue of currency equal to the resources of the banks, except that when the Bank of England was reorganized in 1844 the Government owed it eleven millions of pounds, and it was agreed that the Bank might issue uncovered notes to this amount, but any issued beyond this should be covered by gold. The practice in emergencies is for the Government to allow the Bank to disregard this and to issue additional currency uncovered, but the Bank must at all times redeem notes in gold upon presentation. In ordinary times the amount of notes issued by

the banks does not exceed much, if any, one-half the amount issuable. Canada's average is 54 per cent., Scotland's is less.

We hear the reply, "All this would be a great improvement upon our system, except that our bank notes have the bonds of the Government behind them, the best of all securities. Our people would never agree to accept bank notes without this. Other nations have not this undoubted security."

Let us look into this. Take Canada as an example, which has a proper manner of banking modeled after the Scotch system. Canadian banks issue notes based upon assets. These are secured in the following manner:

1. They are a first lien upon all the resources of the bank.

2. Every stockholder is liable to an amount equal to the par value of his stock to meet the debts of the bank—upon this the notes have also a first lien.

3. The Government taxed the banks 5 per cent. of their average circulation until a fund was obtained, the proceeds of which are ample to pay any reasonable loss upon the notes, and this fund the Government now holds. If it should ever be found insufficient, the tax is promptly to be increased. This special fund, however, has never yet been called upon for a dollar. The interest upon it is now returned to the banks as superfluous security.

No bank note in Canada or in any of the other countries possessed of proper banking has ever failed to be paid upon demand.

Compare this with the security we have for currency from Government bonds which have been sold in gold for a shade over one-third their face value (greenbacks fell to 36 cents),

and they may sell so again should we be drawn into a serious war. They are at a fictitious price to-day equal to 20 per cent. It is not true, therefore, that these are the best security.

The Government secures the legal tender notes by keeping in Washington a reserve of nearly 50 per cent. in gold (150 as against 346 millions), but the only redemption fund against our currency is 5 per cent. in legal tender paper money, which the banks are required to maintain in Washington against their circulation.

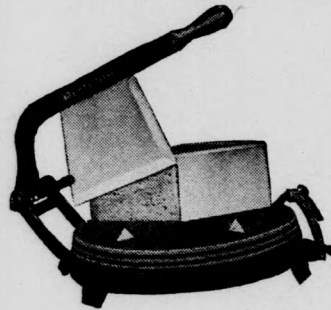
There is only one substance in the world which can not fall in value, because it is in itself the world's standard of value, and that is gold, which the banks of civilized nations have as their reserve.

There never was a time, and there never can be a time, as far as we can see, when a million dollars' worth of gold will not redeem a million dollars' worth of debt. Hence the currency of European nations is absolutely secure, being based on

gold, while the currency of our country is not. A serious war would affect it, because our bonds would fall in value. Other nations go through wars, their bank notes never affected, because the reserves held in their own vaults are in gold. Their business world goes on much as usual. Ours would be in constant danger of collapse.

Men have railed against gold as if it had received some adventitious advantage over other articles. Not so; gold has made itself the standard of value for the same reason that the North Star is made the North Star—it is nearest to the true North, around which the solar system revolves. It wanders less from, and remains nearer to, the center than any other object. It changes its position less. To object to gold as the standard of value, therefore, is as if we were to refuse to call the star nearest of all stars to the true North the North Star. Man found that gold possessed many advantages as a metal and was the one that fluctuated least in

Is It a Good Business Policy to Wait?



When a reliable manufacturer says his article will pay for itself in ninety days, don't you think you ought to investigate and study his proposition?

We claim that the Perfection Computing Cheese Cutter will do this.

It saves the time of weighing the cheese and cutting off and adding on a piece to give good weight.

It protects the cheese on both cut edges. It keeps away flies and dust and prevents drying out.

It does away with scraps and waste. All these things mean money to you.

Thousands of satisfied retail grocers will testify that it saves its cost in ninety days. Sold by wholesale grocers and woodenware dealers. If yours don't have it, write to us. Don't accept imitations.

Manufactured Solely by

THE AMERICAN COMPUTING CO.

Indianapolis, Indiana

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO.

You can increase your trade and the comfort of your customers by stocking

HAND SAPOLIO

at once. It will sell and satisfy.

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

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

value; therefore its merits have made it the standard of value. That is all. If another metal appears that keeps truer to uniform value, it will displace gold and make itself the standard, as the star Lyra, under present conditions, will finally displace the present North Star.

Some men high in authority these days seem to be haunted and affrighted by the dread specter of war, and clamor for four battleships this year when last year the President announced to the world that no increase of our Navy was required except one battleship per year to keep the present Navy effective. Those thus afflicted should ponder upon the consequences that would befall our whole financial fabric if, under the strain of war, its basis crumbled even in a small degree compared with that which occurred during the Civil War. France, when overcome, the enemy besieging her capital, moved on in all peaceful business departments in perfect serenity. Gold commanded 1 per cent. premium for a few days, owing to the disorder reigning in Paris, which rendered it difficult for people to attend to business needs. With this exception all went on as before from start to finish. As a war measure, the President should not delay asking Congress before it adjourns to lay the foundation—the only possible foundation—for a safe and perfect banking system, by separating the banks from the Government and requiring them to keep reserves in gold coin as European banks do. A beginning might be made by enacting that after a certain date banks should keep increasing amounts of their reserves against deposits and circulating notes in coin; as this increased, the bonds now held for security being released. This is practically the Indianapolis plan, which has won wide acceptance. Gold coin can easily be obtained. There is twelve hundred millions of dollars of it in the country to-day, with power to increase this, since our exports exceed our imports. Details should be left to the future, whether the European plan of one central bank or the Canadian plan of establishing a point of redemption in each district be adopted, or an organization of all National banks be made to co-ordinate the system and have authority in emergency to authorize an extension of note issue as Central European banks have under government authority, all our banks to be responsible pro rata for such additional issues. All these and other secondary questions are now in order. To-day's duty is simply to make a beginning toward basing our banking system upon gold, instead of Government bonds liable to fluctuation under exceptional conditions.

To reach proper banking we need no revolution. We should make haste slowly. All our progress should be tentative, avoiding anything like shock to our present system, so fraught with danger, and rapidly assuming proportions that threaten recurrent disasters.

We only need to turn our faces

and keep them in the right direction by beginning to inject more gold directly into our present system little by little, until, in the fullness of time, we can establish a banking system complete in itself, such as that which the leading nations and even Canada now so happily possess.

When we at last become fully prepared for the substitution of asset for bond secured currency, this can easily be accomplished without causing even a ripple of disturbance, thus relieving the Government from all part in our banking, as other governments are relieved under their systems which work so admirably.

Our present plan is primarily an instrument designed to strengthen public credit, and scarcely deserves to rank as a banking system at all. Public credit no longer needs this support. Let us therefore, gradually, not hastily, but slowly, very slowly, frightening neither the most ignorant nor the most timid, transform it into the instrument which the country so imperatively needs, if it is to be secure, as other countries are, against financial cataclysms, either in peace or in war.

Men in public life who keep before them this important task will live long in the grateful memories of their future countrymen, for our present plan is one of the greatest of mistakes, pardonable only because made under the pressing conditions surrounding the Republic after the Civil War.

We read that in the Senate, recently, Senator Lodge, one of its leading members, declared that "bank circulation based upon gold reserves and a complete extinction of all Government credit are at this moment counsels of perfection." This is true indeed. Senator Lodge has all the leading authorities upon banking affairs known to the writer in agreement with him. The statesmen of to-day, when dealing with the subject, will have no excuse to offer if they fail to turn the country in the direction of this perfection. There is but one right path.—Andrew Carnegie in Outlook.

Did Not Endorse Michigan's Boss Gambler.

Grand Rapids, April 14—I am obliged to you for the clippings from this week's Tradesman, because it gives me opportunity to correct a mistake. Our class in Practical Religion had for its topic last Sunday, Should the Church Take an Active Part in Politics? As might be expected, in the course of the discussion, references were made to the character and campaign methods of the candidates then before the people, but no vote nor expression was taken as to who should be elected. That would have been a ridiculous action in a class met to consider the principles of good citizenship as related to religion. Perhaps you have already seen the correction of the matter in one of the dailies, written by a member of the class.

Usually when misrepresented in the papers I believe it best to keep still in the hope that few people have taken notice, but as all the merchants

read your publication and we desire their respect, I venture to offer this explanation.

One time a father thrashed his boy for doing something he hadn't done. When he discovered his mistake, being a fair minded man, he said, "Well, never mind, my boy, this will do for the next time you are naughty."

Now, without doubt, we people at Plymouth church will be doing some things that we ought not before the summer is over. So remember the next time that we have had our spanking. A. H. Stoneman, Pastor Plymouth Cong. Church.

Solomon Knew How It Was Himself.

William Jennings Bryan has tried his hand at condensing one of the preverbs of Solomon. In a speech before the Legislature of Oklahoma, he said, "One proverb I have often quoted is, 'The wise man foreseeth the evil and hideth himself, but the foolish pass on and are punished. It is a great truth, and beautifully expressed, but I found it did not stick in people's minds, and so I condensed it, and it is the only effort I have ever made to improve upon a proverb and this is not an improvement, it is merely a condensation. It is not as beautiful as Solomon's proverb, but more easily remembered. It means the same thing in a condensed form: 'The wise man gets the idea into his head, the foolish man gets it in the neck.'"

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.

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

Walter Baker & Co.'s Chocolate & Cocoa



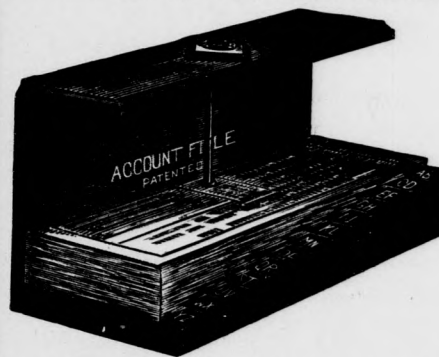
Registered U. S. Pat. Off.

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.

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.

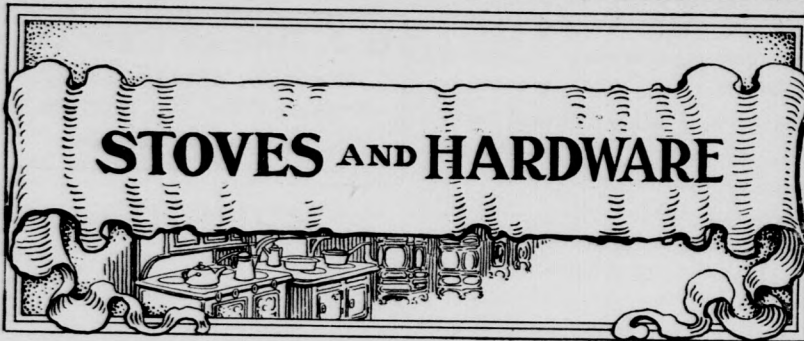
Charge goods, when purchased, directly on file, then your customer's

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



Progress Made by National Retail Hardware Association.*

The holding of our last annual convention in Boston, in June, 1907, three months later than our regular dates, has made the official year just closing a short one. Short in point of time, but long in events.

The incipient panic during the closing months of the year, precipitated apparently from a clear sky, brought to the business world many anxious moments. But, having ridden so long upon the top wave of prosperity, the legitimate business public refused to down, and by sheer faith alone averted a repetition of the panic of 1893. Faith not only in each other, but faith to believe that aside from a speculative tendency in some quarters, the business of the entire country was on a sound, legitimate basis: faith in our monetary system; faith in the Government; faith in the executive ability of that type of American citizenship as exemplified in Theodore Roosevelt, and faith to believe the people can be trusted to elect, as his successor, one from among their citizens, who will continue the campaign so ably inaugurated by the President against the many evils that have crept into and menaced the very foundations of the Government.

With the beginning of the new year, the atmosphere had very materially cleared and in spite of the usual presidential year "bogey man," 1908 promises well in a business way. In an association way, too, the past months have been eventful.

You will recall a reference at the Boston meeting to the lumbermen's little black book and their plans of fighting mail order houses. During the summer an indictment for using the mails to defraud was brought by a federal grand jury against nineteen officers and members of the Northwestern Lumbermen's Association. On being brought to trial, however, the court decided each count in favor of the defendants and they were discharged. This victory, coupled with that of the Retail Merchants' Association of South Dakota, will lead us to believe in time that retail merchants have some rights even in the eyes of the law.

Another interesting case that is now awaiting trial in the May term of the federal court at Des Moines, and the outcome of which is being anxiously awaited, is the trial on three counts of a catalogue house for using the mails to defraud or obtaining money under false pretenses.

*Annual address of President S. R. Miles at ninth annual convention, held in St. Louis, Mo.

A Des Moines publication is the "man behind the gun" in that it succeeded in bringing to the notice of the federal grand jury the evidence on which these indictments were based. A conviction on any one or all three counts would undoubtedly result in a fraud order being issued by the Government against this concern, thus debarring them from the use of the mails, a rather serious blow to any mail order concern.

There is much food for thought in the experiences of the South Dakota Retail Merchants' Association and the Northwestern lumbermen and others, and their methods of meeting and handling mail order competition. The grounds for the suit of the mail order house against the South Dakota Association was that the refusing of members to buy from manufacturers and jobbers selling mail order houses was in restraint of trade; the plan of the lumbermen's conspiracy to destroy their business. Their line of defense against the Des Moines indictment is, to the public, unknown.

These cases are all interesting, for the reason the methods employed were, years ago, discussed at many of our State Association meetings, and for various reasons were not adopted. I have no criticism to offer against these various methods or the associations and individuals using them. While they have not resulted in all that was hoped for, they have indicated a line of activity that may be safely followed in the future.

The hardware associations have sometimes been criticised for not adopting more aggressive methods, but I think the wiser councils have prevailed, and, while results have come slowly, yet I believe the foundations we have laid and upon which we are building, time will prove, have been founded upon the solid rock.

The foundation upon which the mail order system is built is price without price advantage—the system can not stand. Enormous as the mail order business seems to be, reliable information develops the fact that in the hardware and kindred lines that less than 1 per cent. of the business is handled by mail order houses; or, in other words, more than 99 per cent. of all the hardware business is handled through members of this Association and the few retail hardware merchants still outside the fold. The bone of contention is not the volume of business done by mail order houses.

The volume of business transacted by some of the larger mail order con-

cerns is unquestionably greater than that of any individual retail hardware merchant anywhere, and this is where organization has borne fruit. We have been able to say to the manufacturer and jobber, and with reason, that it is unfair to put the retail mail order concerns, that are admittedly selling only 1 per cent. of their output, in a position to name the price at which the other 99 per cent. must be sold. Is that in restraint of trade? What court of justice could, by any stretch of imagination, place any such construction upon it? Upon such argument has our work been based. As an evi-

The Clipper

The modern Mower demanded by the trade.

The easiest selling Mower on the market.

Send for circular.



Clipper Lawn Mower Co.
DIXON, ILL.

Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

Delivery Wagons

We have an extensive line of wagons, and if you expect to buy one it will pay you to see our line before placing your order.

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

Lightning Rods



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

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

Each Perfectly Kept With Its Own Flavor

There is no dampness or stale air to cause one article to taint another with its odor in a McCray Refrigerator, because there is an active circulation of pure, cold absolutely dry air all the time. The temperature is even in all parts, and you use much less ice than with any other kind of refrigerator.

McCray Grocer's Refrigerators

pay for themselves in the ice they save. They are built right of the proper materials, and have perfect refrigeration.

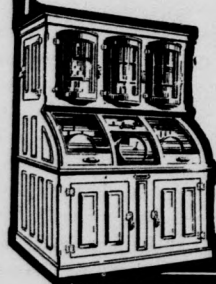
A McCray Refrigerator will attract much attention in your store by its elegant appointments, fine finish and perfect workmanship.

A McCray Refrigerator brings new customers to you.

McCray Refrigerators are made in regular sizes for immediate shipment, or are built to order, and are guaranteed to suit you in every respect. You cannot make a more profitable investment than to buy a McCray Refrigerator for your store.

Send today for handsome catalogue No. 65 for grocers, or No. 58 for meat markets, which will show you the complete line.

McCray Refrigerator Company
5548 Mill Street Kendallville, Ind.



dence of this, let me quote you from a letter written only a few days ago by a well-known manufacturer that decided to discontinue all relations with mail order concerns:

"And as you are aware, no pressure has been brought to bear upon us other than the intelligent presentation of the hardware side of the case, by our friends in the hardware association."

Whole volumes might be written without paying a higher compliment to the work of the National Retail Hardware Association and the affiliated State associations than is contained in the above quotations.

Early in the year Postmaster General George Von L. Meyer started a very active personal campaign in favor of the reduction of fourth-class mail matter from 16 to 12 cents per pound, and the establishment of a rural parcels post system. This was a new order of things; a cabinet officer making a personal campaign in favor of a pet scheme.

Mr. Meyer had no sooner inaugurated his campaign than demands began pouring in from all over the country for literature, and for speakers to address various gatherings in opposition to Mr. Meyer's program. Taken unexpectedly, for a time we were unable to meet these demands. There were men who were more or less familiar with the subject, but Mr. Meyer's propositions were, to a certain extent, new, and required being treated in a different manner than the subject had heretofore been handled.

While there was plenty of parcels post literature, it did not cover this new plan, and in all that had been published on the subject there was very little that would apply to a rural parcels post along the lines as proposed by Mr. Meyer. This proposition, coming from so high an authority, caused those who had heretofore opposed all parcels post legislation to stop and consider if, at all, there was not some merit in this new measure, and at first it was a difficult matter to get speakers who would talk against the plan, desiring to wait until they were prepared to meet all arguments and refute them with actual facts and figures.

One of the most difficult problems in this whole discussion has been to obtain facts; not only in connection with the operation of the parcels post and the postal service in other countries, but in our own country as well. The postal service in the United States seems to have been founded on sentiment, and sentiment dominates the entire postal service to this day to a most remarkable degree.

While, on the other hand, speakers in favor of parcels post, taking their cue from the Postmaster General himself, did not find it necessary to have any knowledge of the subject they were discussing, evidently believing that they only needed to state that we should have a domestic parcels post, because it is a success in other countries; not deeming it expedient to make a comparison of existing conditions in this and foreign countries.

Every speaker in favor of the parcels post, whether he had ever before been heard of in this or any other country, was lauded in the daily press as an eminent authority on the subject. While, on the other hand, if even a mention of the fact that an address had been given by any speaker in opposition to this measure, seldom ever appeared in any of the daily papers. This, I think, is quite easily explained—the principal advertisers in all of the larger daily papers are department stores and other mail order concerns, that would be largely benefited by a domestic parcels post.

It was my pleasure to attend a conference of various trade organizations in Chicago in December, called for the purpose of discussing the parcels post situation and to devise ways and means of defeating, if possible, any measure of this kind passing the recent session of Congress. A very thorough discussion of the subject was had, and it seemed to be the consensus of opinion even thus early in the campaign that there would be no parcels post legislation enacted by the present Congress; but it was deemed the better part of wisdom to inaugurate a campaign of education that would place the whole subject fairly and squarely before the people; thus giving the man opportunity to decide the question intelligently and on its merits.

The Postmaster General and his department having thought it unnecessary to give out any reliable information on the subject, it was deemed only fair to the people that they be given an opportunity to study the question carefully before they were asked to endorse it, and it was decided that it was the duty of the commercial organizations of the country to prepare and disseminate this information. In keeping with this decision, a committee was appointed to prepare a pamphlet or pamphlets covering the various phases of the question. These pamphlets have now been issued, copies of which will be placed in your hands during this meeting.

One of the best ways to get this information into the hands of the farmers and retail merchants of the country, who are supposed to favor a domestic parcels post because the Postmaster General says it is entirely in their interest, is by placing the literature in the hands of your local editors. I would advise that in doing this you suggest to these editors that they secure from the Postmaster General all of the literature that he has published on this subject, which may be had for the asking, and that they study both sides of the question. I am very sure that the outcome of this investigation will be the appearance of strong editorials in opposition to any plan as yet proposed by the Postmaster General.

It was my pleasure to attend the recent meetings of the North Dakota, Iowa, New York, Ohio and Missouri State Associations. Everywhere was I impressed with the splendid spirit of loyalty and enthusiasm that prevailed. Questions vitally affecting not simply the business of the

Harness

Ours is
Made of the Best Material

Have You Our
Catalog?

Prompt Shipments

Brown & Sehler Co.

Manufacturers
Grand Rapids, Mich.

WHOLESALE

**Foster,
Stevens & Co.**

Wholesale
Hardware

**Fire Arms
and Ammunition**

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

10 and 12 Monroe St.

Grand Rapids, Michigan

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.

**W. J. NELSON
Expert Auctioneer**

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

**VULCANITE
ROOFING**

Best Ready Roofing Known

Good in any climate.

We are agents for Michigan and
solicit accounts of merchants every-
where. Write for descriptive cir-
cular and advertising matter.

Grand Rapids Paper Co.

20 Pearl St., Grand Rapids

**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.



THE NEW IOWA.

The Easiest Selling and Stays Sold.
Awarded the Only Gold Medal at the
Jam stown Exposition.

The New Iowa is entirely different from
any other makes of cream separators. It has
all the good features of other makes and a
great many entirely new and practical improve-
ments not possessed by any of its competitors.

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

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

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

retail hardware merchant, but retail business of every kind and character, were taken up and handled without gloves, and yet handled in a fair, clean, conservative manner; questions being discussed in North Dakota and in New York with the same knowledge of existing conditions, and with the same fairness and consideration for the interests of the other party in the controversy. It is little wonder, with this spirit controlling, as it does, the work of all state association gatherings, that hardware organizations everywhere are recognized as standing for fair treatment for all and special favors to none.

As we are to be favored with a double report of the work of the Wholesale and Retail Joint Committee, I will touch the subject but briefly. It was very gratifying to every member of our Association to again have one of our members elected as Chairman of this very important Committee, Mr. A. H. Abbe, of New Britain, Conn., having been elected at a meeting of the Committee at Atlantic City, in October. The fact that you have seen very little reference to the Committee in the trade press during the past year, does not mean they have not been at work. Their work has been conducted quietly, but nevertheless effectively.

The catalogue house question is a constantly changing one, and the plan of work of the Joint Committee must of necessity be changed in order to meet these new and constantly shifting conditions.

There is one question that has confronted this Committee constantly, and that is, "Will a panic undo all or any portion of the good work already done? Will a manufacturer sorely in need of ready funds be able to resist the temptation to break his good resolutions just once?" As you know, self-preservation is the first law of Nature. Looking into the future, a correct solution of this problem was a difficult one, but since our last meeting we have passed through this experience and I am glad to be able to say to you to-day that the panic of 1907, if it in any way affected the work of the Joint Committee, it was to prove the wisdom of their labor, and not to my knowledge has a single manufacturer that has been confining his business relations to the jobber and retailer announced a different policy; but, on the other hand, some have seen the light and are now at the mourners' bench.

It was very evident, although strenuously denied, that manufacturers in, at least, one line combined against making exhibit this year; but I believe the less said on this subject the better.

Since our last meeting three new States, Mississippi, Alabama and Tennessee, have organized and are now members of the National Association and representatives are expected at this meeting. Suggestions have come from the California State Retail Hardware Association that lead us to believe they are considering coming into the National camp.

It is felt by your present officers that, owing to the great distance that

the Western or Coast States, four of which are now organized, Washington, Oregon, California and Idaho, should encourage other states and territories to organize, and they should form a Pacific States branch of the National Association, believing that in a strong affiliated organization of their own they would be able to handle questions that are purely local in a much better way than they can be handled by individual or state effort; and by affiliating with the National Association they could work out problems that are of National scope and character.

The California Association has been requested to send a delegate and the Inland Europe Association has also been urgently requested to be represented at this meeting. The State of Texas has a strong Association that should be urged to affiliate with the National.

While we are to have a report upon the mutual insurance feature of our Association work, I can not refrain from touching the subject briefly, and to congratulate the hardware merchants of the country on being able to place so large a percentage of their insurance with the best and safest insurance companies doing business in this country to-day, and at a saving to them in cost of from 25 to 50 per cent. While this insurance feature has outgrown the wildest imaginings of any of its organizers, I feel safe in making the prediction that it is only in its infancy, and that it will eventually be the means of revolutionizing the insurance business of the country. Profiting by the example we have set, other lines will organize to carry their own insurance, until eventually there will be little business left for the stock company doing a general business; each line of trade will be carrying its own risks.

In this work, as well as other features of the Association movement, the individual member can render great assistance. He can do this by being fair in his demands on the hardware mutuals; by not undertaking to take advantage in any way on rates; by doing everything possible to safeguard his own risk, and by placing all of his insurance, as fast as possible, with hardware mutuals.

While it was not possible to accept all of the invitations that were given me, as your President, to address various organizations on parcels post and other phases of the mail order problem, it was my pleasure to accept several invitations; the most noteworthy being the Chicago Trade Press Association, in September, on parcels post, and the American Hardware Manufacturers' Association, at Atlantic City, in October, on publicity advertising. At the same time and place, in connection with other members of the Joint Committee, we discussed parcels post before the National Hardware Association.

January 14 it was my pleasure to discuss Association problems and the parcels post before the National Retail Furniture Dealers' Association, in Chicago, and on January 17, at St. Paul, I addressed the Federated

Commercial Clubs of Minnesota on the catalogue house problem. And, incidentally, I made short talks before the Iowa State Dairymen's Association, at Des Moines, on parcels post, and the National Retail Jewelers' Association, at Chicago, on Association problems.

At all of these gatherings I was most cordially received and given close attention, proving conclusively that other organizations are deeply interested in the same problems that are confronting this Association. It was, I can assure you, with much fear and trembling that I undertook these discussions, but having come not to me as an individual, but as President of the greatest retail organization the world has ever known, I deemed it in the line of duty to accept.

If I may be pardoned for outlining the work for my successor, I would suggest that very important work can be accomplished by getting in closer touch with organizations in other lines. In our efforts against parcels post, word comes to us from Washington that the hardware people are the only ones opposing this measure. In a sense this is a handicap, and if we can do anything that will in any wise strengthen these other trade organizations we will not only

CHILD, HULSWIT & CO.

INCORPORATED.

BANKERS

GAS SECURITIES

DEALERS IN

STOCKS AND BONDS

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

ORDERS EXECUTED FOR LISTED
SECURITIES.

CITIZENS 1999 BELL 424

411 MICHIGAN TRUST BUILDING,
GRAND RAPIDS

Cameron Currie & Co.

Bankers and Brokers

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

Michigan Trust Building

Telephones

Citizens, 6834 Bell, 337

Direct private wire. Boston copper
stocks.

Successful Progressive Strong



No. 1 Canal St.

Capital and Surplus
\$1,200,000.00

Assets
\$7,000,000.00

Commercial and Savings
Departments

THE NATIONAL CITY BANK GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus **\$720,000.00**

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

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

be helping them, but ourselves as well.

While this report is already much longer than I anticipated making it, I can not refrain from touching briefly on one or two other topics. The hardware trade is to be congratulated upon the number of its strong influential trade papers; papers that, without exception, stand for all that is good in association effort, and are guarding zealously and loyally the interests of the manufacturer, the jobber and the retailer, without losing sight of the interests of the consumer. The field is a broad and growing one and apparently not overcrowded.

In assuming the duties of President at Boston, I assured you I would give you the best there was in me. How well I have kept my promise you alone can judge. While each day brought its full share of joys and trials, there was ever present the thought that, if the duties became too heavy, there were good friends ever ready and willing to share the labor with me; and no words of mine can express my appreciation of the many letters that came to cheer and encourage. And to my fellow officers and members of the Executive Committee and Advisory Board, I desire to especially voice my thanks for your prompt response to every demand made upon your time. You have cheerfully fulfilled every promise made at Boston, and, whatever of success has come to the Association during the past months, much of the credit is due to this spirit of loyalty and helpfulness.

This Association is not in any sense a one-man organization, but for its present high standing in trade circles a lion's share of credit is due one man—a man that came to the Association in its infancy and has stood by it in days of adversity as well as prosperity; a man with faith; a man of modesty and untiring energy; a man of wisdom and discretion; a man that has brought credit and honor to himself and the Association. It is needless to say that I refer to that greatest of all Association secretaries, M. L. Corey.

I have touched upon some of the most important matters that will come before this body, but there are others of interest that are deserving of more than mere mention, but time forbids. As we have stood for all that has made for growth and progress, we must stand for:

A national pure paint law.

A national pure seed law.

A national good roads law.

A national system of irrigation of arid lands.

A national development of inland waterways.

For the better preservation of our forests.

For a reduction and regulation of express rates.

For honesty in advertising.

And we must continue to stand against any legislation looking to a centralization of business or a curtailment in any way of the growth and development of our smaller ci-

ties and towns and our agricultural communities.

The work of this organization has grown beyond that of mere trade discussion. Each year marks a forward step; the entrance into a broader field; the accomplishment of better things; the placing of Association effort on a higher plane. While much has been accomplished, much more remains to be done. New fields are awaiting development, and no man must accept an office in this Association in the future with the thought there is little left for him to do. Our progress has been slowly but steadily onward and upward.

May our Association in its work be likened unto one to whom Browning referred in the following sentiment:

"One who never turned his back, but marched breast forward, never doubted clouds would break, never dreamed, although right were worsted, wrong would triumph; held we fall to rise; are baffled to fight better; sleep to wake."

Should Plan and Execute Plans Systematically.

When a mail order house goes after business it does not go after it in a haphazard manner. Every move is planned out in advance and after everything is ready the work begins and is kept going until the desired end is accomplished. This is the method followed by all business people who have built up the big concerns of to-day. They lay their plans in advance, and then always work out their plans day by day, keeping the desired result in mind all the time. The success of the Standard Oil Company was not an accident. Every retailer can follow out this same plan with as great certainty of success, and by so doing will be better able to combat the inroads of the mail order houses on his trade territory. The man who succeeds in business when he merely takes care of the work that comes to hand from day to day, and never plans for the future, is succeeding in spite of himself, and too many retailers are to-day taking care of their business in exactly this manner. They never even figure ahead long enough to be able to take their cash discounts. They even put off the dates of clearance sales of "season" goods until the season is over and no one wants to buy, instead of having these sales planned a month or so before, and all details waiting ready to be carried out. As a result of holding these sales too late in the season these merchants waste their money in advertising the sale and keep their store full of goods which are dead property.

Why not learn something from these mail order houses and plan ahead for a year or two? Decide on how much money can be spent for advertising, for instance, and then decide what proportion shall go to each different kind of advertising and when each kind can be used to best advantage. Advertising that would exactly hit the spot next month might not be worth a cent to-day or two months from to-day. These

things must be thought out. There is a reason for it, and merchants who figure out these things do the right thing at the right time, and you never hear them complaining about advertising not paying. There are also a right time to buy goods and a right time to be entirely out of them. There are a right time to take stock and know exactly what you are doing, and a right time to look after your insurance, so it will not expire, as well as a right time for a thousand and one other things, and to do these things at the right time, and do them easily, requires planning ahead.

There is a right time to figure over every invoice you receive, to see that it is correct, and that time is immediately after the goods have been received and checked up and found to have arrived. At this same time every freight bill should be carefully checked up at the proper rate and figured over for mistakes, for railroad clerks are just as likely to make mistakes as your own clerks. Then, if there is a shortage, or breakage, or overcharge on either the part of the wholesale house or railroad, there is a right time to make out a claim for same, and this is at once. Then this claim must not be neglected, but you must have a record of it which can be looked at regularly and used to keep things moving until settled. All these little details are easily taken care of if the merchant will only plan out a system of action and then stick to it. His plan must be for a simple system, not loaded down with details, and at the same time complete enough to prevent the common neglect which costs the average merchant a large percentage of the profits he should be able to make.—Stoves and Hardware Reporter.

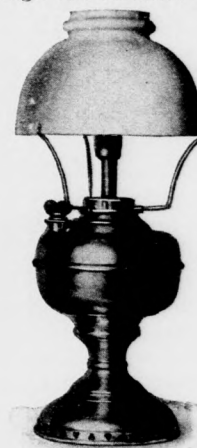
Care of Grindstones.

The average grindstone sees pretty tough times. The softer the stone, the harder usage it receives. Its lot is almost as hard as that of the boy who has to turn it by the hour. The grinding surface of the stone is more apt to be concave than it is to have an even face, or slightly beveled surface. The concave condition comes from grinding axes, scythes, machine knives, etc., with their edges lengthwise of the stone instead of across it. This can not be helped in grinding some tools.

When the stone does assume this shape, making it impossible to grind a chisel or any flat-edged tool decently, it is a good time to get a spade or two—spades are usually dull—and hold them on the stone until sharpened, when the irregularities in the surface of the stone will have disappeared. A grindstone, by the way, should never be left exposed to the sun. The weight of the handle will always cause one portion of the stone to remain uppermost, and this from exposure will reach a different degree of hardness from the under side, so that after a while the stone will be ground out of a circle. If the stone has to stand in the open, a flat box can easily be obtained to serve as a cover.

Incandescent Table Lamp Makes Its Own Gas.

We illustrate herewith a lamp that makes its gas from ordinary gasoline, producing a beautiful incandescent light through the medium of a man-



tle. It will actually run eight hours at a cost of less than one cent.

The manufacturers, the Incandescent Lamp Co., 115 Fifth avenue, Chicago, claim that there is no other lamp now upon the market like it, as all other lamps for the same purpose have to be hung from the ceiling and can not be moved around at will, as is the case with the "Little Sunshine" Table Lamp. They claim that it will supersede kerosene oil lamps, as it does away with the smoke, odor, constant cleaning of lamp chimneys, trimming of wicks and the perpetual oily sweat adherent to the outside of the lamp. Also that it will supplant to some extent gas and electric drop lights, as it will give as much light at one-tenth of the cost and, as stated above, can be moved anywhere that it is desirable to use it.

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



TRADE WINNERS.

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

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

Danger!

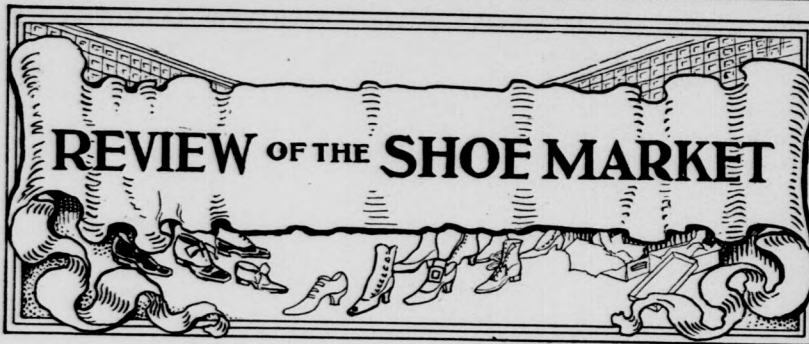
The red light has no more significance to the railroad-er than the absence of a telephone in the isolated home.

"Use the Bell"

IT PAYS

CALL MAIN 330





The Little Smoothing Pad in the Heel.

The foxy little clerk had been struggling for quite a while with a pair of pincers, a heel lift pry, a hammer and the lap iron to make the portion of the sole which would come under the soft, sensitive part of the customer's heel smooth and comfortable.

Try as he would the persistent little nails would present their sharp little points in now one direction and then the other, but always promising discomfort for any heel which came atop.

The leather, too, had become roughened and humpy because of the exigencies of two re-heelings, and altogether it was a bad case.

But, as I have said, the little clerk was foxy. From off the desk he secured a bit of thick blotting paper. Deftly he cut out a section just the shape of the heel. Gum placed he on one side of it and then deftly into the heel slipped he it. It looked neat and clean. The customer slipped the shoe upon his foot and stood up.

A soft, sweet, comfortable smile came over his face. "Great!" he said, "How much?"

"No charge," replied the virtuous clerk, and the customer went away pleased and happy.

"I that a new one on you?" smirked A. Small Sizer, for it was indeed he and no other, addressing George Stark, the traveling man, who had been standing idly by.

"Not what you might call very new," replied he of the samples and the stove pipe hat on the back of his head, and the sack coat to cover him in one and the same combination. "Not precisely new, for I did that same thing many the time at Chat-ham-Four Corners full thirty years ago."

"It's a hit, isn't it?"

"It's a hit now, son. Just from now until to-morrow night. But to-morrow even, when our friend pulls off his right shoe he will discover that his hosen on that particular foot is covered with a fine white down, like unto feather dust, whereof he will understand not. He will brush the sock and yet again on the next evening, when it is come, he will yet again find some more of the same and bye and bye a light will break upon him and about that time the paper will also begin to break, and he will return. And great will be the return thereof."

"No one ever came back yet on that scheme."

"That's your luck."

"It saves an awful lot of work."

"Yes. But let me tell you a better one. You just slip into the work room of our friend, the merchant tailor, and get him to give you the run of his 'snip box' for a few minutes, and you pick out about a hundred bits of cloth which will cut to the size you want and keep them handy in a box. They are just as good and smooth as the blotting paper and they will wear a shoe out, practically, if well glued in, and are soft and comfortable. You will find some snips from winter overcoat cloths which are thick and heavy, and they will cover the most aggravated case of heel and nail you will ever have."

And so A. Small started his box of pieces. He's great on tricks.

I suppose that everybody in the retail shoe business has a different plan for finding out the name of an old customer whom he doesn't recognize. Now, Hi. Ball never could work up a system, and he's always charging things to "nice old lady who sometimes sells eggs to Mr. Laster," or "man with a harelip from the Portage road," or "pretty young lady who comes in sometimes with old man Benson," or something like that.

Old Mr. Laster, though, will not let a customer go out until he gets the name no matter how he may be embarrassed. It's funny, sometimes to hear him.

Laster: "Well, there you are, one pair shoes and rubbers, \$3.60, one pair slippers 75c, bottle of polish 25c. Is there anything else?"

Customer: "No, but I haven't said I was going to take those, yet."

"Oh, but you will. That's one thing I always liked about you, ever since you have been one of our best customers, you know what you want and how much you want to pay for it. I wish all of our customers were that way."

Customer: "Oh, go on with your blarney."

Laster: "That's the truth, and I tell you, a shoe dealer appreciates customers like that."

"All right. I'll have to believe you. You always make me buy more than I expected to when I came in."

"I watch you pretty carefully and never let you buy any more than you need. Ha, ha, ha!"

"I never knew you to stop me for my own good."

"Sometimes you stop quicker than I wish you would when trade is dull."

"All right. Do 'em up."

"That's the talk. There you are. Four dollars, sixty cents."

"I guess you'll have to charge it, Mr. Laster."

"Certainly. All right. Let me see, what is the name?"

"Why, don't you know me? Mrs. Smith."

(Blandly) "Why, of course, Mrs. Smith, I didn't mean that. I guess I know Mrs. Smith, long as you've traded here, but I never can think of the initials. Is it Mrs. J. W.?"

"No. But you got it pretty near right. Mrs. Peter Whitcomb Smith."

"Why, certainly. How's P. W. getting along?"

"Well, I haven't seen him since we buried him in '98. All right, I guess."

"Oh, to be sure. Do you know, it had slipped my mind. Nice man, P. W., I thought a great deal of him."

"Did you? I wouldn't have thought you would have known him. He died out in Iowa, before we moved East at all."

Mr. Laster (much rattled, but still game): "I wonder if I'm not thinking all the time of J. W. Smith."

"Perhaps you are, but I never was married to him. I'm living with my son-in-law, Ike Smith, you know."

"Oh, yes, Ike. He's a great fellow, is Ike. Thinks a lot of his mother-in-law. I've heard him tell."

"Yes, he does. A heap. He came home drunk last night and chased me and my daughter up into the attic and we didn't dare come down until he got asleep away along about 11 o'clock."

"Well, that's Ike's only fault."

"Why, Ike never trades in here. He always goes to Izensole's. I heard him say one day that he wouldn't trade with that old gray headed thief of a Laster any more than he would with the devil."

"Ike's plain spoken, ain't he?"

"Too plain sometimes."

"Well, Mrs.—er—er—"

"Forgot it again, already? Smith."

"Yes, of course, I was going to say, Mrs. Smith, I'm glad we've got one faithful friend in the family."

"I'll be friendly as long as you treat me right. But that's pretty good about your being a particular friend of P. W."

We didn't let Laster hear the last of that for a long time.

Once he got a lady's name wormed out of her thuswise:

"Let me see, how do you spell your name?"

"J-o-n-e-s, Jones."

"Oh, yes, I knew that, of course, of course. I meant your husband's given name."

"Yes. That's hard to spell, too. J-o-h-n, John. John Jones." And Mrs. John Jones, who knows the old man pretty well in spite of the fact that he forgets her name, laughed good naturedly.

Another time he went through about the same dialogue and the spelling was really difficult, Von Rikes. He worked the bluff about the husband's name, and the lady blushed and said: "I don't know, yet; but when I get one I'll come in and tell you." She was on to his dilemma, too. Then she went out of the store without enlightening him, but, as it chanced, the rest of us all knew who she was.

But you couldn't fool the old man.

He really knows them, by sight, and in some way identifies those who have traded with us and been credit customers before, even when he doesn't really know who they are.

* * *

In our shoe store we are looking forward to election time and trying to think of a good way to make advertising out of it. Different ways, I mean. One thing we have in mind already, is to run an advertisement advising everybody who has an idea of betting on the successful candidates at the conventions or the successful candidate at the election, to make their bets in shoes and pay them at our store. We are going to offer a line of shoes for betting purposes, running from \$1 slippers up to shoes at \$6 for both men and women, and specify each kind and make a big display of them as the proper caper to bet.

A. Small Sizer is for offering to take all bets offered, ourselves, payable in shoes. We to give the shoes free if we lose, and the other party to pay two prices if he loses. He says that on the average we would make better than a faro dealer's profit, anyway. My idea, if Laster would go into such a thing, would be to take candidates like Taft and Hughes for the Republican convention and accept an even number of wagers each day. That is, if a man wanted to bet on Hughes, bet him a pair of \$5 shoes free against a pair of \$5 shoes for \$10, and if a Taft man wanted a little of the same, make him the same offer reversed. One could keep the thing even by this scheme. If the Taft bets were a little too numerous, for safety, stick a card up offering the wager on Hughes, and when things got more than evened up, stick up a notice offering the wager on Taft, and so on. In this way, no matter who won it would be all the time turkey for the shoe man. He would be selling a lot of his \$5 shoes for a profit, anyway. The only trouble in our store would be that Laster is for Taft, and I'm for Hughes, and when it comes to the Democratic side, Hi. Ball can not be gentlemanly in his conversation about anybody but Bryan, while A. Small has been reading about Johnson and foams at the mouth when it is suggested that the Peerless One has things all buttoned up.

Of course, betting is strictly against the law, but I doubt if anybody would interfere much with a convention bet or even an election bet for that matter, although what it would do to the church trade I shall not try even to imagine.—Ike N. Fitem in Boot and Shoe Recorder.

Conscientious.

Housewife—You ought to be ashamed of yourself, begging your meals from house to house! Don't you know it is every man's duty to work? Aren't you conscientious?

Tramp—I'm conscientious, mum!

Housewife—Then why don't you work?

Tramp—Me conscience won't let me, mum.

Many spoil much good work for the lack of a little more.



A Boy

is a young male animal and he is particularly hard on shoes.

We make several kinds that will not only give satisfaction but endure an extra amount of extremely hard usage.

Our trade mark is always a guarantee of quality.

Rindge, Kalmbach, Logie & Co., Ltd.
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.



Get a Start

It's only a guess to predict what will happen tomorrow, but it's a logical certainty that business competition will be fiercer and more profitable than ever before.

There are today many lines of commodities so well established in the public mind like H. B. Hard Pans that it will cost competition a lot of money to cut down their lead.

With this example of the advantage of getting in early we urge you to consider H. B. Hard Pans now. Get a start, as long a start as you can—a year's start is worth a lot of money, but there is advantage in a single day, it means that much ahead.



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

For getting a start, suppose you send in today your application for the H. B. Hard Pan line, and a bunch of the dealers' business makers, "The Natural Chap," all yours for a postal.

**Herold-Bertsch
Shoe Co.**

Makers
of the original

H. B. Hard Pans
Grand Rapids, Mich.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company
Grand Rapids

Observations of Women's Many Hued Footgear.

For the next two months it will be a toss-up in point of extravagance between headwear and footwear. To pay \$18 for one pair of walking shoes is only moderately extravagant, and the number of pairs of shoes and ties necessary to a fashionable wardrobe is far ahead of the number of hats, which is saying much.

The Fashion of Matching.

The fashion of matching the shoe to the gown and the fact that there are now no end of models of shoes differing in style and color from which to choose are responsible for this. At one time a woman's street shoe, like a man's dress suit, was necessarily black, and there was no very great temptation to lay in a big stock.

Then came colored spats. These took for a while, but got to be so common that fashion discarded them. Evidently they had fostered a love for ornate street footwear and soon smart women began to bring back from Europe shoes with vamps and uppers of contrasting colors and materials variously trimmed. The conservatives in dress almost lost their breath when two particularly stylish young matrons first appeared wearing short black walking costumes and shoes made with patent leather unders and pure white uppers, and in the same season pearl gray uppers in conjunction with black vamps and sides were seen often in the street. That was more than two years ago, and the fashion has grown rapidly since.

None like the fashion better than the custom shoemakers.

Increased Sales of Shoes.

"For every pair of women's shoes ordered two or three years ago, three pairs are now ordered," said a New Yorker. He said that this applied to the women of other cities as well as to New Yorkers, the former placing most of their orders in New York.

According to this shoemaker there are plenty of good shoemakers scattered over the United States, but a belief that for the latest styles one must go to New York sends a lot of business here. The other day a New York shoemaker showed a pair of shoes just finished for a well known Chicago woman.

"I make all her shoes," he remarked.

"A small foot for Chicago," it was ventured.

"Perhaps. It's a No. 5, though, but the placing of the heel makes it look smaller. But then," he added, "every New York custom shoemaker is expected to make the foot look smaller, except in the case of old ladies, and to be careful not to mark the shoe with any number at all.

Shoes Must Look Small.

"Once upon a time a custom order shoe meant common sense lines and comfort more than style. Now it means style first, then the shoe must look small and it must represent the acme of comfort. Our job is far

from being an easy one, and that is one reason why the cost of custom made shoes is a good bit higher now than formerly."

The shoe for the Chicago woman was of fine black kid, with uppers of pearl colored suede, finished with white mother of pearl buttons. The vamp had no tip, the heels were of medium high French model. The cost was \$18.

"Of late," the dealer went on, "fashionable women have shown a decided preference for ties over high shoes. Even in the coldest weather openwork stockings and low cut shoes have been popular with New York women.

Fashion Has Everything to Say.

"Now that spring is here the high shoe is having a vogue. Weather has nothing to do with it; fashion has everything to say. The New York woman is willing to wear sandals in midwinter and top boots in midsummer if fashion orders it.

"For the time being high shoes with fancy tops are in fashion. Cutting out the very hottest season, they will be worn more than ties. Some of the newest models are in fact cut higher than the ordinary shoe, the tops being made of a thin waterproof cravenette or thin leather.

"Cloth and suede tops are warmer than leather tops, therefore one of the most stylish of the spring shoes is made of patent leather or kid or brown calf or russet, topped with thinnest glove kid in a contrasting color."

The dealer showed these leathers in the whole skin. They included many shades of blue, green, brown and red; they were ecru, yellow, dark and light; orange, pink and champagne. Failing the desired color a skin is dyed to match a sample.

If uppers are wanted to match a street gown all the wearer need do is to produce the material. Thus a pair of patent leather shoes had tops of a light gray striped material, the stripes about half an inch wide arranged to meet in a V over the instep. The effect was very pretty.

Combinations Popular.

The same style shoe in russet brown was topped with a quarter inch gray two toned stripe, and a similar model in dull brown leather had uppers of very dark gray quarter inch stripe cravenette. Other models included patent leathers finished with Yale blue kid leather tops, dark browns topped with white cloth speckled with brown and russets with uppers of champagne.

The combinations of black and white, black and cream and black and champagne in the newer models are startling but stylish, as a young woman who had just purchased a pair of shoes made entirely of white kid except the vamp, which was of patent leather, remarked. It took her some time to choose between this style and one which had a black vamp and heels and all the rest of the shoe white, and another which had white uppers and white heels with black vamp and sides.

Another striking model was entirely of white leather finished with black heels and trimmed at the sides and across the vamp with an eighth of an inch wide black band of patent leather. Side by side in one establishment were a pair of mauve shoes touched up with white buttons and a pair which combined a vamp of pale blue kid with white uppers, heels and sides. This same design combined also a brown vamp with white heels, sides and uppers and brown vamp and champagne colored sides and top.

Ornate Low Shoes.

If anything, the varieties of low cut shoes are more ornate than the high cut. For example, there is one mode, made of fancy leather—that is, leather veined with colors to form a leaf design. This is seen at its best in brown veined with ecru and red. In one case a tie of this leather cut with a short vamp and a medium Cuban heel was finished around the edge with a half inch wide band of gold galloon.

A particularly novel design of tie runs up well on the front of the foot, something after the fashion of a Juliette bed-room slipper, and is finished with a high French heel and a short pearl buttoned opening a little to one side of the front line. In one example the champagne colored suede was embroidered in a double row of oblong eyelets across the front of the foot.

A tie with the vamp of one color and the remainder of quite another color seems to be one of the most popular models both in ties and pumps, and for ordinary wear the brown or ecru vamp leads all the rest. Compared with brown the black vamp is nowhere. Shown at one of the best custom shops are brown ties and

MAYER Honorbilt
Shoes Are Popular

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

Easter Greetings

We always look forward to Easter week as being the grand opening for spring business with the retail shoe merchant, and with favorable weather, we trust that our hopes this season may be fully realized.

May a practical application of the spirit of Eastertide fill all with an enthusiasm that will put such new life and energy into your efforts as will, against all odds, bring your business through to a successful issue.

Hirth-Krause Co.,

Shoe Jobbers and Manufacturers

Grand Rapids, Mich.

pumps finished between the sole and the upper with narrow white beading.

White Eyelets and Laces in Ties.

In one medium high tie of russet leather there are white eyelets and laces. Gray and white mixed pearl buttons, by the way, have taken the place almost entirely of black buttons in all the fancy shoes.

In evening slippers the most noticeable novelty is in the trimming of the vamp, which consists preferably of a small oblong buckle of gold with jewels, real or imitation, sunk into the surface, or of a comparatively small stiff bow made to stand upright instead of lying flat against the slipper. For the rest, contrasting materials and colors, heels different in color from the vamp, kid and fancy brocade combined and suede in delicate tints trimmed with gold leather are all included among an array of ornate footwear such as has never before been seen in New York.—New York Sun.

The Position of Gray Goods.

So many prices that there are none may justly be said to be the position in which gray goods as a whole are situated at the present time. Some of the best posted buyers state that they should not consider themselves capable of giving an accurate reply were they asked, by no matter whom, as to the market price of any given construction. The theory that it is better to operate at a small loss than to close down entirely is responsible for this condition of affairs consequently the buyer has come to believe that he can, and indeed in so supposing he is correct, secure goods at almost any price that he feels disposed to pay. The statement of a large Western buyer that fifteen different offers made by himself, each one of which was lower than the previous one, were accepted by the seller is illustrative of the point in mind and proves to a large degree the contention that the buyer makes the price.

A suspicion, however, has gained some ground that the manufacturer is arriving at the conclusion that so long as he is content to accept orders at a loss he may do so. Stories are afloat of ridiculous prices on some constructions and buyers find that when they attempt to run them to the ground all is wanting but the story itself. Sellers who have held for higher prices, but have been compelled to follow the course of the market, have all along maintained that goods representing sensational values were scarce and, as a matter of fact, the proceedings of the past week have verified these statements and buyers have shown a disposition to trade, which proves that they feel that the bottom has been reached and that it is time for them to cover. Not a few will undoubtedly overstay their market. Others, whose foresight is better than their neighbors', have already tried to do so and have found that in the matter of future contracts the books of the manufacturer are not as accessible as they have believed. This fact points to a far better tone than has been man-

ifested for some time. If manufacturers continue along this line the step from a buyer's to a seller's market will be found to be an exceedingly short one and those buyers that have been selling short will scramble to cover and present a spectacle worth the watching.

The probable decline in price of the staple has been thoroughly discounted, it is believed, and it would seem as though no better time to cover would offer itself than the moment. To be sure, a turn of this kind depends upon the determination of the manufacturer not to accept further orders at a loss. If present methods continue, it will be a featureless market for an indefinite period, for the reason that buyers will cover their needs only, having no reasonable assurance that by the time they need more goods they may not be able to get them cheaper. This course, however, can not be pursued forever, and to quote one prominent factor, "it will be interesting to be alive when the change comes."—Wool and Cotton Reporter.

Packing Away the Winter Things.

When you have finally finished the winter goods selling and are clearing the decks for action in spring lines, you will of course pack up all the left-over winter items and store them away until next fall.

In connection with the packing away of these winter things there are several little matters that the merchant should keep in mind:

Firstly, the goods should be so packed as to be virtually dust, moth and mice proof.

There are various ways of guarding against these evils, but a method that is easily employed, and usually effective, is to line the boxes into which the winter goods are to be packed with a tarred building paper, this in turn to be well lined with wrapping paper before putting in the goods.

This tarred paper will not only stand the moths off pretty well, but even the mice and rats object to chewing their way through this material.

Other moth preventives, however, should be used for the woolens. Moth balls, camphor gum, tobacco, etc., all have their advocates as being dead sure preventives against the moth.

Secondly, it is important that an itemized inventory be taken of all winter goods packed away.

You will need this list every time you buy winter goods between now and next fall. And if you should take a general inventory before the goods are again wanted, it will save you the trouble of unpacking and overhauling this stuff.

New Company Formed.

Muskegon, April 14—The Linderman Machine Co., successor to the Linderman Manufacturing Co., has filed articles of association. The new company will manufacture the Linderman dovetailing machine which was invented by the late A. T. Linderman.

The new company has a paid up capital of \$20,000 and is incorporat-

ed with a capital stock of \$200,000 in shares of \$100 each. Shares amounting to 1,010 have been subscribed, 1,008 being held by Mrs. Ella A. Linderman, of Whitehall, and one share each to B. A. Linderman, of this city, and Winifred N. Linderman, of Whitehall.

Saginaw To Plant 10,000 Elms.

Saginaw, April 14—A number of wealthy citizens here have taken up the Grand Rapids Board of Trade, and have purchased 10,000 plan for promoting urban sylviculture for distribution and planting within the city. The trees have already been contracted for from a well-known nursery farm in Wisconsin, and will be from six to eight feet high. They will be presented to the city gratis, through the Board of Trade, and distributed for planting by the municipal authorities. The number ordered is the same as Grand Rapids purchased abroad.

Refuse To Deliver Packages.

Plainwell, April 14—This village's business men and townsmen are up in arms over the action taken by the American Express Co. in refusing to deliver or collect express. The office for this company and also the competing company are located at stations half a mile from the business districts. The reason given for the action of the company is that it is necessary to cut down expenses. Plainwell will take steps to find out if the express companies can not be compelled to deliver and collect packages.

Monopoly of Enjoyment.

"Does he enjoy funny stories?"
"Yes, when he tells them."

Even a stingy man opens up when it comes to giving advice.

Dry Sound

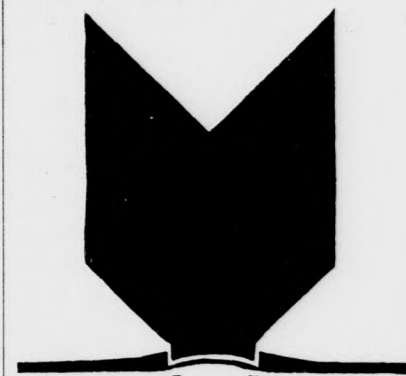
Our feeds are made from **Dry Corn**. We give you grain that will draw trade. Let the other fellow worry with cheap, damp, sour goods. Send us your orders for

**Molasses Feed
Cotton Seed Meal
Gluten Feed
Old Process Oil Meal**

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.
Grand Rapids, Michigan

Ask Your Grocer for a Trial Sack of Wingold Flour.



Wingold Flour has been proven the best by every baking test. Also proven that it saves you money because it makes better and more loaves to the sack than any other flour. Milled from the choicest northern-grown wheat, scrupulously cleaned by our patent process and never touched by human hands in its process of making. A trial sack will convince you.



Try a Sack

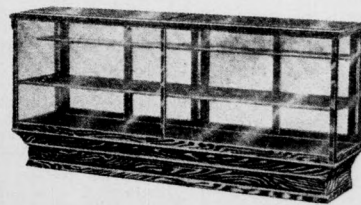
today and know for yourself that it really is the best and cheapest to use.

BAY STATE MILLING CO., Winona, Minnesota.

Lemon & Wheeler Co.

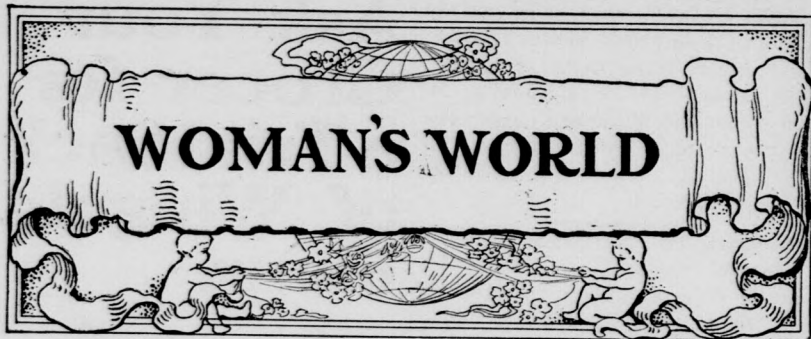
Wholesale Distributors

IMPROVED SHOW CASES MEAN INCREASED BUSINESS



Every style of case we make is patterned along that "Business Builder" idea, and that's one reason why ours are better cases for you. Besides we save you in price by selling direct. Our catalog shows their many prominent points of merit. If they are not as represented we pay freight both ways. Send for prices.

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



Most Desirable Quality in a Wife.

A young man who is contemplating matrimony, and who is evidently bewildered between the multiplicity of feminine charms, writes me a letter in which he asks me this question:

What should a man seek for most in a wife—beauty, intelligence, amiability or heart?

This is a hard question to answer, since each of these qualities is a headliner attraction in itself, while a mixture of any two of them would make a wife whose price would be above rubies, and the combination of all of them would set her apart as the paragon of her sex. A man could hardly go wrong in choosing a wife who had either one of the four graces that my correspondent names, nevertheless each of these charms has a distinct value that a man does well to weigh before investing his all in a wife.

But should a man marry for beauty?

Nobody will dispute that woman's most potent charm for man is beauty, and that so long as she has a rose-leaf complexion, golden hair, or jetty tresses, sparkling eyes and a sylph-like figure, man is her abject slave, and he will adore her and serve her although her head be as empty as a gourd, her temper as sour as the vinegar cruet and her heart as cold as an icicle. The first question a man ever asks of a strange woman is not: Is she intelligent? Is she good? Is she affectionate, but, Is she good looking.

Now as a matter of fact the beauty is seldom intelligent, amiable and loving. Nature strikes a juster average than we give her credit for, and when she bestows beauty on a woman she generally evens things up by giving her a scant supply of brains. Nor is the beauty often long on amiability, because amiability is a virtue that is born of the necessity of having to please people by a cultivated charm. The beauty never has to do this. From her birth she is petted and flattered and spoiled with the inevitable result of making her selfish and capricious, and hard to please. As for loving, the beauty is capable of but one passion in life, and that is for herself. From the cradle to the grave she is true to this one sincere affection, and she values other people just in proportion as they minister to it.

A man, then, who marries for beauty marries simply to gratify his aesthetic taste, and at the best he can only enjoy this pleasure for a very limited length of time. A beautiful wife may be a living picture, but

she is also a dissolving view. A few years at most dims the brightest eyes, and dulls the fairest complexion. Time will plow wrinkles in the roundest cheek, and streak the hair with silver, and then all that is left of the beauty are the airs and poses and selfish demands of the woman who never realizes that after she has lost her crown she has no right to the homage of a queen. The man who marries for beauty is bound to lose out, and it is for him to decide whether a brief period of pulchritude in a woman is worth a life time of homely virtues.

Most men think that they marry for beauty, but this is a mistake, as the number of plain-featured ladies who have good husbands abundantly proves. Somewhere, before he reaches the altar, a man's guardian angel generally steps in and saves him from the folly of marrying a woman for her skin.

Should a man marry for intelligence?

This is an entirely suppositious case, for no man ever yet married a woman for her intelligence. He might, however, go farther and do worse; but in marrying an intelligent woman a man should take care not to marry one who is too intelligent. A wife who knows more than her husband does is a domestic blunder. Besides, a woman who is all intellect is too pale an abstraction to add zest and thrill and cheer to daily life. It is the warm hearthstone and not the refrigerator that is the center of family life, and so in a woman if the head and the heart do not equally balance each other, the preponderance of weight should go to the heart.

Still there is hope for everybody in this world but a fool, and the chances are that if a man ever does marry a woman simply and solely because of her intelligence, he will have a well ordered home, a reasonable, sensible and practical wife, and a calm voyage across the sea of matrimony with a companion who will be interesting and entertaining. And the certainty of not being bored justifies a good many risks.

Should a man marry for amiability?

Next to beauty amiability is woman's chiefest charm in masculine eyes. Every man's ideal of woman is a mush poultice that nothing ever ruffles, and that can be run into any kind of a mold. Undoubtedly a perfectly amiable woman, one who never fusses, nor scolds, nor argues, is a most soothing companion. After having been up against the world all day that derided your opinions and mocked your judgment, and irritat-

ed every possible point, it is nice to come home at night to a wife who will not contradict if you say the moon is made of green cheese, and no matter what goes wrong will always be able to maintain a placid attitude towards life.

The man who marries a woman for her amiability gets his money's worth of peace and quiet. But he must not forget that excessive amiability is, in reality, a certain weakness of character. The woman who agrees with everybody in everything they say does so through sheer lack of backbone. The woman who never maintains her opinion has no opinion to maintain. If a man marries a mush poultice he must not expect it to have ginger in it and complain because it lacks flavor, because that is the way that mush poultices are made. If he picks out a clinging vine he must not expect it to suddenly turn into a sturdy support if the day comes when he needs a wife to help him, instead of lean upon him. The man who marries a woman solely for her amiability will have a peaceful life, but he will have all the burdens to bear of the family.

Should a man marry a woman because she is all heart?

Affection is one of the most attractive of all qualities in woman. Love is the mantle that covers a multitude of sins, and we forgive a person almost anything if we are only sure that they love us enough. Yet because a woman loves a man does not always make her a good wife. Sometimes a woman loves a man

so well that she ruins his life by keeping him tied to her apron string when better opportunities await him elsewhere. Sometimes a woman thinks that because she knows she loves her husband and will die for him, if need be, excuses her for not making him comfortable while he is living. Love will not make a woman a good wife unless she has intelligence, and without amiability it is the mother of jealousy, and often brings untold humiliation on the husband.

Undoubtedly it is very flattering to a man to feel that a woman loves him, but to marry one who is all heart and no head is about the most dangerous matrimonial experience that any one can make. The man who marries a woman who is all practicability, tact and cheerfulness heart will have a life that will know periods of fervid devotion, but that will also know times of hair-pulling.

If I were a man picking out a wife the four qualities that I should look for would be common sense,

If a man marries a woman with good, hard, every day common sense all the rest of the virtues and graces shall be added to her. She will never run away with cranks. She will never expect a mere man to be a demigod. She will know how to make excuses, and in every relation of life she will be sweetly reasonable. If prosperity comes she will know how to enjoy it without being puffed up, and if reverses befall her, she will put her shoulder to the wheel without complaint or repin-

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.

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.**

THE SCHOOL HOUSE.

Its Province May Be Greatly Enlarged.*

Inasmuch as it is generally admitted that the best citizenship in our urban life is recruited from the country, you will pardon me if I dwell for a few moments upon the school buildings and their accompaniments as a factor in rural life.

I have maintained from my earliest experience in teaching in a country school that the school building in a rural district should be the center of neighborhood life. I have rarely found this ideal realized, but have never seen any good reason in my practical connection with rural schools to recede from this position. The pupil who spends between one-half and one-third of his waking hours in a school building has a right to demand of those who control this building that it shall be of such a character as to make a strong appeal to his better self and thus in a large sense become an influence upon his whole life career. The farmer who has a modern barn with every contrivance for the health and happiness of his stock, who considers ventilation of stables as a vital matter in the care of his animals, is open to the severest criticism for the reprehensible practice of committing his children to a poorly ventilated and ill-suited building in which they shall receive their technical school education. The man who employs an architect to build his farm home and studies carefully the appointments of that home, that they shall be not only models of economy but of such a character as to make a constant and strong appeal to the aesthetic nature of his family, who brings science and art to bear upon the embellishment of that home, is certainly open to the severest criticism if he neglects all of these attributes in the school building, which is the center of the training which he expects will start his children properly on the road to success and happiness in life. A proper recognition of children's rights ought to lead the school patron to think at least as much of the child's necessities when domiciled in school as he does of the stable accompaniments for his stock or the conveniences and embellishment which give character to his roof-tree.

The modern schoolhouse in the country should be the center of the educational and social life of the neighborhood. Everything connected with the premises, from the arrangement of the school grounds to the ornamentation of the inner walls of the building, should have constantly an objective of salutary influence upon the developing life of the child and the community life of the school district.

One of the most important lessons which will be carried into the lives of men and women through their childhood experiences is the proper respect for property. Every child in

school should from the outset be taught that he has a proprietary right in the school premises, that he has an individual responsibility in the protection of these premises, and this tuition can only come through personal activity in building up these premises. The moment a child does something which is attached to the permanent improvements of the schoolhouse or grounds he will become a protector of this property and will have learned a lesson which will never escape him in any relationship which may arise that brings him in touch with property that belongs to all the people. When we contemplate the great lack of respect and responsibility in public officials and in the employes of municipalities or governments we can understand the desirability of giving this kind of tuition early in life in connection with the property of the school district.

The molding of child life into desirable channels does not depend so much upon oral tuition as upon influence of attractive things which make a constant appeal to the mind and heart. My New England progenitor, who deplored the fact that all of his boys went to sea, late in life accounted for this apparently erratic disposition on the part of his children to the fact that the most beautiful thing about his home, and the one which commanded the highest respect, was a marine view in which a great and beautiful ship was the leading factor. The touch of art which can be given here and there to the outer and inner school premises carries with it an influence far-reaching and inestimable in value. Hence, one of the uses of the school building is the utilization of the walls for the display of specimens of correct art. The building itself should be an artistic design suited to the practical objects sought in the erection of the building.

One of the most interesting uses of a school building is the custody of a library suited to the needs of the neighborhood and a museum which brings graphically before the student life of the school the most interesting objects that can be gathered in the local environment. The schoolhouse should be the meeting place for neighborhood gatherings in the interest of general education and improvement and social enjoyments and deliberation upon all matters connected with the welfare of the community. The current publications that will be useful to the neighborhood should be constantly on file at the schoolhouse for the use and enjoyment of the people. Neighborhood pride and satisfaction should center in the school grounds and school buildings. A good practical working library should be an accompaniment of every schoolhouse. There should be a strict accountability for anything bordering upon vandalism in connection with school property. The celebration of national holidays, the awakening of patriotism, civic pride, interest in political affairs, should all be subserved in the most practical way in the school building.

I can well understand that these

ideals can not be easily reached when our townships are divided into so small areas in the making of each individual school district, but the tendency of our age is to centralize our school life, making each individual district a great deal larger and thus afford opportunities for the economic administration of school affairs so that better and more far-reaching results can be obtained.

Now what is true in the country must in a large degree find its application in the city as well. Most of the people whom I address here have their social life centering in some church; their sources of entertainment are outside of their immediate neighborhoods; their social responsibilities do not connect themselves intimately with the school or the school work; the benevolences do not find their expression in any way through the school system. You are not typical of the life in the school district where you live. My contention is for the remnant which is not represented here, which has no church affiliations, which can not afford the recreative entertainments which you enjoy, whose social and benevolent responsibilities must be centered very closely at home. To think of this remnant, which is a very considerable one when you come to think about your own neighborhood, is a part of your responsibility. How can you best serve it? How can you best guide it into lines of usefulness and happiness? Isn't it a part of your obligation to make some sacrifices to your easy-going life in the interests of this large part of your local community? Isn't it possible for you to find the highest fruition in life is to give a considerable thought to the most practical methods of leading this life in your community in a way to make the strongest kind of an appeal upon the youth who are growing up and will make or break the future life of the community? Is there any more reasonable way of reaching every factor in this community than the one which I suggest of making in the city as in the country the schoolhouse the social and educational center of the district? How can you be more helpful in an economical way to every family in the community than by rendering the school premises useful and attractive along the lines which I have suggested for the rural school district?

The same artistic appeal is desirable, the reading room can in the same way be made useful, the library can be made a strong and forceful factor, for Sunday and holiday uses the building can be made the most useful single accompaniment of the neighborhood. Given this ideal school premises in the center of an urban community; given yourselves with the right spirit of service in you, and what can you not do for your community? We are most of us easy going in life, we love our creature comforts, and it seems to us as if these were important to us during our human existence. But let us think for a moment of the things which have given us the keen-

est satisfaction in life, the opportunities of which we have availed ourselves that stand out as salient features in our careers, and it seems to me each one of us must admit that they always have the relation of service as the most important thought in their success.

There is opportunity for the development of as great genius in connection with this field of work as in any other which can involve the utilization of our powers and abilities. To be sure, there may not be anything spectacular in this, the world may not talk about it, but the purest and sweetest and noblest satisfactions of life are not those which have found their inspiration in the applause of the public. But even here is an opportunity for wide notoriety which may have a spirit of altruism as its most impressive factor. Who of you dare say that this ideal can not be realized? Who of you doesn't believe that if it should be realized even in one instance in this city it would not be talked of the world over?

Permit me, as an example of what may be done in connection with school premises as a center of neighborhood life, to call your attention to the methods pursued by our City Librarian in connection with making the working equipment of his library useful to the entire community. If the library, the museum, the 'deft handiwork, the collection of art specimens, the details of architecture, the landscape accompaniments of the grounds of the school premises in any neighborhood could have the same guidance and spirit of usefulness put into them that characterize the methods in our city library we would have great cause for rejoicing and the combination would be a most effective source of general education and happiness.

One of the most interesting movements in connection with the utilization of school machinery in the furtherance of a broader community life in the country is called the Hesperian Movement. This originated with Mr. McClure, a school principal in Oceana county, and sought to bring together the various organizations connected with rural life and school officials, school teachers and men and women most deeply interested in school life for the purpose of uplifting in every possible way the conditions of rural life. It brought together these people in a week's session each year at some school center to listen to prominent specialists and to discuss the various features of rural conditions, and centered its thought in the life of the school and in the extension of its work.

There have grown out of this movement auxiliary organizations, one of which is in our own county, and as a result of a number of years of this form of activity rural school buildings have been made more useful, a deeper general interest has been created in school life and there has been a merging of the various activities for the betterment of country conditions which has gathered strength for effective work and has made itself known throughout the whole country.

*Delivered by Chas. W. Garfield before the Class in Applied Christianity at Fountain St. Baptist church, Sunday, April 12.

In urban life we find that the utilization of school buildings has found its most effective suggestion in the fact that school property is exempt from taxation and the general property is taxed to support great properties that are used only a small proportion of the working hours in the year.

One of the first concrete movements was to use the school premises during the vacation time, especially for those children who could not have any changed conditions in their home life but must live throughout the vacation season under the same cramped conditions as during the rest of the year. The thought was to utilize the school premises in a way to touch the individual boy or girl in a different spot and have them think of the property as being valuable in their lives in a different way from that which made its appeal during the sessions of the school. It was found perfectly practicable to enter upon plans for the use of the buildings that should interest entire families so that they could for some interesting purpose visit the schoolhouse or the school-grounds together, enjoying in a recreative way certain advantages which were not planned for in the erection of the buildings. This very method of use, in contrast to the ordinary school life, brought a new interest to families in this public investment and awakened new sympathies with each other through the sharing of common joys and pleasant duties.

President Elliott once said that "there is no such waste of a plant as to shut it up and not use it." This remark was brought out in connection with a practical discussion in Boston as to the best method of utilizing \$13,000,000 worth of the people's property which was used on an average not more than one-quarter of the time. A committee was selected to take up this subject and work it out to some practical end. As a result a department of school extension was organized in connection with one or two schools. These schools were made free neighborhood club houses, and the chairman in welcoming the people to the opening of the Lowell school for these purposes said, "Come here and learn how to make dresses, to cook and to sew. Moreover, do not always come here for the sake of work. Get used to using the schoolhouse for having good times. Have a dance here in the hall once a week if you can. Meet here to discuss neighborhood matters. In short, we are anxious to have you wear out the threshold of this schoolhouse for any purpose that will make life pleasanter, happier or more worth living."

While this broad ideal has not been realized fully, there has been a great deal accomplished not only in Boston but in the large municipal centers of our country.

In order to make the schoolhouses fit into these changed plans it is important that the architecture and furnishings should be so arranged as to fit into other functions than those

ordinarily contemplated in the erection of a schoolhouse. In several schools in Chicago the partitions are so arranged that several rooms can very easily be turned into one larger one. The desks are so arranged with adjustable tops and with rubber castors, that permit motion only to the side, that the entire system of desks can in a few moments be made to occupy a small space on the side of the room. These desks are so made as to admit of their use for table games, and a room can be changed from a school room to a reading room in a very short time. In some school buildings one recitation room is arranged so that in a few moments after the school is closed it has the attractive appearance of a reading room, in which all of the current publications are arranged for the comfort of those who desire to enjoy them.

The results of the movement to utilize school property in a broad way in Cleveland finds expression for results in the following language:

"We find that the evening schools arranged to accommodate the foreign element which does not receive the advantages of the day schools are the most effective agency in the Americanizing of our foreign element."

Permit me to call attention for one moment to the situation in Paris No. 1, where I taught my first country school. Imagine, if you will, a boy of 17, brought up in the neighborhood, taking charge of a school of eighty-two pupils of all ages from 4 to 20, covering the full curriculum of studies now comprehended in eight grades; the teacher enjoying the luxury of what was known in those days as "boarding round."

I found in order to do anything that would be at all satisfactory it required that something unusual should be brought in as factors in the management of the school. In the first place I utilized my older pupils in taking care of the little ones. I organized excursions in which groups would go out from the schoolhouse and learn as many facts as possible of interest to bring back to the school. I organized a museum, having the children build the shelves and the cupboards, and all for the purpose of entertaining them in a way that they would enjoy school life. The whole neighborhood became interested in this museum. Never a day passed without several visitors from the homes of the children.

I spent a good part of my evenings which were not occupied with the children in their homes in writing up the story of each child's life as it appeared to me in the school. This story was in what was called The Red Book and was common property; always upon the teacher's table and was particularly useful in entertaining visitors.

We had all sorts of organizations meeting at various times at the schoolhouse or on the grounds. Some of them for play, some of them for study and some of them combined both purposes in one. We had certain hours in the week in which as many of the neighborhood as could

came together and learned simple songs. In the course of the summer, for this was a summer school, the schoolhouse became the center of constant activity in the neighborhood. I am not certain whether from the standpoint of the technical educator there was much accomplished during that year, but in the lives of the boys and girls and many of the grown-ups that was a red letter season, and to this day I occasionally get word from some man or woman in middle life who attended that school and who recalls interesting incidents that had a lasting influence upon life.

As I recall this experience to-day it seems to me that I did better than I knew. The method was a result of desperation produced by a set of conditions that would not admit of success under any ordinary educational system.

In our own country school to-day our pupils have the advantage of fifteen current publications upon the tables, to which they can go with the greatest of freedom and which forms a valuable factor in the school life.

Mr. Ranck yesterday gave me a few figures connected with the library use of a few school buildings in our city that to me are very interesting: Over 75,000 volumes have been issued to the schools; 19,000 from the Sigsbee branch, 8,000 from the Buchanan school branch since its organization September 23, and 10,400 from the Palmer avenue school after its organization October 1. The number of readers at the Sigsbee street school: 29,000, at the Buchanan street school, 1,500, and the Palmer avenue school, 16,000. The total entries marking the use of books is 175,885.

In addition to this, in the three schools in which branches have been organized, there have been lectures as follows: Seven at the Sigsbee school with an attendance of 1,530; three at Buchanan school with an attendance of 735; three at the Palmer avenue school with an attendance of 950. Then at these three schools there has been an attendance at the story hour of 580 at the Sigsbee street school, 470 at the Buchanan street school and 740 at the Palmer avenue school.

This shows a beginning in the use of school buildings in our city along


one line that makes a very strong appeal. If the museum feature could be added and utilized in connection with the library feature, it seems to me the value would be greatly multiplied.

Twenty-five publications are on file at each of the three schools above mentioned, covering the leading monthlies and weeklies which would make the strongest neighborhood appeal.

I need not speak in detail of the methods which we are gradually instituting in our own city for the utilization of our large property invested in school buildings so that it shall have the greatest possible influence upon community life. But I feel like making this appeal to you. If you have no children of your own, you have a responsibility to other people's children. If this responsibility does not appeal to you, you have a responsibility to your neighbors and your neighborhood, and it is perfectly possible for you to perform activities under this obligation in connection with your school which can be the best possible home missionary work in which you can engage. These functions do not necessarily require technical ability, but they do require rightmindedness toward neighborhood betterment, and I trust occasionally that you may take a look at your school property with reference to making some suggestions that will be of value in its utilization when the matter comes up for discussion upon what best to do with your own school premises to subserve in the most effective way your neighborhood life.

Corns on your hands will do more for the good of the world than crowns on your head.

The brake of resolution is not much use without the bridle of a strong will.




TRADE MARK

Ground
Feeds
None Better

WYKES & CO.
GRAND RAPIDS


FOOTE & JENKS' PURE FLAVORING EXTRACTS



COLEMAN'S
HIGH CLASS
EXTRACTS

(Guaranty No. 2442)

Pure Vanilla
and the genuine



FOOTE & JENKS'
JAXON
Highest Grade Extracts.

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

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.



The Commercial Traveler of the Future.*

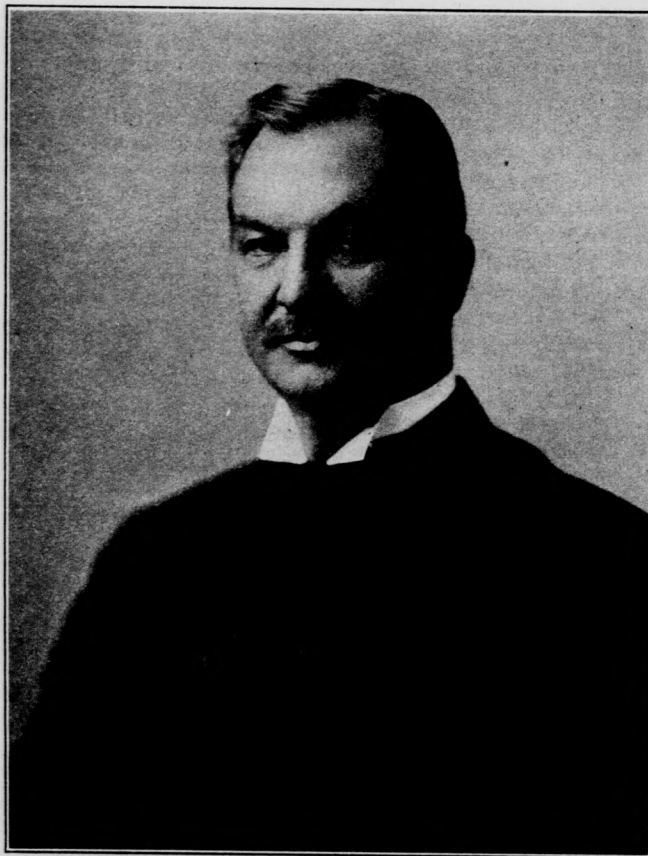
To be permitted to address such an assemblage as this is an honor of no small degree, and I regret exceedingly that the short notice for preparation as well as the brief period which it is necessary to occupy are far from sufficient to do justice to the subject of the commercial traveler. No effort will be made to afford merriment or laughter by reciting episodes or reminiscences as a part of the experiences of the commercial traveler. I shall not attempt to tell the story of the overcoat; I shall not try to explain the expense account; I shall not endeavor to picture Sam'l of Posen, the most innocent man on the road; nor shall I speak of a gentleman not a thousand miles away who, upon a certain occasion, succeeded in making a sale of soap in the great State of California large enough and of sufficient magnitude to warrant the Union Pacific Railroad Company to increase its rolling stock and to build a double track from Omaha to San Francisco. No, Mr. President, on the contrary, the subject is to my mind most serious and far-reaching. The commercial traveler of the future will occupy a position and wield an influence in the commercial world perhaps second to none; and, if this be true, he should possess certain natural endowments and equipment necessary to the complete make-up of a successful salesman.

Let us consider what some of these important requirements are. First, and above all, the successful salesman must be an honest man; he must be a hard-working, industrious man, and he must be a man possessing a high order of intelligence, so that he may easily divine between right and wrong, and, being thus enabled to perceive his duty, he will, with becoming force and courage, pursue it with diligence. Such a man with such endowments and such preparation, pursues his calling from high, honest principles, upon a broad plane of honesty; strictly adhering to and ever keeping in mind the "Golden Rule," he can not fail to achieve permanent success and happiness in the pursuit of his business life.

Sufficient care and pains have not been taken, as a rule, in this country in the selection of the proper kind of material from which to make good commercial travelers, and proper attention has not been given to educate them to the correct realization of their part taken in relation to the houses with which they are

*Address by S. M. Lemon before Michigan Wholesale Grocers' Association, Oct. 26, 1894.

connected. In Great Britain and other European countries commercial travelers are selected only from good families; they are men of high intelligence, and of necessity receive a good business training. They are gentlemen of good presence and re-



Samuel M. Lemon

finement of character, thoroughly educated in and master of the science of their profession; while in this country I regret that observation has led me to the belief that American wholesale grocers, when engaging commercial travelers, to a very large degree overlook, ignore, or consider of but little moment, these qualities to which reference has been made and which, in my estimation, are of vast importance.

In this connection I urge upon you, one and all, as employers of salesmen, to use your influence to elevate in these particulars the standard of the commercial traveler. You owe it to yourselves; you owe it to your representatives. Your traveling men are an index to the houses they represent; they are your agents—your mouthpiece—a true reflex and counterpart of yourselves, and the trade will form an estimate of you precisely in keeping with the character and

consistency of your representatives.

I have said that the commercial traveler should have a well-trained mind and a strong personality to support him in the discharge of his duties away from home, deprived of the benefit of consultation and advice when forced to decide at once for himself, from a logical standpoint, questions of importance. The buyers of any of your large houses have the advantage of consultation, and the credit men of your various concerns are in possession of the same blessing, but the traveling man, in most cases, must decide the most intricate matters promptly and entirely according to his own judgment, without the assistance or advice of anyone; hence the necessity of natural ability, good training and sound judgment.

in the instructions of his house relative to the cost of goods and the value of same, yet I submit that if he wants and expects to rise to eminence, and be a star in his profession, he must in this, as in any other walk in life, be a well-read, self-posted and self-made man.

Thus far the commercial traveler has been referred to in a general way; but just now I desire to allude to him in a more specific manner, from a wholesale grocer's criterion, and in doing so I wish to call your attention to the fact that the inauguration of Equality in the sale of sugars has brought about uniform prices on this great staple; and that this uniformity is to prevail in the future, not only in this but in many, if not all, of the states east of the Rocky Mountains, and that the principle and practice of Equality, as known to the grocery trade, will be broadened and deepened as time goes on, and that it will be applied to many other lines of groceries there is but little doubt. This will, naturally, necessitate a unanimity and adherence to the grand and inexorable principle of Equality all along the line, and this harmonious action on Equality and all the Rules of Practice for the conduct of business, soon to be established and maintained, will, in the future, shut out salesmen devoid of good principle and will call into action men trained in their profession; believers in the policy of "live and let live;" progressive men; men who abhor cutting prices; men who abhor making unjust rebates or allowances of any kind or nature. I say that, whether from a wholesale grocer's survey or from the commercial traveler's standpoint, the future will find no place on the road for the cutter or rebater or maker of unjust allowances. In other words, there will be no room on the list of commercial travelers for any man not strictly honorable in all his ways.

I trust you will not imagine that I am setting up an ideal salesman of such high stature that the realization would be impossible. I believe not. For many years I occupied the role and filled the capacity of the commercial traveler, and if there is one man in the commercial world who, more than another, is entitled to special consideration, it is he; for, in my opinion, of all the professions and trades, in that of the commercial traveler may be found the keenest wits, the brightest geniuses, the brainiest men, the most generous, the most devout, the most faithful and the most charitable; but, as all things in nature are changing, so would I see the commercial traveler day by day grow better. I would have for his motto, "Excelsior," ever reaching toward that perfection which is, perhaps, only attained by a life of earnest struggle and fidelity in building up and cementing the common brotherhood of man.

When grafter meets grafter honest men may come into their own.

Deeds are the footprints of our creeds.

ment. The commercial traveler should, also, be a thorough statistician, so that when asked for an opinion on the future of any great staple or article of merchandise that comes within his line he may answer promptly. For instance, should he be asked his opinion on the future of the sugar market, he ought to be able to reply with promptness, giving the estimated crop of the current year contrasted or compared with that of the previous and former years, and, taking these and other surrounding conditions into consideration, satisfy his customer of his thorough familiarity with this and other important subjects of like nature from a most intelligent viewpoint. Such a man will inspire in the minds of his trade that confidence and respect for his discernment which are so desirable, if not absolutely necessary, to success; and, while I would have the commercial traveler repose every confidence

Movements of Michigan Gideons.

Detroit, April 14—S. T. Kinsey, 54 Henry street, Grand Rapids, has been confined to his bed for several weeks, nearing "The bourn from whence no traveler returns." He is slowly improving, and it is hoped he will be able to attend the State convention at Kalamazoo.

D. W. Johns recently made a trip in the Upper Peninsula returning full of the spirit and good works. Last Sunday he was at Port Huron with George D. Lyford and his brother, telling the "story he loves so well."

Grand Rapids Camp of Gideons elected the following officers for the ensuing year: F. S. Frost, President; F. M. Luther, Vice-President; David W. Johns, Secretary-Treasurer; John Adams Sherick, Chaplain; Frank M. Holmes, Councillor. The officers selected are from the very best workers and nearly the entire State is covered by some of these officers, so that Grand Rapids Camp this year is in touch with nearly the entire State work. Grand Rapids Camp last year were active in church and mission work, supplying for the weak churches around and near Grand Rapids. One of its members, I. Van Westenberg, started and organized a church at Mill Creek and was selected by the Baptist Association to look after the weaker churches. This is some of the work done during the year by this Camp. They have just turned the page for a New Year, with new zeal and zest.

Fred M. Leach, 708 Chamber of Commerce, Detroit, who is a Special Agent for Michigan for the Ideal Concrete Machinery Co., made a trip in the Thumb last week, procuring agents and selling a powder which, when mixed properly with cement, will withstand the elements and water can not penetrate. This is Brother Leach's side line. His main line can be found in John 3:16.

E. E. Ritzenhaller, 179 Shelby street, Detroit, is a new Gideon, and is State agent for the Wayne Shoe Manufacturing Co. Now these were the shoes Brother George D. Lyford was selling when he was called to the ministry and they are good shoes. This brother is a member of the Central M. E. Church with Charles M. Smith, National President, Wheaton Smith, Gideon Evangelist, Jacob J. Kinsey, Camp President and leader of singing. Now that we have a "Ritzenhaller" we are ready to take up new work.

During past year Detroit Camp have conducted the Volunteer meetings every Saturday evening with success and during these meetings ten have found the better way. At the meeting last week five Gideons were present and had a successful meeting. The interest is increasing.

At the Griswold House Hotel meeting last Sunday evening Wheaton Smith conducted the service. Brother Cohen was the first speaker, followed by Charles M. Smith, Joslin Webb, Barron, Ennis, W. E. Hullenger, F. H. Zilisch, A. C. Dunse and Wm. Hart. This meeting was of great earnestness and every brother

had a message. The Detroit Camp can report at the next convention. "Happy on the way."

Frank Kelsey, from Fort Wayne Camp, was present and gave testimony and a song which touched every heart present. Brother Barron sang "Father's Letters," which closed a meeting never to be forgotten by those present. Aaron B. Gates.

The Indiana Legislature passed a law a year ago prohibiting barbers from opening their shops on Sunday, the same as has been in force in this state for several years. It was favored by both the proprietors of the shops and most of the journeyman barbers, but the Supreme Court of the State has decided it unconstitutional. Now it is proposed to close the shops under the old general Sunday law, but when the enforcement of that statute is commenced it is liable to be carried to an undesirable extreme. The matter is attracting considerable attention in the cities, and an effort will probably be made to pass a closing law at the next session of the Legislature that will stand the inspection of the court.

The Wall Street Journal suggests an export duty on American girls who marry titled foreigners and remove from the country big fortunes that their fathers have made here. International marriages have financial effect. They mean money taken out of the country with no equivalent in return. Then there is the loss of the girls, which is more than money. We put import duties on foreign merchandise; why not put an export duty on American girls? A heavy tax on every American fortune taken out of the country by marriage would yield a good revenue, and often serve the good purpose of reducing the amount to be squandered by the spendthrift who captures the girl.

Yale College has a mortality record of 16,000 students graduated from that institution from 1792 to 1901, which shows that the 19th century rate was better than that of the 18th century, and the last 50 years of the 19th century better than the first 50 years. Naturally, a liberally educated man will take advantage of the teachings of science, which have shown how men may live longer if they wish to do so. The records kept in many cities show that the average duration of human life has been gradually increasing, and in nearly every community there are now active and vigorous men who have passed the allotted three score and ten by from 10 to 20 years.

Mrs. Langtry while in this country bought some Nevada land that was then offered at a low price, because at the time she had plenty of money and little use for it. She has recently been notified that her land is rich in silver, and can be sold for many times the purchase price. She has fared better than some people in this country whose promising investments in Nevada mines yield nothing but taxation with little show of ever doing better.

View of Life May Be Too Rosy.

There is a type of man and father, ambitious for his sons, who might be difficult to understand were it not that a study of the conventional in life makes his position easy.

Occasionally, through correspondence, I come in touch with this man, who is incensed at the idea that any form of unquestioned logic or hardheaded condition of fact should be expressed in sharp collision with his ideals, which have only the conventional to back them up. He is afraid to face the facts of life. He refuses to accept the laws which have been reached by deduction as governing the careers of men. He has been nursing glittering generalities.

"Why should not my sons aspire to anything?" he insists. "The world is full of opportunities. There is no limit to human accomplishment in human affairs."

Pessimism long has been regarded by the alienist as a disease. In any exaggerated form, without the material and pressing conditions which might breed it, the expression of pessimism is only an effect, pointing back to its cause in an aberrated brain and nervous system.

In contrast to this victim of neurasthenia is that other typical case, in which everything under the sun wears the glory of imagination. Sleeping on a cot in a detention hospital for the insane, the cell is a palace.

Then manifestly between these extremes must lie the narrow line of sanity and sense of proportion, without which a sane existence can not be sensed; without which a sane existence can not be lived. That person who sees too many things with which he cannot harmonize has lost hold on his sense of proportion; that person who sees too many things which he feels compelled to burnish, lacquer and mask in brilliant colorings, has suffered this same loss of sane perspective. An oculist may be called in and treat either of them successfully for a defect in the eye itself, but with the distortions in the brain only the alienist may attempt a cure through a building up of nervous tissues and brain cells. But unless sufficient extreme is gone by as to either of these types, we recognize them only as optimist and pessimist. More than this, we are inclined to dismiss the pessimist as a bore, while the optimist is lauded for his breezy views of life.

Here it is that conventionalism picked up optimism as the rule of living. Optimism has grown to be a conventionality so strong in influence that it often is an affectation, pure and simple.

Let us see. We have been dealing in extremes—let us take an example of the extreme in the accomplishment of the boy. Every American-born boy of sound mind and sound physique is a potential president of the United States. He must be a better president if he shall be trained to diplomacy and statesmanship. He should have the environment of statesmen and of diplomats. "Why not train your son—all your sons—

to diplomacy and statesmanship?" I ask of this conventional father.

But a candidate for the presidential office is not eligible until he is 35 years old; probably at 65 years old age again would make him ineligible. But at most in this thirty years of age eligibility, with one term to each executive, the office would be filled only seven times. The "chance is too great," is this anticipated answer.

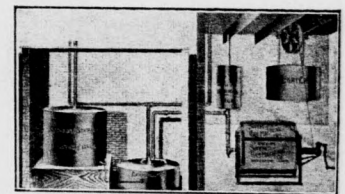
Which brings us back again to the disturbing law of averages against which his conventional optimism has risen in arms. A United States Senator a short time ago declared that ninety-seven men ruled the financial destiny of this nation. A social arbiter might advance the statement that 100 families lead the nation's society. Scientific, literary, art and professional experts might group the several leaders in still smaller numbers.

What is the use? Oh, what is the use of holding up to the young man as goals these peaks of attainment when so much that is sweet and lasting in life lies untasted and untouched at the feet of the young man, misguided and straining his eyes with looking upward?

John A. Howland.

Rather Large Youngster.

A young couple living on the West Side became the proud parents of a little girl the other day. They wanted to weigh the youngster as soon as it was dressed, but had no scales. Just then the iceman came along and they borrowed his scales. To their surprise, the little one weighed forty-four pounds.

MODERN LIGHT

The Swem Gas System produces that desirable rich, clear and highly efficient light at a saving of one-half in operating cost. The price for complete plant is so low it will surprise you. Write us.

SWEM GAS MACHINE CO. Waterloo, Ia.

THE HERKIMER—"European"

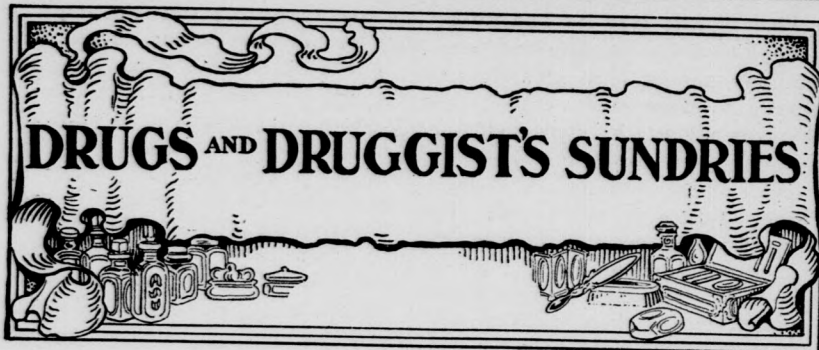
GRAND RAPIDS, MICH.

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.

"There was an inn whose
Landlord had a smile
For every traveler; bade
Them stay awhile.
And those who ever dined
At this famed inn
Had plenty smiles without
And food within.

(Old Ballade.)

Hotel Livingston
Grand Rapids



Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.

Michigan State Pharmaceutical Association.
 President—J. E. Bogart, Detroit.
 First Vice-President—D. B. Perry, Bay City.
 Second Vice-President—J. E. Way Jackson.
 Third Vice-President—W. R. Hall, Manistee.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

The Renewal of Prescriptions.

The enactment of the anti-cocaine law in New York State, together with the Federal pure food and drugs act, was a kind of insurance policy against the consumption of habit-forming drugs.

According to the former law, no cocaine is to be sold by any registered druggist unless on a physician's prescription. The authorities engaged in making this law, however, have overlooked the fact that many other poisonous drugs enter into the same category and can produce just as many victims as cocaine does.

For instance, a physician is called to attend a patient suffering from insomnia or nervousness. He prescribes either bromides, codeine, or morphine. Now the patient, seeing that the kind of medicine prescribed by the physician has done some good, goes to the drug store to have his medicine renewed. The druggist, viewing his profession with a practical eye, thoughtlessly gets the number of the prescription and puts up a box of twenty-five morphine tablets, or a one-ounce bottle of Fowler's solution, or even some cocaine.

Little by little the dose of tablets or drops is "increased daily as directed," and so a larger quantity of the medicine is required. Then they come again to their "old" druggist and say in a very friendly tone: "Will you kindly put this up double the quantity?" Double the quantity means 2 x 35 cents for the druggist; he, the man supposed to protect human health, frequently puts up double the quantity and writes the usual label: "Use and increase as directed." Double the quantity, double the money!

And in this way new victims are added to the great number of drug eaters.

Now, let me ask the legislators: "What good is the anti-cocaine law if drugging with morphine, codeine and arsenic is practiced on such a large scale day after day? All these drugs of a poisonous nature have the

tendency to lead into the drug habit. Our modern hypnotic remedies—have they not the same tendency? Why are trional, veronal, bromidia, somnos and all the rest of them dispensed freely to any one who asks for them?

I wish I could impress the idea upon every druggist that for the sake of our profession, and for the benefit of humanity, no prescription containing any of the habit-making drugs should be renewed, unless ordered by the physician in attendance. "N. R." marked on the label should be a warrant for the dispenser, and such renewals should be refused without the least hesitation.—Isidore A. Weinberg in Bulletin of Pharmacy.

Some Dangerous Incompatibles.

In addition to the well-known explosive mixtures containing potassium chlorate in combination with charcoal, sulphur, sugar, salol, thymol and other drugs, a mixture of potassium chlorate, calcium hypophosphite and ferrous lactate is also mentioned. A mixture of potassium chlorate, ferrous oxalate and corrosive sublimate is also explosive. An especial warning is given as to mixtures of potassium chlorate and potassium iodide. When these salts are brought in solution, chlorine is set free from the chlorate, and this liberates the iodine from the iodide, which in turn forms potassium iodate; this last salt is quite poisonous. It was found that a mixture of five to seven grains of each salt was sufficient to kill a dog.

Regarding Spirit of Nitrous Ether.

Do you prepare your spirit of nitrous ether from the concentrated spirit? If you do, you probably have trouble with floating particles of cork. Adopt the following expedient: After cooling the alcohol and the ether, remove the stopper from the ether bottle, place a piece of cheese-cloth over the mouth of the latter, and then pour the ether directly through the cloth into the bottle containing the alcohol. This acts as an extemporaneous strainer very nicely.

Moistening Powders for Percolation.

To moisten powders for percolation I find that a shallow steel evaporating dish and a common wooden potato masher do the work very well. Then, too, considerable pressure must often be applied to crush the wet, pasty lumps—and by mixing the drugs in a steel dish you eliminate any chance of breaking the container.

The Village Druggist.

Within his corner storeroom bright
 The village druggist stands,
 With threadbare coat, reseated pants
 And thin and bony hands;
 And the bottles on the shelves arrayed
 Are gilt with golden bands.

With hungry eyes and famished look
 He gazeth towards the door,
 Longing for a liberal customer
 Who will increase the store
 Of nickels in his money-drawer
 At least one nickel more.

His hair is thin and gray and short,
 His face is pinched and wan;
 Thought sits enthroned upon his brow
 He sells whate'er he can,
 And stares the whole world in the face,
 For he is a hard-up man.

Week in, week out, from morn till night,
 You can see him standing there;
 You can hear him sigh his heavy sighs,
 The measure of despair;
 Lack-lustre eye and shrunken form
 All tell of want and care.

The children coming home from school
 Troop in at the open door;
 They love to beg for almanacs
 And picture cards galore;
 They make life for that pill-pounder
 One long continual bore.

On Sunday he never goes to church,
 His store he must attend;
 He never hears a sermon nor
 Thinks of his latter end.
 From store to meals, from meals to store,
 His footsteps always tend.

Toiling, sorrowing, suffering,
 Onward through life he goes;
 Each morning sees the same old grind,
 Each eve increasing woes,
 Till finally he tumbles off his perch
 And finds at last repose.

Sampling Flavoring Extracts.

I am inclined to think that flavoring extracts represent a line that most druggists neglect, and yet it is a comparatively easy matter to interest a woman into making purchases of a better grade of extracts than she ordinarily gets at the grocery store. It is our custom when wrapping up a package at the counter to enclose a circular on our flavoring extracts and to say a few personal words also to the patron. We make a little talk on quality, and where we know the woman is capable of discrimination we give her a sample of one of our extracts for trial. In this way we have built up a very nice trade on the goods, and we have yet to find a case where our expenditure has not proved a profitable investment.

Joseph Christopherson.

A Happy Solution.

There had been a long-standing difference of opinion in the Plunkett family concerning the dining-table. Mrs. Plunkett maintained that its legs were too short, and ought to be lengthened at least half an inch.

"It doesn't fit our chairs, Jared, and you know it," she contended. "When we sit down to this table we're too high above it. You could have pieces of wood glued on the ends of the legs. That would be easier than to saw off the ends of all the chair-legs."

"I don't agree with your proposition at all, Cordelia," said Mr. Plunkett. "I think the table is just right. But I'm willing to compromise the matter. You have been wanting a

hardwood floor in this dining-room for a long time, haven't you?"

"Yes."

"Well, we can have that new kind of hardwood flooring that is laid on top of the old floor. That will raise the entire surface three-eighths of an inch or more, and that will raise the table, of course, just so much. How will that do?"

This seemed to be a fair proposition, and without a moment's hesitation Mrs. Plunkett accepted it as a satisfactory compromise.

The Drug Market.

Opium—Is firm on account of the usual spring reports of damage to the growing crop.

Morphine—Is unchanged.

Quinine—Is steady.

Citric Acid—Is weak.

Cocaine—Has been advanced 100 per ounce by the manufacturers.

Glycerine—On account of the lack of demand and season is weak and tending lower.

Soap Bark—Is in small supply and advancing.

Oil Spearmint—Continues to advance on account of scarcity.

Gum Camphor—Is weak and tending lower.

The only time some men love their enemies is when they embrace their sins.

Some people are born to be made rich by others.



YOUNG MEN WANTED—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

Local Option Liquor Records

For Use in
Local Option
Counties

We manufacture complete Liquor Records for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

TRADESMAN COMPANY
 GRAND RAPIDS, MICH.

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

Sugar

DECLINED

Spring Wheat Flour
Some Cheese

Index to Markets
By Columns

Table with 2 columns: Item Name and Price. Includes categories like Ammonia, Baked Beans, Bluing, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring extracts, Fresh Meats, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table with 2 columns: Item Name and Price. Includes categories like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Bath Brick, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring extracts, Fresh Meats, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Jelly, Licorice, Matches, Meat Extracts, Mince Meat, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table with 2 columns: Item Name and Price. Includes categories like Plums, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Cereals, Breakfast Foods, Cream of Wheat, Egg-O-See, Excello Flakes, Force, Grape Nuts, Malta Ceres, Malta Vita, Mari-Flake, Pillsbury's Vitos, Ralston, Sunlight Flakes, Vigor, Volt Cream Flakes, Zest, Crescent Flakes, One case, Five cases, One-half case free with 5 1/2 cases, One-fourth case free with 2 1/2 cases, Freight allowed, Rolled Oats, Rolled Avena, Steel Cut, Monarch, Quaker, Cracked Wheat, Bulk, Columbia, Snider's, Acme, Elsie, Gem, Jersey, Riverside, Springdale, Warner's, Leiden.

Table with 2 columns: Item Name and Price. Includes categories like Limburger, Pineapple, Sap Sago, Swiss domestic, wiss. imported, CHEWING GUM, American Flag Spruce, Geeman's Pepsin, Adams Pepsin, Best Pepsin, Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Per'd, Long Tom, Yucatan, CHICORY, Bulk, Red, Eagle, Franck's, Schener's, CHOCOLATE, Walter Baker & Co's, Germantown Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, Premium, COCOA, Baker's, Cleveland, Colonial, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Webb, Wilbur, Wilbur, COCOANUT, Dunham's, Dunham's, Bulk, COCOA SHELLS, Less quantity, Pound packages, COFFEE, Common, Fair, Choice, Fancy, Santos, Fair, Choice, Peaberry, Maracaibo, Choice, Mexican, Guatemala, Java, African, O. G., P. G., Arabian, Mocha, New York Basis, Arbuttle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLaughlin & Co., Chicago, Extract, Holland, Felix, Hummel's foil, Hummel's tin, CRACKERS, National Biscuit Company, Seymour, Round, N. B. C. Square, Soda, N. B. C. Soda, Select Soda, Saratoga Flakes, Zephyrette, Oyster, Gem, Faust, Shell, Sweet Goods, Boxes and cans, Animals, Atlantic, Assorted, Brittle, Cartwheels, Cassia cookie, Current Fruit Biscuit, Cracknels, Coffee Cake, Coconut Taffy Bar, Coconut Bar, Coconut Drops, Coconut Honey Cake, Coconut Hon. Fingers, Coconut Macaroons, Dandelion, Dixie Sugar Cookie, Frosted Cream, Frosted Honey Cake.

Table with 2 columns: Item Name and Price. Includes categories like Fluted Coconut Bar, Fruit Tarts, Ginger Gems, Graham Crackers, Ginger Nuts, Ginger Snaps, Hippodrome Bar, Honey Cake, Honey Fingers, Honey Jumbles, Household Cookies, Household Cookies Iced, Iced Honey Crumpets, Imperial, Iced Honey Flake, Iced Honey Jumbles, Island Picnic, Jersey Lunch, Cream Klips, Lem Yem, Lemon Gems, Lemon Biscuit Square, Lemon Wafer, Lemon Cookie, Mary Ann, Marshmallow Walnuts, Mariner, Molasses Cakes, Mohican, Mixed Picnic, Nabob Jumble, Newton, Nic Nacs, Oatmeal Crackers, Orange Gems, Oval Sugar Cakes, Penny Cakes, Assorted, Pretzels, Hand Md., Pretzettes, Hand Md., Pretzettes, Mac. Md., Raisin Cookies, Revere, Assorted, Rube, Scalloped Gems, Scotch Cookies, Snow Creams, Spiced honey nuts, Sugar Fingers, Sugar Gems, Sultana Fruit Biscuit, Spiced Gingers, Spiced Gingers Iced, Sugar Cakes, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Sugar Crimp, Sylvan cookie, Vanilla Wafers, Waverly, Zanzibar, In-er Seal Goods, Albert Biscuit, Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda Select, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, Holland Rusk, 36 packages, 40 packages, 60 packages, CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddies, DRIED FRUITS, Sundried, Evaporated, Apricots, California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, Corsican, Currants, Imp'd 1 lb. pkg, Imported bulk, Peel, Lemon American, Orange American, London Layers, London Layers, Cluster, 5 crown, Loose Muscatels, Loose Muscatels, 3 cr. 7, Lose Muscatels, 4 cr. 8, L. M. Seeded 1lb. 8 1/2, Sultanas, bulk, Sultanas, package.

Table with 2 columns: Item Name and Price. Includes categories like FARINACEOUS GOODS, Beans, Dried Lima, Med. Hd. Pl'd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50lb. sack, Pearl, 200lb. sack, Pearl, 100lb. sack, Maccaroni and Vermicelli, Domestic, 10lb. box, Imported, 25lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., East India, German, sacks, German, broken, Tapoca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman Brand, Lemon, No. 2 Terpeness, No. 3 Terpeness, No. 8 Terpeness, Vanilla, No. 2 High Class, No. 4 High Class, No. 8 High Class, Jaxon Brand, Vanilla, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Lemon, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Terpeness Ext. Lemon, No. 2 Panel, No. 4 Panel, No. 6 Panel, Toper Panel, 2 oz. Full Meas., 4 oz. Full Meas., Jennings D C Brand, Extract Vanilla, No. 2 Panel, No. 4 Panel, No. 6 Panel, Taper Panel, 1 oz. Full Meas., 2 oz. Full Meas., 4 oz. Full Meas., No. 2 Assorted Flavors, GRAIN BAGS, Amoskeag, 100 in bale 19, Amoskeag, less than 19, GRAIN AND FLOUR, Wheat, New No. 1 White, New No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Subject to usual cash discount, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Kansas Hard Wheat Flour, Fanchon, 1/2s cloth, Judson Grocer Co., Grand Rapids Grain & Milling Co. Brands, Wizard, assorted, Graham, Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Duluth Imperial, Judson Grocer Co.'s Brand, Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 1/8s, Lemon & Wheeler's Brand, Wingold, 1/2s, Wingold, 1/4s, Wingold, 1/8s, Pillsbury's Brand, Best, 1/2s cloth, Best, 1/4s cloth, Best, 1/8s cloth, Best, 1/2s paper, Best, 1/4s paper, Best, 1/8s paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2s cloth, Laurel, 1/4s cloth, Laurel, 1/8s cloth, Laurel, 1/2s paper, Laurel, 1/4s paper, Laurel, 1/8s paper, Wykes & Co., Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/8s cloth, Sleepy Eye, 1/2s paper, Sleepy Eye, 1/4s paper, Sleepy Eye, 1/8s paper.

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 18 00
5 lb. cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz. box 40
Large size, 1 doz. box 75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

Worden Grocer Co. brand
Ben Hur

Perfection 35
Perfection Extras 25
Londres 35
Londres Grand 35
Standard 36
Puritanos 35
Panatellas, Finae 31
Panatellas, Bock 31
Jockey Club 31

COCOANUT

Baker's Brasil Shredded



70 1/2 lb. pkg. per case 2 60
35 1/2 lb. pkg. per case 2 60
38 1/2 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 @ 11 1/2
Dressed @ 7 3/4
Boston Butts @ 10
Shoulders @ 8 1/2
Leaf Lard @ 9 1/4
Trimmings @ 7

Mutton

Carcass @ 11
Lambs @ 15
Spring Lambs @ 15
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

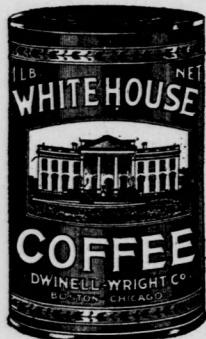
Galvanized Wire

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 00

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 6
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 34

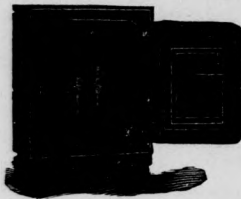
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 85

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

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.

Don't drive business away with ugly looking price cards and signs, when you can get our complete course for fifty cents. Money back if not satisfactory. Stirling Co., Owosso, Mich. 660

Would like to hear from owner having good paying business for sale. Not particular about location; please give price, reason for selling and state when possession can be had. L. Darbyshire, Box 2984, Rochester, N. Y. 659

General store for sale in Northern Indiana, 2,500 population. \$7,000 stock, can be reduced to \$4,000. Best corner store in city, doing \$20,000 business. Good reasons for selling. Write No. 658, care Tradesman. 658

For Sale—Nice clean general merchandise stock of about \$6,000. Town of 1,200. Ill health, reason for selling. Address Box 184, Churubusco, Ind. 657

For Sale—A double store building in good condition. Best location in live town of 1,000. A good business proposition. Address L. B. 14, Carson City, Mich. 656

For Sale—Egg cases. Veneer Box Co., 423 Straight St., Grand Rapids, Mich. 654

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 Bldg., 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

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; under-signed 12 years in same building. A business sacrifice; closest investigation invited. A. C. Arthur, 1229 Second street, Louisville, Ky. 650

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

Business Chance—Drug store; averaging \$19 cash business. Expenses light, exceptional opportunity. Lock 686, Lawrenceburg, Ind. 647

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

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 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 Desmoine 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

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

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.

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

\$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

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

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. 565

For Sale—One Dayton computing scale, almost new. Cheap. Judson Grocer Co., Grand Rapids, Mich. 617

For Sale—Clean well-assorted stock of hardware, about \$6,000. Located in a live up-to-date town of 2,800 in Central Michigan. Has good factories and best farming section in the state. Good reason for selling. Address M, care Tradesman. 610

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

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

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

Do you want to do a season's business in ten days, or close your stock out entirely without any extra cost to you whatever? We guarantee a profit on all goods sold above all expense.

Let Us Prove It

Testimonials from all sections, also highest Bank and Commercial references.

Write For Free Booklet

LEONARD & COMPANY
68 and 74 LaSalle St. Chicago, Ill.

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 at 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—To correspond with registered pharmacist who would take charge of drug store, either on salary or interest in business. Single man of age or upwards preferred. Address No. 655, care Michigan Tradesman. 655

SITUATIONS WANTED.

Wanted—Position as clerk in a general store. Can furnish best of references. Address No. 661, care Michigan Tradesman. 661

Young man, recently with Marshall Field, Chicago, as salesman, desires position. Understands ad. writing. Good references. Gernal Slawson, Mancelona, Mich. 646

Want Ads. continued on next page.

Here Is A Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Cold Facts Served Hot
with Dignified Design or Catchy Conceit make Advertising Profitable

Tradesman Company ENGRAVERS GRAND RAPIDS, MICH.

MEXICAN SUSCEPTIBILITY.

Our Mexican neighbors are at the present time somewhat wrought up over the foolish talk indulged in in certain quarters of this country on the presence of our battleship fleet in Magdalena Bay. As is well known, the privilege granted to our warships to use Magdalena Bay as a rendezvous for target practice and for coaling was the subject of negotiations between our Government and Mexico for some time before the Mexican authorities agreed to permit the use of the fine harbor at the southern extremity of the Gulf of California for a comparatively short time. Our use of the harbor did not extend to occupation in any sense, as no armed men were to be allowed on shore, and in target practice the firing must be done at sea outside of the bay.

Notwithstanding this formal agreement and understanding between the two governments, there are many well-meaning people in this country who are constantly suggesting that our Government should seek to acquire full possession of Magdalena Bay as a naval base. The location of the harbor and the possession of deep water undoubtedly make it a most desirable location, but the great care shown by the government of Mexico in providing safeguards in entering into the agreement with us for the use of Magdalena Bay proves conclusively that the Administration of President Diaz would not be well disposed towards any proposition for the permanent acquisition of the place.

The resentment shown by Mexicans at all this talk about purchasing Magdalena Bay is natural enough. They are not willing to sell any portion of their territory, and they are disposed to regard with some apprehension the mere fact that so large an American naval force is now concentrated in Magdalena Bay. While the Mexicans are undoubtedly alarmed without any real cause, it is nevertheless a fact that the people who talk of purchasing or otherwise acquiring Magdalena Bay exhibit very bad taste and show a lack of knowledge of the fitness of things. Our Government is not in the least likely to make any such proposition to Mexico. An effort might indeed be made to secure permission to establish a coaling depot to be used by our warships when cruising along the Pacific. Such a depot would be on leased land and would not be of any service in time of war. Even this coaling depot idea will probably be dropped now that too much clamor has aroused the susceptibilities of the people of Mexico.

STATUS OF MANCHURIA.

The complication which has arisen because of the course of American Consuls in Harbin, Mukden and other places in Manchuria, refusing to treat with the Russian and Japanese authorities because they are accredited to the Chinese government, has caused no little comment and some friction with Russia and Japan. The Russian and Japanese governments contend that since most of the

points over which the Consuls have jurisdiction are controlled by the two countries within their respective spheres, the Consuls should officially communicate with and transact business with the Russian and Japanese officials.

While it is undoubtedly a fact that in Harbin the principal interests are Russian and the city is to all intents and purposes a Russian city, and much the same state of things exists at some of the points in Southern Manchuria practically held by the Japanese, the fact nevertheless remains that the only legal sovereignty existing in Manchuria is that of China. The exequaturs of American Consuls are issued by the Pekin government, hence it is but natural that the Consuls should hesitate to officially recognize any but the Chinese officials.

While both Russia and Japan recognize China's sovereignty over Manchuria, they nevertheless are not disposed to accord more than a formal recognition and limit the jurisdiction of the Chinese officials to the natives of Manchuria only. As extra-territorial jurisdiction is no new thing in China, the friction that has arisen over the status of our Consuls ought to be susceptible of easy arrangement.

There is no getting away from the proposition that this Prohibition business is something more than a show-er. It does not win every time it is submitted to a vote, but it wins enough to indicate its energy. In the Illinois elections, though there were plenty of places which went wet, there were many more which went dry and something like 2,000 places where liquor is being sold must quit. The large cities seem to hold on, but the smaller ones, the villages and the rural districts are declaring themselves on the side of water, or, as the expression has it, are getting on the water wagon. A curious incident in the Illinois campaign is that Dwight, where the big gold cure is located and which has been dry for quite awhile, will now be wet in accordance with the desire of a majority of its people. "The house that Jags built" brought many old toppers to the town to take the treatment and probably their looks were such a temperance lesson that the people voted no license on that account. Familiarity breeds contempt and now presumably these habitual drunkards have gotten to be such an old story that they are no longer an object lesson, or perhaps the temperance wave is threatening to injure the town's principal industry and so the people are proposing to make their own, since the supply of foreign drunkards is liable to be reduced.

Light hearted people are almost sure to be found carrying somebody else's burden.

Everyday exasperations are windows through which we see the real man within.

Frequently the spirit of anarchy comes in pocket flasks.

Some Ideas on Waterproofing Shoes.

Waterproof boots are in the height of their popularity, and manufacturers making this class of goods are all striving to make them as waterproof as a leather boot can be made. Improvements are being made continually, a rawhide middle sole being a late improvement.

One step further can be made in the use of rawhide in these boots. A rawhide welt, being of a very greasy substance, the inseam stitches would draw into the welt, and the needle holes close up tighter in such a welt-ing. It would seem that this idea of rawhide could be applied to the bottoms of these boots successfully.

For illustration, how would it work to use rawhide innersoles, rawhide welting, rawhide double sole, rawhide counter on the outside to protect the counter in the inside, and also a rawhide tip to protect the box from softening. Water is as effective on rawhide as on a duck's back. The uppers of these boots are as waterproof as is necessary.

It is usually the inseam that leaks. This style of shoe is made more for service than for dress occasions. A pearl colored boot with rawhide applied as described above should make a smart and also a practical boot for the farmer, prospector and surveyor. The chrome tanned leather boot is not just the proper thing for the farmer, as alkali acts bad in chrome tanned leather. A boot made from leather tanned by the old vegetable tannage is better.

A rubber welting is being experimented with, but we can not see where rubber welting is as good as a tough rawhide welt. Of this class of goods the best that can be produced is the cheapest to buy. Solid leather heels, counters and box toes must be used. The purchaser is willing to pay the price if the boot is constructed on ironclad lines and will stand rough usage and is water-resistant. When shoddy is used in the heels of waterproof boots, one or two days of wet weather wear makes the heel swell and lose its shape.

The box toe needs protection from water as well as from the viscol used in the factory. We have seen boots where oil was used too freely with the result that the box toes were softened before leaving the factory. A piece of cravenetted cloth specially treated would protect the box to some extent.

There has been much improvement in the last five years in making waterproof boots, but the acme of perfection has not yet been attained.—Shoe Retailer.

Woman's Moods and Tenses.

When a woman confides her private affairs to another woman she gives her friend credit for having more discretion than she has.

Trouble is the fermentation process of life. Whether it leaves us turned into vinegar or wine depends upon the quality of grape juice we were.

If you would have friends listen to the stories of other people's woes, but never bore them by telling them your own sorrows.

A woman would rather be praised for her taste in dress than be credited with the possession of all the cardinal virtues.

It speaks volumes for the hard, good sense of women that they have survived all the fool advice that men have given them.

Every mother has a double standard of conduct—one for the kind of a wife that her daughter ought to be, the other for the kind of a wife that her son's wife ought to be.

Few women are as great fools as they seem to be.

When a man meets a woman who embodies all the qualities of domesticity, prudence, modesty, economy and judgment that he thinks the ideal woman should possess he takes to his heels and flees from her.

Some of the spring hats are millinery giggles.

There are women so consistent that they never change their age.

The world would never find out about the foolish things we do if we did not tell them ourselves.

The millennium will be in sight when women can be persuaded that there is just as much glory in raising a family of fine sons and daughters as there is in writing a silly book. Dorothy Dix.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, April 15—Creamery, fresh, 25@29c; 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@16c; 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, \$1.80; white kidney, hand-picked, \$2.30@2.40.

Potatoes—White, 75@80c per bu.; mixed, 70c. Rea & Witzig.

The Correction Made.

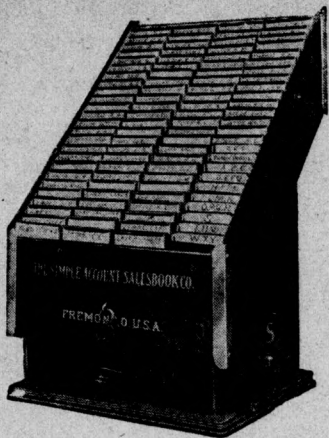
Mr. J. W. Jiggins called at our office yesterday to demand an apology because we called him a political jobber. The editor herewith extends his regrets to Mr. Jiggins. The mistake is purely a typographical error. We did not intend to call Mr. Jiggins a political jobber. We distinctly wrote it political robber.—Blazeville Banner.

Muskegon—The Racine Boat Manufacturing Co. has increased its capital stock from \$400,000 to \$450,000. Of the total capital stock \$300,000 is common and \$150,000 preferred. No new stockholders have been taken in, the additional stock being all subscribed for by the present stockholders. The amount of common stock subscribed is \$250,000 and \$22,100 preferred, all paid in in cash.

The capital stock of the Michigan Harse & Carriage Co. has been increased from \$12,000 to \$30,000.

When the church is only a place of rest it never is a place of refreshing.

Now
Look Here!
We Have
the System
for Your
Customers



Cut of 100 Book Size without hood, showing alphabetical arrangement of books.

WHY? BECAUSE

- (1) It is fireproof.
 - (2) It gives your customer a statement of his account in full with every purchase.
 - (3) It is self-indexing and thus protects you against **mixing accounts** and bringing forward **wrong past account**.
 - (4) It prevents disputes, as your record and your customer's record **cannot be at variance**.
 - (5) It posts your books up-to-the-minute, thus doing all your book-keeping with **one writing**.
 - (6) It gives you and your customer mutual protection and thus establishes confidence.
 - (7) It compels your clerks to charge all merchandise as it leaves your store.
 - (8) It has a simple and practical scheme for taking care of Miscellaneous Accounts, C. O. D. orders and Future orders.
- Write today for full information.

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



Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angdile 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 Angdile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

Let us convince you.

Angdile 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.

"It's All in the Shreds"



Through the daily newspapers in

200 CITIES

through magazines, demonstration, and other forms of publicity we are making new consumers of SHREDDED WHEAT, the cleanest, purest cereal food made.

We are making more business for YOU. Are you ready to take care of it? Remember there is

No "Substitute" for Shredded Wheat

It stands alone—the only "hard times" food because it is the only cereal that can take the place of beef, eggs and other expensive foods.

The Natural Food Company, Niagara Falls, N. Y.

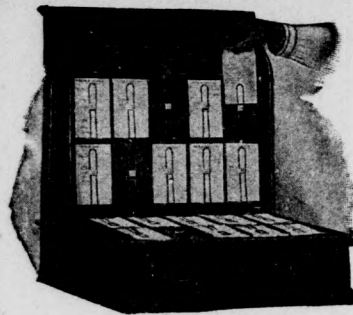
If You Happen

to need a stock of bang-up coffee that'll make your customers "sit up and take notice," there's

"QUAKER" BRAND COFFEE

always "on top"

WORDEN GROCER CO.
GRAND RAPIDS



Did You Charge It?

You no doubt often ask some of your clerks, and possibly yourself, whether there was a charge made for that can of peaches or package of coffee that Mrs. Smith got.

FORGETTING TO CHARGE is a great SOURCE OF LOSS.

If you were using a McCASKEY ACCOUNT REGISTER you would know positively that ALL goods were CHARGED.

The McCASKEY REGISTER SYSTEM compels your clerks to be ACCURATE and CAREFUL.

It is a TRADE GETTER, a TROUBLE SAVER, a MONEY EARNER and a MONEY SAVER.

Don't worry your life away posting accounts.

Use the McCASKEY ONE WRITING SYSTEM.

If you have any trouble with your accounts,

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.

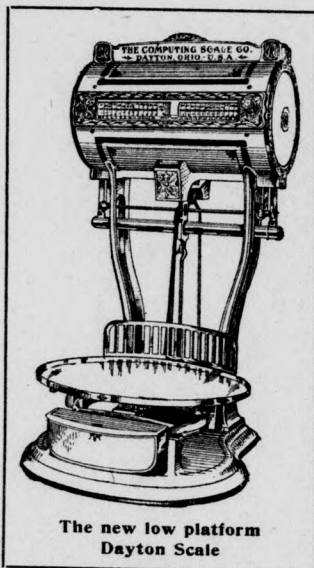
We make no claims or statements regarding

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