

Our Answer



THIS beautiful work of art is now in the hands of the lithographers, being printed in 14 colors—size 21 x 14 inches. We will gladly send one of these to any retailer who has not already received one, for use in window or store display. Simply send us your name and address on your business stationery and same will be sent you as soon as finished.

Toasted Corn Flake Co., Battle Creek, Mich. *W. K. Kellogg* President

P. S.—This is our ONLY answer to the malicious and uncalled for attack which was published in recent issues of trade papers by one of the imitators.

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



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

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

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

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.

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 22, 1908

Number 1283

**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

A FABLE.

Once upon a Time a Citizen
bought four acres of Land on a
prominent Street in a City, expect-
ing to create a Permanent Home for
Himself and his Children.

With this purpose in View he built
a dwelling house in the southeast
Corner of the Lot and Fifty Feet
away he built a barn with a hip-
Roof. To the left of the Rear End
of the House he put down a Well
sixty feet Deep with Cobble Stone
walls from its bottom to the curb.
In the southwest corner of his lot
he set out Many and Various shade
trees that he might have a Grove
on his lot, and down back of the
barn he built a Brick smoke house
in which to cure hams and Should-
ers.

After a few years the Citizen's
Wife passed away and three years
Later the Citizen himself solved the
universal Problem and the Only
Child, a Son, inherited the Property.

Meanwhile the City had Grown, a
natural, rational development with no
Boom record to Overcome, and the
new Owner of the Property discov-
ered that the Shade Trees shut out
the view from his House, toward the
Prettiest street and park Vista in the
town; that the Proximity of the Hip-
roofed Barn and the Onhouses to
the well had Contaminated his water
supply; that his dwelling house was
so Planned that it was impossible,
except at a Cost that was Prohibi-
tive, to put in gas, water, Electric
lights and a Heating Equipment.
And when he concluded that he must
have a Pergola on his Property at all
Hazard, he Discovered that his Hip-
roofed Barn and the smoke House
were in the Way.

And so he sold the Property at a
Great Sacrifice and Bought four
acres of land Elsewhere in the city,
at the Same Time commissioning a
first Class Architect to lay out the
new grounds and plan the new Resi-
dence at a cost not exceeding \$50,-
000.

Moral—If the old man had work-
ed to a plan the Sacrifice of the old
Homestead would have been Unnec-
essary.

KEEP UP WITH THE PROCES- SION.

In the old days when the mer-
chants in Hastings were forced to
"team" their goods from Battle
Creek, when Big Rapids hauled
everything over the State road from
Grand Rapids, the methods of mer-
chandising were in keeping with the
conditions. Such methods were long
ago obsolete and, as sure as fate, the
mercantile methods of to-day will be
back numbers thirty or forty years
hence.

Therefore the thing to do at all
times is to keep up with the proces-
sion and the business man who fails
in this will fail in business. As a
generalization the foregoing is com-
prehensive and no living man can
give further details in regard to any
specific business, except he confines
himself to his own bailiwick—his own
business. Merchandising demands
that every merchant shall work out
his own salvation and experience.
One's own experience and the experi-
ences of others are about the only
resources available as guides in this
matter of self salvation.

Truly transportation conditions are
improved, the telegraph and the tele-
phone are valuable helps, daily news-
papers and market quotations are
convenient, methods of buying are
better and all that; but competition
is more keen, expenses are much in-
creased, individual tastes are more
varied and sudden and pronounced
changes more frequent. The basic
factors remain unchanged, as fol-
lows: First, rectitude; next, industry;
then thrift, and finally cool-headed
discretion and absolute determina-
tion. These are the eternal essentials
which make it possible to keep up
with the procession and so win suc-
cess.

SOMEWHAT EXCUSABLE.

After all, the cynic is not so bad
a person as he is often pictured, in
spite of his carping criticism based
upon superficial knowledge. It is his
cross-grained observations and his
sarcastic commonplaces which serve
as lubricants in the constant and nec-
essarily slow progress along lines of
social betterment. He does not, real-
ly, mean all that he says, because,
as a rule, he speaks thoughtlessly
and with no other purpose than to
keep busy talking.

Because of this talk, zest is added
to the enthusiasm of those who
know. Those who have been stu-
dents for years, whose opinions are
founded upon facts and who are fair
and honest in their methods; have the
courage of their convictions and are
never ready to give up the struggle.
Such men are not working for to-
morrow, for next week or for next
year. Their aim covers all time and
they have the supreme satisfaction of
positive knowledge that the work
they are carrying on will continue
whether they live or die.

The cynic is provided, as a rule,
with faulty digestive apparatus and
so is not wholly responsible for
everything he voices impulsively. On
the other hand, the urbane, earnest
and thoroughly informed citizen who
has unbounded faith in humanity,
who believes implicitly that the right
is certain to prevail, strives intelli-
gently, sincerely and fairly and has a

stomach that is well ordered and
tractable. The cynic fancies that he
does not believe in anything, while
his opposite is convinced that every-
thing is all right and insists upon
participation. The cynic has been a
failure or is envious of somebody or
something; his foil is the chap who
is glad that his fellow men are pros-
perous and has no doubt whatever
as to his own good fortune. The cy-
nic is a pessimist and the fair, broad,
loyal citizen is an optimist.

A BUSY WEEK COMING.

It is decidedly appropriate that the
largest display of electrical appli-
ances ever made in the State of
Michigan should be assigned to
Grand Rapids, "the Electric Power
City of the State," and it is also a
happy circumstance that this exhibi-
tion in the Waters building is to be
given during the week of May 11,
coincidentally with the afternoon and
evening lectures of the Civic Revival.

Public demonstrations of such a
character are a good thing for a city
because they are both entertaining
and instructive and must necessarily
result in benefits to the city in gen-
eral and to individual interests, both
social and material. The remarka-
ble development of electric power
generated by water power in the vi-
cinity of Grand Rapids provides
every facility for the demonstration
of the hundreds of purposes, indus-
trial, domestic and purely scientific,
to which electricity is applied and as
exhibitors are assured from all over
the United States and Canada the
display will be unique in variety and
extent.

And the great floor area of the
Waters building affords exception-
ally advantageous space for exhibits
and for large audiences. The citizens
of Grand Rapids can, without con-
flicting with either enterprise, so ad-
just their time that it will be easily
possible to take in the lectures by
Professor Zuebelin at the Fountain
Street Baptist church afternoons and
evenings and the exhibition in the
Waters building mornings, after-
noons and evenings.

A New York physician prescribes
one hour of kite flying each morn-
ing before breakfast as a cure for
neurasthenia, whereupon the Phar-
maceutical Era comments sagely:
Progressive druggists will at once
put in stocks of kites. They should
be careful to see that such remedies
are labeled in accordance with pure
drug laws, and that the glue or paste
contains no interdicted substances.

He is good natured whose nature it
is to do good.

Truth needs no authority other
than its own.

A GOOD ACT.

It Helped James Collins To a Better Position.

James Collins was a clerk in the office of a well-known mercantile establishment. Outwardly he was much the same type of being as many hundreds of other clerks, but under his well worn blue serge jacket beat a heart which contained a little of the stuff of which heroes are made.

There were many clerks at his business place, their salaries ranging from \$10 to \$18 a week. Collins salary was \$18. On this he contrived to rent a small flat in a "model dwelling," to pay his taxes, and to feed and clothe a wife and two babies.

The thorn in the flesh of most of the clerks was undoubtedly Stubbs, the head clerk. He had been imported recently from an English firm and was a protege of the junior partner. Stubbs was bitterly jealous of every one under him who knew more about the business than he did, and his jealousy was directed against Collins in particular, who had been in the office for fifteen years.

Fate Is Against Collins.

Collins was playing a losing game, and he knew it. Stubbs had the ear of the junior partner, who was virtually head of the firm.

Punctually at 6 o'clock every evening Collins left his desk, and made his way home. He allowed himself but two luxuries. One of these was his evening paper; the other the bestowal of a nickel on "Billy," his friend the newsboy. Billy waited for him regularly at the corner of a certain street, and the pair would exchange views on the topics of the day, or—more frequently—discuss each other's private affairs. This little scene was observed nightly by a benevolent looking old gentleman, with a white beard and a bald head, from the window of his Club, which happened to be opposite Billy's crossing.

The day so long dreaded by Collins came at last. Stubbs had won and the second clerk was informed that the staff was being reduced and his services were no longer required. He made his way drearily homewards that evening, at the usual hour, speculating gloomily upon the future. So dejected was he that he forgot to look up at the spot where Billy always awaited him.

Tells of Lost Job.

"Hello," sang out that friendly youth. "Down on yer luck? Look as if yer'd had a tooth out!"

Collins was obliged to confess that the situation was even worse. Stubbs had given him the sack. Billy knew all about Stubbs, and made use of many soothingly uncomplimentary epithets, by way of cheering his comrade. The benevolent old gentleman, chancing to look up from his evening paper, took in at a swift glance the meaning of Collins' downcast appearance and the sympathetic air of the newsboy.

Collins' greatest trial was the confession of his failure to Mary, his happy, sunny natured wife. He had himself feared this disaster for many

months, but even her quick eye had not detected his carefully concealed anxiety.

Mary, however, refused to listen to his forebodings.

"We have quite a nice little sum in the bank, dear," she smiled. "Now that a rainy day has come we can live on that until a new job turns up. It will be only a matter of a few days, you'll see."

A weary month followed and the monotonous hunt for work continued with no result. Every evening Collins' shoulders dropped a little lower and his step became a little heavier. Billy, catching sight of him at the corner, would wave him a cheerful hand. The urchin did his best to help by means of practical suggestions.

Newsboy Cheers Downcast Man.

"Try sandvichin' guv'nor! I'd do it myself, on'y there's too little of me! Have a go at it to-morrow, if I was you!"

Collins asked himself if it would really come to that. His savings were nearly exhausted. The youngest baby was ill with croup and Mary was well nigh worn out with nursing it night and day. The doctor's bill would soon fall due.

He was engaged one evening upon these mournful reflections, when as he approached Billy's crossing, he was aroused by a cry from a passer-by. Billy was in the middle of the street trying to secure a dime carelessly thrown to him, which had stuck fast in the greasy mud of a November afternoon. A hansom was bearing down upon him, the driver apparently unaware of Billy's existence. Collins darted forward and succeeded in dragging the boy from under the horse's hoofs, but he was not in time to prevent one wheel of the vehicle from going over Billy's ankles.

The pair were assisted to the steps of the Club, from the window of which the benevolent old gentleman had observed the incident, with his usual interest. Billy was unconscious and was sent to the hospital.

Collins went home with a double load of care upon his mind. The boy had earned no small share in the clerk's affections.

Trailed by His Benefactor.

On this occasion the benevolent old gentleman took it upon himself to follow Collins to his dwelling. The little flat was on the ground floor of a large block of buildings. A brass plate upon the door bore the inscription, "James Collins, No. 35." The old gentleman saw a dainty little woman in a shabby, but faultlessly neat, black dress, open the door; saw the unspoken question in her tired, loving eyes, and the man's hopeless shake of the head in response.

The unseen spectator made an entry in his notebook and returned to his Club.

The Collins family were startled the following morning by the sharp sound of the postman's rap; and the fall of a small object into their letter box.

To their astonishment the flap of

the envelop bore the well known stamp of Collins' former employers. It contained but four lines:

"Messrs. ——— & ——— will be obliged if Mr. James Collins will kindly call at their offices Wednesday morning and ask for the senior partner."

Quite at a loss to understand whether this meant good or ill fortune, but with a horrid fear that Stubbs' treachery was at the bottom of the mystery, Collins accordingly presented himself at an early hour.

He was shown into the private office, but instead of the figure of the junior partner at the desk he beheld a mild looking old gentleman with a white beard and a bald head.

Mr. Whitcombe surveyed his visitor kindly through a pair of gold rimmed spectacles.

"You, I know, have not the pleasure of my acquaintance, Mr. Collins," he began, with just the suspicion of a twinkle in his eyes, "but I have known you for some time. In fact, I may say I regard you as quite an old friend. Last night I witnessed a distressing accident from the window of my Club. You, I observed, acted with praiseworthy promptness and bravery. Am I right in supposing that for some weeks you have been in want of a situation?"

Collins admitted that this was the case.

The old gentleman rang a bell at his side.

Stubbs Caught at Bay.

"Be so good as to send Mr. Stubbs to me," he said to the clerk who answered his summons.

Stubbs did his best to conceal an involuntary start of amazement at this unexpected reappearance of the man he had been successful in driving out of the office.

"Mr. Stubbs, I believe one of our clerks recently threw up his situation. Will you kindly tell me if his place has yet been filled?"

"N-no, sir—that is—" Stubbs shifted his position uneasily and shot an appealing glance towards Collins.

"Well, if that is so," continued the senior partner, "I wish this gentleman to have the post. Let me see—the salary, I believe, was \$18 a week? You will, of course, examine his references."

Collins had remained silent. His first impulse was to blurt out the story of his long fight with Stubbs and of the latter's shameful victory. The faces of his dearly beloved wife and babies rose before him. He must not lose this chance. In a few weeks more they would be starving. Then the thought flashed across his mind: "Stubbs has a wife and little ones, too. If I ruin this man will not the thought of them imbitter all the rest of my life?"

Refuses To Take Revenge.

Turning to the senior partner he said: "Sir, I think there has been some mistake. I am the man who gave up his situation. I—I have no references beyond the fact that I was with your firm for fifteen years."

The senior partner gazed at him in bewilderment.

"Fifteen years! You have been fif-

teen years in this office, and at the end of that time you throw up your situation of your own accord, without waiting for your pension?"

"Yes, sir."

The senior partner eyed the two men keenly for some minutes. He was no fool. There was no mistaking the fact that Stubbs was obviously discomfited. A moment or two of shrewd reflection served to make him master of the true state of the case. There was no trace, however, in his manner of the contempt he felt for the cowardly Stubbs when at last he spoke:

"It has occurred to me, Mr. Stubbs," he said, "that you would have a greater scope for your talents in the English branch of our firm. We have need of a really smart man there, and I understand that you are familiar with the English side of a business such as ours. I see no reason why you should not start next week."

Salary Increase the Reward.

Stubbs meekly bowed, and, with a last appealing look at Collins, left the room.

The senior partner held out his hand.

"Mr. Collins, I believe you have done good and faithful service all the years you have been in this office. I am sincerely sorry for the misunderstanding which led to your dismissal. I am now able to offer you the post of head clerk at the usual salary of \$2,500 a year."

And Billy? Billy no longer sweeps a crossing. He is office boy in the mercantile house of Law & Whitcombe, and attends evening classes for the good of his future. Some day, when Collins has retired, it is Billy's secretly cherished hope that he may be offered the post of head clerk at a salary of \$1,800 a year.

Thurston Block.

Tree 1,200 Years Old.

Whatever the age of the trees in this country, the Prince of Wales can assert that he has seen one in Japan twelve hundred years old. A giant pine, with its branches supported by stout props, it is a permanent sacrifice to Buddha. Kobo Daishi built a pagoda in honor of Buddha twelve centuries ago, and in front of it he set his pine, as a perpetual offering, in place of flowers, which should in the ordinary course be offered. Twelve hundred years is a long period in which to trace the history of a tree, but it is only half the age of the present dynasty, and they were able to tell the prince as plain a tale of the pine tree's growth as of the descent of their present emperor. — London Globe.

Not That Kind.

A young woman in Philadelphia recently married was enjoying the delightful novelty of marketing one morning shortly after the termination of the honeymoon.

"I wish to get some butter, please," said she to the dealer.

"Roll butter, mum?" asked the man.

"No," promptly replied his customer; "we wish to eat it on toast. My husband doesn't care for rolls."

What Is Doing in Other Cities.

Written for the Tradesman.

The Board of Commerce of Ann Arbor will make an effort to raise a fund of \$50,000 for the purpose of securing industrial enterprises for the city.

Allegan is a city now. The village council met April 13 for the last time and President Ferris performed his last official act as village president by introducing Mayor Stern and the six new aldermen.

At a meeting held in Toledo, April 15, it was decided to organize a Retail Merchants' Board of the Chamber of Commerce to protect the interests of the retailer, to foster retail trade and to promote a friendly intercourse among retailers. One of the important objects sought is some plan to protect retailers against solicitors and people asking for donations for entertainments, charity and a variety of objects, to which they would not be obliged to contribute unless the cause was found worthy. It was stated at the meeting that a similar board in Buffalo has been successful. The Buffalo organization has succeeded in establishing dates for spring and fall openings, also in the prosecution of shop lifters, elimination of the discount evil and other abuses.

The Chamber of Commerce of Muskegon is making a move to establish headquarters and an exhibition room, in charge of a paid secretary, with an exhibit of the manufactured products of the city and of the agricultural products of the county.

The Board of Trade of Hastings

has taken up the matter of providing a suitable rest room for farmers who make Hastings their trading point.

Toledo grocers and butchers who attend the national convention to be held in Boston May 11, will leave Toledo in special cars May 4 making stops in Washington, Baltimore, Philadelphia and New York. The return trip will be via the Canadian Pacific.

The board of directors of the Kalamazoo Commercial Club have decided in favor of the city hay market ground on Water street as the site for the convention hall to be built in Kalamazoo, if suitable arrangements can be made with the city.

At a recent meeting of the St. Joseph Merchants' Association, John F. Duncan and Walter Hamilton were appointed a committee to see the city attorney regarding the introduction before the city council of an ordinance imposing a tax upon "fly by night" places of business. This has reference to auction sales conducted by strangers and non-residents who pay no taxes. Every one present was in favor of a tax making such sales impossible. Almond Griffen.

Anything To Oblige.

Farmer—Have you seen my bull?

Golfer—Gracious me! No! Where is he?

Farmer—That's just it; he's got loose, and we want to find him. So if you meet him, you might just keep on that there red coat o' your'n and run this way!

Trying It Once.

"Just before Easter last year," said the grocer, as a disconsolate look swept over his face. "I boiled and colored twenty dozen eggs and put them in the window for sale. They had hardly grown cold when along came an old tramp, and after looking at them for awhile he asked:

"'Mister, did the hens lay 'em that way?"

"'No; they are colored, of course."

"'What's the object?"

"'Don't you know that they are Easter eggs?"

"'Noap. Never saw any before. What's Easter?"

"I turned away from him in disgust," said the grocer, but he wasn't going to give it up that way. Presently he asked:

"'Do they eat those eggs?"

"'Yes."

"'Well, I've a notion to try Easter and see how she goes, but I can't pay no 35 cents a dozen. How much for as many as I can eat?"

"He had me there," said the owner of the eggs. "I had never heard or read how many hard-boiled eggs a lusty old tramp could stow away. I mentally figured that half a dozen would choke him up, and then replied that he might eat his fill for 20 cents. He produced the cash in advance, and I passed out six eggs and he sat down on the curbstone and began operations. He had neither pepper nor salt, and I found out later that he had just had breakfast up the street. He sat there and made

just two bites at an egg. Twelve bites and the six eggs were gone."

"And then what?" was asked.

"Then he called for six more, and again and again, and then I gave him a pound of cheese and a pound of crackers and his 20 cents back to quit and pass on. I've seen some very enthusiastic Easterites in my time, but none to compare with that old tramp who had never heard of the day and wanted to try it once to see how the old thing worked. Thirty-five cents straight this year, sir, and no side issues."

Where He Got It.

A country politician in Pennsylvania managed to get elected to the Legislature at Harrisburg for one term. When he came back he built himself a fine house, costing about \$20,000. His old neighbors, who knew he had no money before he went to Harrisburg, and who knew the salary of a Pennsylvania legislator, were curious to discover where the returned statesman got means to build the house.

So one day a committee waited on the man who built the house and the spokesman said: "Jim, we think you owe it to us who sent you to the Legislature to explain where you got the money with which you built this house. How about it?"

"Why," said the builder "it's simple enough. You see, when we were in Harrisburg we didn't keep a hired girl."—Chicago News.

He does nothing extraordinary who despises the ordinary.

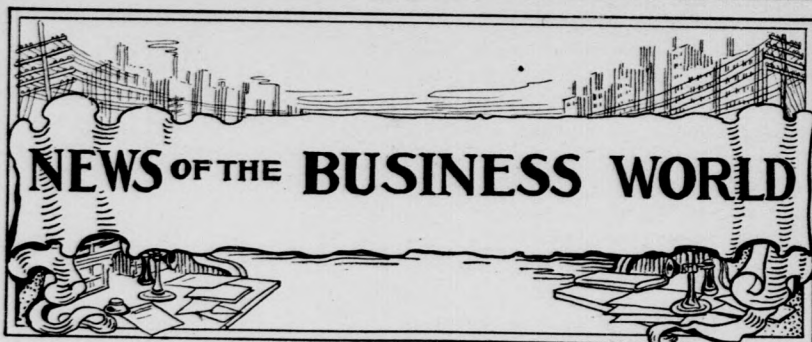
To Get and Hold Trade

Sell your customers absolutely reliable goods. Don't run the risk of losing their good will by offering an article of doubtful quality or one which may injure health.

When you sell Royal Baking Powder you are sure of always pleasing your customers. Every housewife knows that Royal is absolutely pure and dependable. It is the only baking powder made from Royal Grape cream of tartar. You are warranted in guaranteeing it in every respect the most reliable, effective and wholesome of all the baking powders. On the other hand, you take chances when you sell cheap baking powders made from alum or phosphate of lime. They are unhealthful and fail to give satisfaction.

Royal never fails to give satisfaction and pays the grocer a greater profit, pound for pound, than any other baking powder he sells.

To insure a steady sale and a satisfied trade, be sure to carry a full stock of Royal Baking Powder.



Movements of Merchants.

Sault Ste. Marie—C. P. Haerle will engage in the grocery business in the Whalen block.

Jackson—The Jackson Cold Storage Co. has changed its style to the Jackson Farm Produce Co.

Hancock—The general stock owned by the Estate of Edward Ryan is to be sold and the store closed.

Pinckney—Clayton Placeway and Percy Swarthout have bought the H. M. Willeston stock of groceries.

Woodbury—Lughlin & Bera is the name of the new firm which will engage in the general store business in the Lapo building.

Omega—The building being built by Mrs. Jennie Knowles will be occupied by her as a grocery store as soon as completed.

Galien—Prince Bros. have sold their stock of hardware and implements to Fred C. Zeck, who will continue the business.

Coldwater—The blacksmith firm of Dustman & Akenhead has been dissolved. The business will be continued by John Dustman.

Dexter—Robert Fitzsimmons will conduct a men's furnishing goods and grocery store in the building owned by Mrs. Garret Wall.

Detroit—Glen Byerly, of Owosso, has purchased a half interest in the grocery business conducted by Eben Lilly, at 295 Michigan avenue.

Buttersville—James Murray will open a grocery store in the building formerly occupied by the Butters Salt & Lumber Co. for the same purpose.

Otter Lake—The building recently vacated by Harry Smith will be occupied by Chas. Fuller and Bert Foster as a meat market and grocery store.

Reed City—Montgomery & Smith, of Luther, have bought the Watkins meat market. Mr. Montgomery will move here and take charge of the business.

Allegan—Thomas Tait has resigned his position in the Grange store and removed to Otsego, where he is engaged in the grocery business with J. B. Wood.

Fountain—Robert E. Wilson & Son, of Ludington, will open a drug store on Main street. Robert E. Wilson, Jr., is an experienced registered pharmacist.

Petoskey—Jos. Kitching has resigned his position in the Saigeon & Ferris grocery store to accept a similar place in the general store of E. Turner, at Strongs.

Pentwater—The Pentwater Fish Co., which will deal in fish, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Flint—Frank Perkins, of Davison, has purchased the F. H. Haskell stock of groceries, at 523 North Saginaw street. Mr. Haskell will remain in Mr. Perkins' employ for the present.

Fremont—John Oosting has bought the Melvin Scott grocery stock, which he will remove to the Vallier building. Mr. Scott retires from business on account of poor health.

Rockford—H. C. Hessler has disposed of his stock of hardware and farm implements to Floyd J. Moore. Mr. Hessler will devote his time to his furniture business and other interests.

Coloma—The Coloma Hardware & Implement Co. is the name of the new firm to succeed Peck Bros. Dan C. Peck, a member of the former firm, will take charge of the business for the new firm.

Onondaga—J. J. & D. G. Vaughan, furniture dealers and undertakers at Eaton Rapids, have purchased the M. A. Stewart stock of furniture. Jay Baldwin will manage the business. Mr. Stewart will go back to Indiana.

Hillsdale—Ralph Robbins, proprietor of the South End grocery store, has sold his stock to J. A. Root and J. A. Maars. The name of the new firm will be Root & Maars. Mr. Robbins has not decided as to his future plans.

Harbor Springs—Kyle Crawford and Louis Longhouse, of Petoskey, have purchased the C. D. Lane stock of groceries. Mr. Longhouse will take charge of the business. Mr. Lane will devote his entire attention to his drug business.

Muskegon—The wholesale meat business conducted by John Albers has been merged into a stock company under the style of John Albers Sons, with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Lowell—Brown, Sehler & McKay, dealers in agricultural implements, have dissolved partnership. The business will be continued by F. B. McKay, as general partner, and J. H. Colby, of Grand Rapids, as special partner. The partnership relation continues two years.

Saginaw—Charles E. Phillips and A. J. McIntyre, of this city, and Fred E. Burrall, J. P. Jesson and A. W. Brown, of Duluth, Minn., have recently organized a company, capitalized at \$50,000, and purchased the Northern Saddlery and Hardware Co., of Green Bay, Wis. They will take possession of the business next month and operate it under the name of the Northern Saddlery Co.

St. Johns—William Mulder has purchased the grocery stock belonging to the estate of John McKinley,

which he will remove to the Steel block, and will retain the services of John McKinley, Jr. The dry goods department was sold to E. C. Green, of Detroit, who will continue the business under the style of the Detroit Mercantile Co. Mr. Green has four dry goods establishments in the State, but will take up his residence here.

Manufacturing Matters.

Saginaw—The Fordney Timber Co. has increased its capital stock from \$150,000 to \$500,000.

Jackson—The John Roller cigar manufactory, located at Manchester, will be removed to this city.

Deward—The Ward estate put in about 12,000,00 feet of pine and about the same quantity of hardwood.

Traverse City—The capital stock of the Traverse City Motor & Boat Co. has been increased from \$10,000 to \$20,000.

West Branch—The sawmill of Tol-free & Bartholomew started sawing last week. The mill will manufacture about 10,000,000 shingles.

Detroit—The Crescent Machine Co., which manufactures pins and wire nails, has changed its name to the Crescent Brass & Pin Co.

Boyne City—The capital stock of the Boyne City Tanning Co., which manufactures sole leather, has been increased from \$250,000 to \$300,000.

Cadillac—Otto G. Schmidt has bought and will continue the cigar manufacturing business of R. E. Van Horn & Co., located at 859½ Har- ing street.

Roscommon—The shingle mill of the estate of S. G. M. Gates is undergoing extensive repairs. A new boiler has been installed and other repairs made. A stock of logs was put in during the winter.

Engadine—The mill of the Engadine Lumber Co. has started its season's sawing. The snow is rapidly disappearing in the vicinity of this place and logging operations in this region are practically over for this season.

Saginaw—A. F. Bartlett & Co. have bought the machinery in the single band mill formerly owned by Ross Bros., at Beaverton. The Bartlett company will ship the machinery to this city, where it will be overhauled and offered for sale.

Sturgis—Arrangements have been completed for the removal of the Kirch Curtain Rod Co., of Three Rivers, to this city. The company will occupy the Morency brass factory, that plant going over to the Miller-Hubbard factory.

Grant—A corporation has been formed under the style of the Rouge River Creamery Co., which will engage in the manufacture of butter and other milk products, with an authorized capital stock of \$2,000, of which \$1,270 has been subscribed and \$500 paid in in cash.

Cheboygan—The D. Quay & Son shingle mill is being given a thorough overhauling. In a couple of weeks the mill will begin the season's run. The firm has 1,000,000 feet of logs, 15,000 railway ties, 23,000 posts, 15,000 poles and several hundred cords of pulpwood.

Lansing—A corporation has been formed under the style of the Be- ment Stove Repair Co., which will manufacture stoves and agricultural implements. The company has an authorized capital stock of \$1,000, all of which amount has been subscribed, \$500 being paid in in cash.

Owosso—The Independent Stove Co. will remove its plant from De- troit to this place, which has secured the institution in competition with a half dozen other Michigan cities. The bonus demands were heavy, but our people put their hands down in their pockets and produced generously.

Detroit—A corporation has been formed under the style of the Ed- ward F. Lee Glass Co., which will manufacture hard, metallic, plate, sash and art glass, with an authorized capital stock of \$2,000, all of which has been subscribed, \$1,000 being paid in in cash and \$1,000 in property.

Detroit—A corporation which will engage in the manufacture of metallic weather strips has been incorporated under the style of the Detroit Metallic Weather Strip Co. The company has an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash and \$9,000 in property.

Bellaire—W. A. Hosmer has bought 100 acres of timber, located near Stover, giving him over 700 acres of valuable hardwood in An- trim county. The Board of Trade of this place will endeavor to secure a woodenware factory for this vil- lage, to replace the "Blue" factory, which was destroyed by fire.

Detroit—A corporation for the manufacture of special machinery, the making, grinding and truing of gears has been formed under the style of the Gear Grinding Machine Co. The company has an authorized capital stock of \$200,000, of which \$100,000 has been subscribed and \$2,000 paid in in cash and \$98,000 in prop- erty.

Brown City—A corporation has been formed under the style of the Concrete Building & Construction Co., which will construct concrete or cement bridges and engage in the manufacture of silos, tile, crocks, brick, blocks, etc. The company has an authorized capital stock of \$1,200, all of which has been subscribed and paid in in cash.

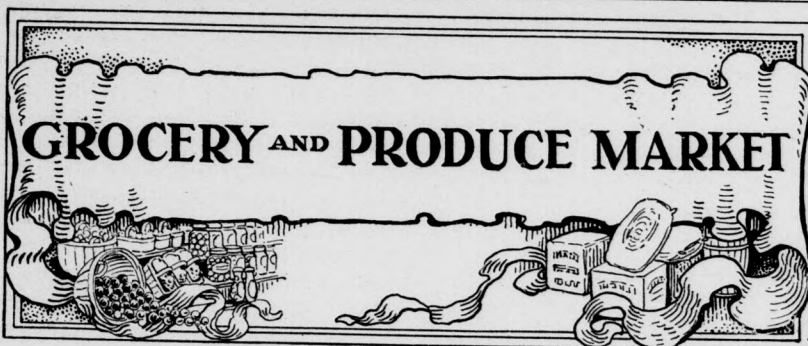
Menominee—The Sawyer-Good- man Company's mill No. 2 has closed down for a few days in order to let the ice get out of the pond, and as soon as logs can be brought near the slide operations will be resumed on a large cut of hardwood and pine. All the other mills in Marinette and this place are running at their fullest capacity, having sufficient timber in their yards or in the booms to supply them until the drive arrives.

100 to 20,000 Pairs of Shoes Wanted

or part or entire Shoe, Dry Goods, etc., Stocks
Quick deal and spot cash

Write to

P. L. Feyreisen & Co., 12 State St., Chicago



The Produce Market.

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

Asparagus—\$1 per doz. bunches for Illinois.

Bananas—\$1.50@2 per bunch.

Beets—60c per bu.

Butter—There has been some increase in the make during the past week, and the market, both as to prints and solids, is not so strong as a week ago. Stocks of storage butter are getting very low and further changes are likely as the weather becomes warmer. The quality of the present receipts is very good. Under grades declined in sympathy with the fancy grades. Creamery is held at 30c for tubs and 31c for prints; dairy grades command 25@26c for No. 1 and 17c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—40c per bu.

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

Cocoanuts—\$4.50 per bag of 90.

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 unchanged. The receipts have been about normal, and the consumptive as well as the speculative demand has been very active. No change seems likely during the coming week. The market is in healthy condition throughout. Local dealers pay 13½c on track for case count, holding at 14½c.

Grape Fruit—Florida commands \$4.50 for 80s and 90s and \$5 for 54s and 64s.

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.

Lettuce—10c per lb. for hot house.

Onions—Red and Yellow Globe command 85c per bu. for good and \$1 for fancy. German White Silver Skin Bermudas command \$2.25 per crate. Texas Bermudas fetch \$2 per crate.

Oranges—California Redlands command \$3@3.25 and Navels fetch \$2.85. The market on California Navels has a strong tendency and there have been some advances. The demand is very good.

Parsley—40c per doz. bunches.

Parsnips—50c per bu.

Peas—\$1.50 per box for Southern grown.

Pieplant—\$1.25 per 50 lb. box of Illinois.

Pineapples—Cubans command \$3.50 for 42s, \$4 for 36s and \$4.50 for 30s.

Potatoes—Local dealers hold at 75c. New potatoes from Florida are being received, although demand is comparatively light owing to high prices, caused by high freight charges. Old potatoes are in good supply; demand is satisfactory and prices rule firm.

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. The market is practically bare of poultry. The stock which was placed in freezers is about exhausted. The demand for fresh receipts is heavy. Turkeys are nearly all cleaned up in the country and the same is true of geese and ducks.

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

Spinach—75c per bu.

Strawberries—\$2.50 for 24 pints of Louisiana.

Tomatoes—\$3 per 6 basket crate of Florida.

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.

John Moran, Manager of the Soc and Escanaba branches of the National Grocer Co., has been elected President of the Escanaba Business Men's Association. He divides his time between the two cities, spending three days each week at the Soo and three days at Escanaba. He is down for an address at the annual banquet of the Association Friday evening.

C. F. Martin & Son, who conduct a hardware and grocery store at Cassnovia, have also engaged in the same line of trade at Kent City, purchasing their stock of the Clark-Rutka-Weaver Co. and the Worden Grocer Co.

Samuel M. Lemon and Wm. H. Anderson arrived in New York from Hamilton, Bermuda, Monday. They will spend this week in New York, returning to Grand Rapids the fore part of next week.

Mrs. H. M. Lowe is making preparations to engage in the grocery business on South Division street, near Hall street, having purchased her stock of the Musselman Grocer Co.

A. R. McKay has purchased a stock of groceries of the Worden Grocer Co. and will engage in business at 407 Broadway.

The Grocery Market.

Sugar—There is no change in refined. Raws are a little weaker. There has been very little buying by jobbers at the last advanced price, 5.40 for granulated, most of the trade having been let in at the old figure. The demand for refined sugar is fair. Most of the trade are looking forward to a heavy summer business.

Tea—The demand is fair for the season, and prices remain unchanged as compared with a week ago. Low grades are steady to firm, but will probably show no further advance as the end of the season is approaching. Other grades are fairly steady.

Coffee—Good selections seem to be hard to find and it is believed that a strong market will be maintained for some time to come. The option market has stiffened somewhat during the past week. Low grade Rios are still weak, but that does not affect the market on higher grades.

Canned Goods—Tomatoes have not shown much activity during the past few weeks. Supplies of higher grades seem to be plentiful and it is believed that prices are about as low as they can go, based on cost of packing. The market is firm. Nothing of interest to report on corn. Spot corn seems depressed. The market shows weak tendency. California canned goods of all kinds are very scarce and the market continues on a strong basis. Supplies in first hands are practically exhausted. Strawberries, raspberries, blueberries and pineapple are about off the market, which is very strong. Standard strawberries remain about the same, the market continuing firm. All kinds of fish are in very short supply and the market is strong. Opening prices on new pack of Columbia River salmon are expected soon, and it is believed they will be somewhat higher than last year. Stocks of Red Alaska are entirely out of first hands and jobbers' supplies are very short.

Dried Fruits—Apricots have gone to pieces and some grades show a decline of 5@6c per pound. All these declines can be credited to the probability of a heavy fruit crop in all lines in California, and the certainty that if there is only a fair crop prices will be much below even the declined prices now ruling. Currants are dull and unchanged. Raisins are still very weak and unsettled, and the demand is light. Apples are soft and in light demand. Citron, dates and figs are all unchanged and dull. Prunes are very soggy and the demand is light. Peaches also tend downward, and very much demoralized. The demand, however, is better than when the price was high.

Syrups and Molasses—Sugar syrup is steady and in excellent demand. Molasses is unchanged and dull, the selling season being about over.

Farinaceous Goods—Rolled oats are strong, with an advancing tendency. Sago, tapioca and pearl barley are a little easier, but a steady market is expected from now on.

Rice—Good quality is not in plentiful supply and some mills are said to be nearly all cleaned up and will

have none to offer until the new crop arrives. The high prices seem to restrict demand to a considerable extent.

Provisions—Smoked meats have advanced ¼@½c. Pure and compound lard are both firm at an advance of ¼c over last week. Dried beef, barrel pork and canned meats are unchanged, with only a fair demand reported.

Fish—Cod, hake and haddock are unchanged in price and very dull. Domestic sardines are quiet and not very firm. The packers have not generally named future prices as yet. Imported sardines are firm and quiet. Salmon is still dull, although its season of large consumption is approaching. Prices on futures have not yet been named. Norway and Irish mackerel are scarce and high in price, but very dull at the present time. And since cuts in the price would not stimulate the demand, values are just as firm as ever.

Saginaw—Henry W. Carr, who has been connected with the Saginaw Milling Co. for a number of years as its general manager and director, severed his connection with the institution Monday, and his successor, W. I. Biles, took charge of the work. Mr. Biles has been connected with the institution for some years under Mr. Carr, being in charge of the hay and elevator department.

The Grand Rapids Stationery Co. has leased the west half of the Leonard building, on the corner of Commerce and East Fulton streets, to which it is now removing. This will give the company much more room than it has ever had before, including ample space for sample room on the ground floor.

M. W. Martz, who discontinued the grocery business at River Bank about six months ago, has re-engaged in the same line of trade at that place. The Worden Grocer Co. furnished the stock.

Edward Frick and Harry Stanton (Judson Grocer Co.) will return home from French Lick Springs, Ind., the latter part of the week. They are accompanied by their wives.

Bera & Laughlin, of Woodbury, have engaged in the grocery and dry goods business, having purchased a new stock of groceries from the Worden Grocer Co.

James Murray has engaged in the grocery business at Buttersville, having purchased a new stock of the Musselman Grocer Co.

W. J. Geisel will conduct a grocery store at 469 South East street, having bought a new stock of the Worden Grocer Co.

A grocery store has been opened at Riverdale by D. V. Phelps, the stock being furnished by the Musselman Grocer Co.

The first step toward cleaning up your neighbor's back yard is taking a hoe to your own.

THE HOME TOWN.

Influence of Good Roads on Local Trade.

Trade, like all other moving forces, follows the lines of least resistance. If the village and country town are to hold their own in the present strenuous struggle for existence, they must adopt measures to remove every possible cause of friction in the machinery of trade.

The country town that from whatever cause fails to take advantage of every trade wind that blows, to retain its legitimate local business, will lose out in the race. But the town that organizes its forces and makes an intelligent and systematic fight for its own will win out and prosper and wax strong. A large per cent. of the retail trade that belongs to the country town is being drawn to the large cities. There is no question about that. But there is nothing the matter with the general system of trade; the trouble comes from an unequal distribution of business energy. Business is being drawn to the great commercial centers, not because of any special advantage possessed by the catalogue houses and other concerns that are cutting into the local trade, but because the local retail dealers have failed to utilize their natural advantages. They have simply fallen behind in the procession.

The introduction of the telephone, the rural free delivery, the trolley line and the automobile, instead of decreasing, has enlarged the trade territory of the country town. But the average retail merchant has done little or nothing to meet the new conditions—he has allowed others to come into his orchard and swipe the ripe fruit. Women like to go shopping; they like to look at the goods before they buy; even men are inclined to look into the mouth of a horse, although the horse be a gift. To buy goods "sight-unseen" is an abnormal practice and will be resorted to only when it is inconvenient or impossible to get to a trade center. The first object of all good merchants is to get the possible customer to look at the goods. The first object of every local trade center should be to get the people into town.

The average American country town is up to date on everything except the highways that lead to it. It has water works, sewer systems, electric lights and paved streets, but as soon as you pass the corporate limit, you are apt to get stuck in the mud, for the only highways are those that Nature made. Here is the knot, the untying of which will unravel the complicated skein of local trade. If the retail merchant expects to get and hold the trade of the surrounding country he must see to it that the roads to town are made easy and pleasant to travel.

The common highways bear the same relation to the country town that the railroads bear to the great commercial centers. They are the gathers of business. If for any reason they are obstructed for a season business stops. Transportation is the life of trade everywhere. Interfere

with it, even for a short time, and you kill your trade.

More than one-half of the population of the Middle West lives in the country on farms distant from the nearest trade center anywhere from one to fifteen miles. When we remember that the products of these farms, which constitute the wealth of the country, and all the goods and machinery consumed and used by the rural population must be hauled by team over our common roads, to and from the market places, the importance of the good-roads proposition becomes apparent.

Why We Have Poor Roads.

The rapid settlement of the country in widely separated communities and the advent of the railroads in the Middle West at a time before a great system of highways was established had the effect of deferring public interest in common highways until recent years. For fifty years the nation has been building up in spots. The railroads connected these spots with iron tracks. To get to the railroad stations with their produce and for the purpose of trade, the farmer did the best he could. He thought himself too busy to bother with roads. However, as soon as the filling-in process began—as soon as communities began to crystallize about local centers, the necessity for better means of intercommunication became apparent. But the last two generations had become so accustomed to mud and a closed season for at least three months of the year that progress has been slow. So fixed has become the idea of deep mud and impassable roads in the Mississippi Valley that local merchants prepare for a dull season and order their goods accordingly. And still the same retail merchants took no action to change the situation.

Railroad corporations, seeing the great benefit good country roads would be to their freight departments, have sent out "good roads trains," equipped with up-to-date road machinery managed by experts in road-making to educate the people in road-making and to demonstrate the economic utility of all-the-year good roads. Magazines and newspapers have argued and demonstrated to comparatively little purpose, it would seem. The moss sticks mighty tight to the back of some communities.

The State of Iowa, with population of 2,230,000, has 100,430 miles of public roads, of which only 150 are of macadam or gravel and passable every month of the year. And Missouri, with a population of over 3,000,000 and 90,000 miles of public roads, has but little over 1,000 miles of well-built highways. This proportion of good roads to population in Iowa and Missouri is fairly representative of the remaining States of the Middle West with the exception of Illinois, which is worse. Here is a field for the good-roads missionary. Automobile associations backed by the manufacturers of vehicles are having some influence in arousing public opinion in favor of good smooth highways, especially between centers of population. This is good

so far as it goes, but it does not reach the vital point—the common road for the common people—the people who have loads of farm produce to haul to market and the local merchants who have goods to sell to these same farmers when they come to town.

Every country town should have good roads radiating from it as a center, like spokes from a hub—roads properly graded and surfaced with macadam or gravel—roads that are not only passable but smooth and hard every day in the year. In time such radiating roads will interlace, forming a network of great public highways.

The necessity for some immediate action to hold the retail trade of the country town has brought the good roads problem to the very front. It supersedes all others, and in the solution of it the business men of the country town must take the initiative.

When we think of building country roads it is quite natural to assume that the people who live in the country and who are directly benefited should bear the expense. It must not be forgotten, however, that the cities and country towns are the centers of trade, the focal points of all public roads, and that they must bear the greater share of the expense of building and maintaining them.

The "county plan" is doubtless the most equitable as well as the most feasible. This plan, which meets with flattering success wherever tried, provides for a general fund, raised by a tax on both town and rural property, to be expended on a system of roads radiating from a given center and extending to the limits of the county.

The experience of Jackson, Tenn., furnishes not only an object lesson in good road building, but it is a shining example of what a few energetic business men can do to build up the trade of a town by concerted action. I got the story at first hand from S. C. Lancaster, Chief Engineer of the Good Roads Commission of Madison county—the county of which Jackson is the trade center.

Ten years ago Jackson was a town of about 10,000 inhabitants—the county seat of a good county, as counties go in East Tennessee. It was a ramshackle old place, innocent of pavements and other modern improvements. Its main business buildings dated back "befo' de wah" and ante bellum ideas dominated the community. The soil of the country was rich, but one-half of the farmers' profits was absorbed in hauling the products, mainly cotton, to market—the roads were abominable.

Now Jackson is a beautiful city of 20,000 inhabitants, modern in every respect, with miles of beautifully paved streets, and from its center thirty miles of smooth macadam roads lead out into the country. You will have to swear out a search warrant to find a "mossback" within the city limits. All this was brought about by the good roads microbes that happened to find lodgment in the community.

It was in the early nineties that the good men of Jackson—the mossbacks and all—saw a great light. The story of their conversion I shall withhold until some other time. It is sufficient to state here that a tidal wave of up-to-dateness struck the town. A sewerage system and other public utilities were put in, the streets were graded and paved and a modern city bloomed forth, as it were, in a night.

The progressive business men of Jackson looked upon their work and saw that it was good. Then opportunity knocked at their door, and they hastened to undo the latch.

The Good Roads Movement.

In June, 1901, a good roads convention was held in Jackson. Prominent men including governors of states were there to address the convention. A representative of the public roads office of the Agricultural Department was there to superintend the construction of a section of exhibition road. The Good Roads Association supplied a trainload of modern roads machinery and the railroads furnished the stone.

The enthusiasm created by this convention took root, but it did not bring forth fruit until the winter of 1903-4—the winter of great mud. The roads of Madison county were impassable—as bad as Illinois and Iowa roads. It took two big mules to haul a milk wagon with two cans of milk. For more than six weeks this condition prevailed. The city of Jackson was marooned in a sea of mud. The opportune moment had arrived. A mass-meeting of the citizens of the county was called and all who could get there came. All wanted good roads—but how to get them was the question. Some favored a direct tax and others wanted to issue bonds. It looked as if the meeting might end in talk, when a farmer arose and addressed the meeting: "Mr. Chairman," said he, "I am just a plain farmer, and have no business trying to talk to this meeting. I am all covered with mud; there is mud on my boots, and all over my clothes, and my hat is all spattered up, too. I walked to this meeting because my horse couldn't travel the roads. I've got a little farm and a sawmill out on Popular Corner road, just a little over two miles from town, and if I could climb up on a hard road with my truck and with what lumber I've sawed, I could clear enough in one day to pay my taxes on that road; but I haven't got it.

"I bought some groceries from you (turning to a merchant) this month; yes, \$5 worth, for I had to carry them out on my back; but if I had had a good road it would have been \$25, I am sure."

There was the gist of the whole proposition. The business men of Jackson saw the point. There was no further discussion. A bill was drafted and at once passed the Legislature allowing the county to issue road bonds to the amount of \$300,000 at 4 per cent. The bill also provided that \$150,000 was to be first expended on roads within a radius of five miles of Jackson, and the remainder within ten miles.

A good roads commission of five

members was created and work began. Three years have passed and the first \$150,000 has been expended on thirty miles of graded and macadamized road as smooth as a city boulevard. The effect on the town and the surrounding country has been marvelous, and values throughout the country have increased fully 50 per cent. and city property has advanced in proportion. Farmers have been coming from adjoining states, all wanting to buy farms on the "good roads." Others anticipating the future have gone back from the roads on the strength of the good road policy of the county. Truck and fruit farms are being established in every direction. They can get their produce to market now—every day in the year.

The effect on the business of Jackson has been no less marked. There are no stores to rent within the city limits. Additions are being laid out along the macadam roads, and what was once regarded as farm property is being sold at a figure that was not dreamed of three years ago. Jackson is in the midst of a healthy boom—all the result of a little common sense.

Richard A. Haste.

She Saved Him.

His fellow-passengers on the street car noticed that he had a wild look in his eyes.

The conductor worked four lead nickels off on him in change for a quarter and he never kicked.

He was carried a block beyond his corner but he didn't threaten to sue the road.

He stood at his gate a moment before entering and his chin shook and tears came to his eyes. It was evident that the mental struggle was terrific.

When he finally summoned the courage to enter the house his butler didn't know him for a moment and took him for a con man.

As he entered the presence of his wife she started, turned as white as snow and whisperingly said:

"James, have you brought home a case of the bubonic plague?"

"I wish it were only that!" he groaned in reply.

"Speak! What is it? I am a bleached blond, but I can bear any sort of bad news. What has gone wrong?"

"I—I must have \$34,356.90 before the opening of business to-morrow morning or I am a dead duck."

"And you can't raise it?"

"Not even the 90 cents."

Then she thought and thought and thought. Various emotions passed over her. Various chills and thrills shook her. Thus for half an hour while he sat with his face in his handkerchief and lifted his shoulders convulsively from time to time. Finally she set her jaw and rose up and left the room. When she returned, five minutes later, she had a bandbox full of money in her hand, and she placed it on his knees and said:

"Here it is, James. I wanted it for my Easter hat, but I see my duty as a wife and do it. Put it in your hind pocket and let's go down to dinner."

TIME AND PATIENCE.

Plodders the Ones Who Do Work of the World.

Excellence in any profession or calling is only attained by long and constant practice, diligence and application. There must be an assiduity that never wavers, an ardor that never grows cold. If the hand is taken from the helm of a ship even for a moment it may be shattered on some hidden rock, rendering all the labor and care of the voyage in vain. Never can the wheel be neglected until port is reached.

To do anything well we must be thorough, earnest and patient. We can not accomplish a day's work in an hour, no matter how hard we may try, and it is the hard workers who always are the patient workers.

Time and patience are twin helpers without the assistance of which it is impossible to perform any kind of work. The one gives opportunity and the other enables us to seize it.

Plodders Never Lose Time.

There are some who seem to crowd as much into a month as others do in a year and appear to have accomplished a lifetime of work before their competitors have really begun, but these are the constant, steady plodders who find time by never losing it.

When a man does something out of the ordinary, soars aloft to a greater height than his neighbors, we take off our hats and say: "He is a genius." Not so. He is only a hard worker, who has learned the secret of life, who utilizes every moment of his time and bends every energy to make each succeeding hour better than its predecessor. He is one who has found out that nothing comes without work and patience is necessary to carry on the work. He does not believe in genius, looks upon it as a misapplied term which the foolish and the idle give to hard, honest endeavor.

All things come to him who hustles while he waits. Don't sit down with folded hands or stand with arms akimbo set until occasion tells you what to do; don't wait for something to turn up or something to come along and take you by the hand to lead you up, without any labor on your part, to the heights others have gained by push and perseverance.

Wait, But "Peg Away."

Waiting means the patience which is content to bide its time for results and still keep "pegging away," as Lincoln put it, firm in the faith that some day your labor will be rewarded with the crown of success.

It is a great mistake to think that you can scale the heights at a bound without climbing the ladder rung by rung, and it is this mistake which has resulted in so many failures.

The wings of those who attempt to fly so high all at once become weakened and they suddenly fall to earth helpless, unable to rise again.

Undoubtedly now and then some fluke of fortune may enable some lucky one to sustain the flight until he has gained the sunny eminence, but such an exception is rare and only serves to emphasize the rule

that hard work alone can lead to success.

The lives of all truly great men undeniably prove the absolute truth of this rule. While others were lying abed they were toiling in the night, going up higher and higher, and they could rest secure on the solid foundation they had gained. They were content to wait their time and bide their chances.

Rushers Do Poor Work.

It is the misfortune of many that they are always in a rush, hence their work is never satisfactory. Our young men are rushed through school, crammed through college, and pitched into the professions without any reserve supply of education or training.

Short cuts and abridged methods characterize our time, we are traveling too fast, and there is always danger of breaking down.

Life's superstructure must be built on solid foundations, otherwise the edifice will totter. When we build we must dig deep and carefully construct, and this takes time. All of Nature's works are perfect, but none of them are rushed through in a hurry. It takes time for the petals of a beautiful rose to unfold until it shows the full blown flower. The oak takes many years to come to maturity, but it lives for centuries, green and flourishing, while the reed that springs up in a day soon withers and decays.

There is no great work in the world that has not cost time and care and the best that was in men to bring it to completion. This is true of the mighty temples and towers and castles and churches of which the world boasts, as well as the immortal works of literature which came from teeming brains backed by patience and hard work.

Take Time for Infinite Pains.

Many of the great masterpieces were not given to the world until years of infinite care had been bestowed upon them; they were polished and repolished, touched and retouched, a word taken out here and another put in there and altered until scarcely any of the original was left in order to make them as perfect as possible.

Dante was more than twenty years writing the "Divine Comedy." Milton carried the conception of "Paradise Lost" in his brain for many years and when he was dictating it in his blindness he would change a line a score of times. Victor Hugo spent thirty years on his "Les Misérables," all the time studying every type of character in the underworld of Paris and other cities of France.

Some people think that the two Irish poets, Goldsmith and Moore, were facile writers and could dash off a stanza impromptu. So far from this being the case, both were extremely slow and would commit nothing to paper without long deliberation. It took Goldsmith seven years to write the short poem of "The Deserted Village" and he thought he was making good speed if he managed a couplet to his satisfaction in a day. Moore spent months on one stanza and would

keep a poem by his side for weeks until he would find the right word.

Hunts Six Weeks for a Word.

In describing the village schoolmaster in the above mentioned, Goldsmith writes:

"And still they gazed, and still the wonder grew

That one small head could carry all he knew."

It took him six weeks to get that one little word "carry" and there is not another in the English language would suit the meter and at the same time convey the meaning he wished to express.

Again, many of the most successful authors have been turned down and their works sent begging from one publishing house to another, but they did not get discouraged. They waited patiently and while waiting worked, feeling confident that the work would be recognized some day.

Carlyle's "Sartor Resartus" was refused by three prominent publishers, yet it is now acknowledged one of the greatest classics in all literature.

Thackeray's "Vanity Fair" was turned down by a dozen houses before its merits were recognized.

Henry Ward Beecher sent half a dozen articles to a religious paper to pay for his subscription, but they were declined. Afterward the same publication would have felt honored to have had even a line from his pen.

Magazine Refuses Alcott's Story.

A leading magazine returned Louisa M. Alcott's MSS., with the suggestion that she stick to teaching. She kept to the pen, however, with which she made more than \$200,000.

Tennyson's first poem was not only refused by the magazines but ridiculed and mocked. Washington Irving was almost 70 years old before the income from his books paid the household expenses. These men waited their time and it came.

Bancroft spent twenty-six years on his history and Webster thirty-six on his dictionary. It is the same with the great inventions. It took years of study and experiment to perfect them. Everything must have a foundation, otherwise it can not stand, and the more solid the foundation the safer is the structure.

The edifice of a successful life requires time and patience to erect. Be content to drudge and wait until opportunity comes and be sure it will not pass your door, your labor will be rewarded. Madison C. Peters.

Has To Be a Good Guesser.

A Utah butcher has bought a fine baby-weighing scales, with a basket attachment, weighing up to twenty-five pounds. Anybody is welcome to use them, and the meat dealer even goes so far as to deliver them free of charge on request. The good will of the baby's parents is certainly secured for the temporary loan of the baby scale, as such a one of approved pattern costs more than the average family cares to pay for the little time it will be of service. It is said the enterprising butcher cuts out all the marriage notice from the local papers and sends the happy couples an offer of the use of the basket when he thinks it might come in handy.



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O. L. Schutz, Advertising Manager.

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UNSATISFACTORY SERVICE.

The Chicago Railway Age, calling attention to the numerous and serious failures of railroad trains to make schedule time, notes that recent annual reports of various state railroad commissions contain severe criticisms of railways for failure to run their passenger trains according to engagements. There is much justification for these criticisms. The New York Public Service Commission cites as a fact that a certain train never reached a certain station on time a single day in July or August last. A train on another road was late at one of its stations every day from October 20 to December 1. A third train on still another road was late in reaching Buffalo every morning in December. Another train on a fourth road was late every morning in November. These examples probably could be duplicated in every part of the country.

It is easy to make complaint, but difficult to find a remedy. There is none under present conditions. Somebody has proposed that the railroads be made responsible in actions for damages by passengers who suffer in person, property or business by such delays, holding that the ticket for passage and the official schedule on which it is purported that the train is run from a contract.

This is truly an absurd notion. The ticketholder purchases transportation, but his alleged contract does not entitle him to a seat, and he only gets one by taking possession before somebody else can do so. Transportation in the premises includes nothing whatever except such haulage as the company may choose to accord. The railroads get the passenger's money before any service is rendered, and should there be no service the holder of the ticket will be lucky if even he gets his money back.

Few things have exasperated more people against American railways than the failure of passenger trains to run on schedule time. Almost

everybody travels more or less, and everybody who travels at all has from time to time the disagreeable experience of reaching his destination late and having business or social plans deranged. Even where no pecuniary loss results, the traveler is angered, and generally he will take revenge on the road by loudly criticizing it and by voting, when opportunity offers, for the candidate for office who denounces railway management's loudest. Late passenger trains sometimes cause worse results than inconvenience to travelers. The complication of train orders that results, and attempts by train crews to make up lost time, lead to greater or less delays of all traffic on the line and occasionally to serious accidents.

The Railway Age well says that when trains are chronically late it is conclusive evidence of slipshod management or too short schedules; usually the latter. That schedules that are too short to be conformed to with reasonable regularity should be lengthened every railway official concedes. If it is usually impossible to get passengers to a point at the hour when it is represented to them that they will be got there, fairness to the passengers and the interests of the road require that the timetask shall be changed.

When there are competing lines passengers can avoid a road that gives, as a usual rule, poor service and patronize a better one, but the absorption and consolidation of the competing routes under one management goes on, and there is thus no relief as well as no redress.

UNFORTUNATE DESCENDANTS

A young multimillionaire of New York, whose family name is almost commonplace because of the frequency with which it appears in the newspapers, wishes that he were a poor young man; that he were out of the smart set swim and could do something that would bring the contentment, peace and happiness he has never been able to realize.

Apparently he is sincere in his desire and the odd thing about it all is that seemingly he does not know how to overcome his tremendous incubus of great wealth. But is he in earnest?

There are millions of opportunities for rational abandonment of the extravagances, the conventionalities and the every day demands that have been evolved and are being perpetuated among the swagger people of the American metropolis, but the crude fact is that while the young man probably believes his wish is genuine, he does not possess the character or the brains to make good in the coveted direction.

It is not that many of the younger generation of the very wealthy ancestors are inherently bad; they are not degenerates in the strict sense of the term. All records go to show that these people who marry, divorce and do a whole lot of other reprehensible things habitually, might have been ordinarily wholesome and decent had they received the benefits of a public school education; of ac-

tual companionship with youngsters who were forced to appreciate the value of every nickel that came into their possession and who learned by hard knocks the worth of rectitude, industry and personal honor.

This young millionaire, like hundreds of others, inherited his wealth and was taught in every conceivable manner how to avoid responsibilities and escape all effort, mental or physical, that had any relation whatever to the essential of real citizenship and genuine manhood. The fault lies with the parents who have thus placed their children where their sole ambition is to attract the attention, temporarily, of the opposite sex by any means within their power. Succeeding once in this ambition, the novelty of the experience is short lived and so it is repeated over and over again to the annihilation of all moral sense. It is the only art they know, their only occupation and their sole source of pleasure. That this is true is demonstrated by the hopeless plea of the young unfortunate who, having many millions of dollars, does not know how to do anything really worth the while.

BROAD BRIMS IN CHURCH.

The advent of the abnormally broad brimmed hats which the ladies are wearing is notable not only in Michigan, but all over the United States and the fact is occasioning a great deal of comment in numerous newspapers. The "Merry Widow" hat fever is raging with particular violence in Kansas and Oklahoma. A ministerial association in a Western community has passed resolutions to the effect that ladies are requested to take off these hats when they enter church. This is for the purpose of enabling more than two to sit in the same pew and also to allow those who sit behind to get a view of the preacher. Oklahoma is up and coming, very progressive in many matters, but in this case can not claim credit for originality. Some weeks ago a Baptist pastor announced the appreciative gratitude that would follow the act of hat removal by the ladies of the congregation.

Naturally enough what would be a polite request in Michigan would get to be a summary demand when it reached Oklahoma. Of course, the women can bring to their defense St. Paul's injunction found in I Corinthians, xi:5, which reads like this: "But every woman that prayeth or prophesieth with her head uncovered dishonoreth her head." In response the preachers can quote I Timothy, ii:9, which says: "In like manner also, that women adorn themselves in modest apparel, with shamefacedness and sobriety; not with braided hair, or gold, or pearls, or costly array." That is good scripture doctrine which directs the women to wear their hats in church if everything in the Bible is to be taken literally. It is fair, however, to say there is every reason for believing that St. Paul in his wildest dreams never imagined a "Merry Widow" hat. He was a wise man, zealous and a great preacher. He had something

of the prophetic vision, a stout heart and an entertaining tongue, but all these could not help him to foresee what the women would be wearing in the spring of 1908.

AVAILABLE TRIBUNAL.

A penny grabbed is a penny gained, just as surely as is a penny saved one that is earned, according to the railway managers, and so, to get even on the 2 cent fare law and, incidentally, to retaliate for various outrages committed by the common people, the vested interests have begun to do a lot of mean little things. In Michigan the evidence has arrived in the doubling of rates on milk. The ten gallon can of milk you used to ship for 20 cents is now taxed 40 cents, and so on.

But Michigan has a State Railway Commission; a body with authority, with power and with the loyalty and good citizenship to exercise that power and authority. And the people of Michigan have a keen realization of the fact. There isn't a country merchant or a manufacturer having business with the railroads who does not know that he can appeal to the State Railway Commission, if he has any complaint to make, with a certainty that he will get a fair hearing and that, if his cause is a just one, he will receive redress.

Any merchant or manufacturer in Michigan or any group of such men, believing that the railways are in any way treating their town unfairly, as to transportation essentials, need only to formulate their case accurately, truthfully and fairly, and go to the State Railway Commission with it, certain that it will receive prompt, careful and thorough consideration, and, if the cause is truly a just one, that the unfairness will be adjusted.

As to the raising of milk freight rates 100 per cent., there is to be a hearing in Detroit on April 27, when the shippers of milk and the freight rate grabbers are to tell their respective stories. At that hearing, probably, there will be shippers from Western Michigan, as well as from other points in the State. However many or few shippers there may be present, the railways will be required to show up their case. If it is justifiable, the railways will win; if it is not, they will not be the victors.

Dispatch Boat of Bronze.

The waters in Brazil contain so much decomposing vegetable matter that thin steel does not long withstand its deteriorating action; hence, the Brazilian government, when it made a contract for a new dispatch boat, specified that the hull propeller shafting and propeller should be made of bronze. The waters have no corrosive action against this metal and the government, while having a more expensive boat than one made of steel, will possess one that is very much lighter than a vessel of the same size and kind built of steel or of wood.

There is something wrong with a man's prayers when they never choke his utterance.

TREND OF SOCIALISM.

In every age of the world there have been thinkers and theorists who have occupied themselves in declaring the wrong and injustice perpetrated upon the vast masses of human beings by the inequalities in their special and general condition, and in the restraints of law, religion and custom under which they exist.

Why are some wealthy and fully supplied with this world's goods while others are poor and without reliable means of subsistence? This earth on which mankind has been placed is a common heritage and property of the entire population. Why do some enjoy possession of great shares of its lands and their gifts, while others have nothing but the air they breathe and are suffering for every necessary of life?

Then these theorists, assuming that all human creatures come into life in the same manner and pass out of it in the same way, and in the moment of birth and of death are upon the same physical plane, and are therefore entitled to entire equality in everything that life affords, argue that under natural laws complete equality existed, but that through combinations and conditions brought into being by a few for selfish purposes the greatest inequalities of situation have been created, and the masses of the people forced into positions of inferiority and subordination to their great injustice and wrong.

The overwhelming evils thus brought into being by the cunning and ingenuity of self-appointed leaders are maintained by systems of laws, restraints and regulations fixed upon society. Thus the whole people are deprived of the absolute equality and the complete liberty of thought and action which are the natural and inherited right of every human creature.

Such is the remarkable notion upon which the most radical demands for liberty and equality, absolute and unrestrained are founded, and it is upon these that the various bloody and chaotic revolutions which have overturned all organized government and uprooted all human institutions, have been begun.

If the theorists had sought for the real causes of human inequality of condition and for reasons for the existence of laws and restraints, they would have found them in the social and political relations of the members of all primitive tribes and races of people. Society and government began with the family. Under the very rudest conditions there has always been a group composed of a man, a woman and their children. This group was bound together by ties of common interest on the part of its members, each for the others, and by the duty of protecting, and of securing food and clothing for them. Here is not only the idea of a social organization, but one also of property. Not only the children, and the stores of food and other necessities must be protected from attacks by individuals, but also by wild beasts.

Under such conditions it would

soon be found necessary for several families to organize for the common safety, and in making such combinations there would be compromises of natural rights for the common good. Members of the band or organization would make pledges, that while always ready to prey upon the common enemy, they would not steal each other's women or their material property.

Whatever may be the cause for it human beings are not born to any sort of equality. They are not equal in body or mind nor in moral nature. It was so from the beginning, and it is so to-day, that there are members of every community who will not perform any honest service of any sort, but seek to live by the labor and upon the property of others. There are members of every community who, by persistent, honest industry, rise to conditions of wealth and material prosperity. There are others who by superior intelligence reach positions of distinction of various sorts. There are yet others whose high character and fidelity to duty and principle gain for them the confidence of their fellows and they are intrusted with high public and private responsibilities. There are still others whose intelligence and skill are employed in the most questionable if not actually dishonest practices by which they despoil their fellows of wealth and honor.

In no community is there any such thing as physical, intellectual or moral equality among its members, and those who are physically handsome, and those who are materially prosperous, and those who are socially elevated, are always objects of envy and jealousy to others who lack and long for such advantages.

Thus it is that not only is there no natural equality among the members of a community, but such equality is contrary to human nature. Every creature that is capable of an aspiration, a hope or an ambition wants to rise above others. There is no plane of common attainment that will satisfy the members of a community. Each wishes to climb, and while he may not actually propose to drag down somebody in the process he desires success at any cost to others.

There have been theorists who, assuming that the inequality of human conditions is the result of government based on false political doctrines, propose to change everything by creating a system by which property and all production of wealth shall be placed in the hands of some supreme power to be distributed and administered so that each individual shall have or enjoy the use of an equal share, and no one person shall possess or control or handle any more than his equal proportion.

It will be necessary to discuss the difficulty of securing a governing agency to conduct such a system that will be any more honest or reliable than those that exist. Whatever is done by men is always subject to human limitations. But the great question in such an arrangement will be the possibility of keeping people

content when all ambition, all hope of gaining distinction and all possibility of improving individual conditions shall be taken away. Under such conditions there will be no private property except the food one eats, the clothes one wears. All will feed from the common store; all will dress alike, all will sleep under the same sort of roof; all will be brought to a common plane, a dead level, and there will be no rising from it.

Do any considerable numbers of any people look forward with desire to such a prospect? Surely not, for equality such as that is contrary to the instincts as well as to the sentiments of the human race, but the vast multitudes that are at the bottom or in other stations from which they desire to rise, see in the revolution that such a theory proposes an opportunity to overthrow all government and destroy all law, and a possibility in the midst of such a storm of wild rage and fury of being able to get into the higher places from which the owners of great wealth and the leaders in the political and social world are to be dragged down.

Socialism will never succeed on its own merits, but it will lead the way to a terrible political and social revolution like that of 1789-1799 in France. It was the "Reign of Terror" that brought forth Bonaparte. Order is not only heaven's first law, but no human society can exist without laws and governmental control. It was the necessity for public order and the protection of society that brought Napoleon out of the French social deluge. Despotism alone can deliver human society from chaos.

BUMPER WHEAT CROP.

According to present indications this country will this year raise a bumper wheat crop. The winter and spring have been particularly favorable for the grain crops of the country, especially wheat, and from present indications the yield will prove to be more than 700,000,000 bushels. The weather has, of course, been the controlling factor in this promising situation, and it is barely possible that unfavorable weather conditions before harvest may in some measure mar the present outlook, but the crop having passed the critical period, it is not probable that it will be damaged sufficiently to materially affect the promise.

While our wheat production in the aggregate is far ahead of the wheat outturn of the leading wheat-producing countries of Europe, we do not produce nearly as much wheat as we should on the acreage devoted to that cereal. Although England and France do not grow as many acres in wheat by any means as we do, they produce nearly twice as many bushels to the acre as we do. This greater success in farming is due to intensified cultivation and to careful working and fertilization of the land. The European farmers do not plant nearly so many acres as our farmers do, but they cultivate what they plant, make a more critical selection of seed, and get all that there is to be secured from every acre cultivated.

It is evident that with proper methods of cultivation we should increase our production materially on the same acreage now planted, and there is still a great volume of undeveloped land admirably suited to the cultivation of wheat. The very much greater production of wheat per acre abroad compared with our average production of about 14½ bushels per acre is not creditable to our farmers, and would seem to prove that the American agriculturist is by no means as scientific a tiller of the soil as his European brother.

Although the production of wheat this year will not be as great per acre as it could be made, the aggregate will represent a bumper crop and will leave a great deal of money among the growers. While our own consumption of wheat is steadily increasing, Europe will readily take any surplus we may find on our hands after home wants are filled.

Dr. Wiley, the government chemical expert, will make a special effort this summer to induce the farmers to engage in the production of denatured alcohol. Besides his school of instruction in the Department of Agriculture, he proposes to send out several stills, operated by experts, who will show farmers at their homes how to build and operate a distillery. It is more than half a dozen years since the advantages of denatured alcohol were presented, and Congress passed a law authorizing its manufacture and sale. That law and the ruling of the internal revenue commissioner was found to give a few big distilleries a monopoly of the business. Amendments and new rules have since been made, but there are still in force some absurd regulations that should be withdrawn. A Pennsylvania druggist who desired to put in a stock found that denatured alcohol is still surrounded with more restrictions than the old grain brand; that the druggist was required to keep a list of the persons to whom the stuff was sold, and that other regulations made the sale of the denatured variety a nuisance. Rather than submit to all of the tomfoolery he decided not to sell it until it can be handled with less annoyance and trouble.

Complaint was made to President Roosevelt that the "Jim Crow" cars on Southern railroads were not as well equipped as the cars provided for white passengers, and orders were issued that no distinction will be allowed. The only difference in equipment was that cars for the whites were provided with soap and towels. On receipt of the order the managers directed the toilet articles removed from the cars, thus making a saving of expense more acceptable to the railroads than to white patrons.

Denver hotels, it is said, have agreed upon a minimum rate of \$14 a day during the gathering of the Democracy in that city. As transportation now has to be paid in cash, the honor of being one of the builders of the Democratic ticket promises to be quite expensive.

GRAND RIVER.

Drainage Area of the Largest Stream in Michigan.

Of the three beautiful valleys of Southern Michigan, named for the rivers that flow through them, and empty into Lake Michigan—the St. Joseph, the Kalamazoo and the Grand—the basin drained by Grand River is much the largest. All of these rivers, and also the headwaters of the Raisin and the Maumee which flow into Lake Erie, rise near the summit of one of the terminal moraines of the glacial period in the county of Hillsdale. Tributaries of the Maumee and St. Joseph rise within a mile of each other in the townships of Reading and Allen; while tributaries of the Kalamazoo and St. Joseph rise within half a mile of each other in the township of Adams. The headwaters of the Raisin are within a mile of those of the Kalamazoo in the township of Somerset, and those of the Maumee approach equally near in the adjoining township of Wheatland. In the northern part of Somerset, close to the line of Jackson county, are two peaks, which, apparently, constitute the highest points of the Hillsdale Summit. Here, within an area of two miles by three, we may view the head waters of the St. Joseph, Kalamazoo, Raisin and Grand Rivers; and an area of four miles square would include, with these, the highest tributaries of the Maumee.

The Highest Land.

The highest land along the line of the Michigan Central Railway is on the eastern line of Jackson county. Fed by springs, Grand River, within a few miles of its source, soon after entering Jackson county, furnishes sufficient power for a grist mill, known as Liberty mills, which has been operated ever since the country was settled, and is still doing business in one of the romantic spots of Southern Michigan. In the south part of Jackson county Grand River takes all the water for a distance of eighteen miles in width, and on the north line of the county this has broadened to thirty miles. Its important tributaries are the Portage River and Sandstone Creek in Jackson county, the Cedar River which rises near the center of Livingston county and joins the Grand River at Lansing, the Lookingglass and the Maple Rivers in the eastern part of Ionia county, the Flat, the Thornapple and the Rouge Rivers in Kent county.

Before making its bend to the westward at Lansing its drainage area broadens to a width of eighty miles, and the Lookingglass and Maple drain nearly half of Shiawassee, part of Gratiot and all of Clinton counties before joining Grand River in Ionia county. The Thornapple rises within three miles of Grand River, flows southwesterly through Eaton county, curves to the northwest in Barry county, and joins Grand River at Ada in Kent county; and besides these, before reaching Grand Rapids, Grand River takes some of the waters of streams that

rise in Montcalm and Mecosta counties.

From this very general outline it will be seen that a very large area is drained by Grand River and its tributaries. Along some of the streams are broad and fertile bottom lands, containing the alluvial deposits of ages, and these are bordered in many places by high and steep hills that have been shorn of their forests. The rains and melting snows on these barren hillsides fill the brooks and creeks and rivers that are tributary to Grand River to overflowing, and hence the spring floods that are a menace to Grand Rapids, the second city of Michigan, are likely to become more dangerous and destructive in the future than they have been in the past. It needs but a cursory glance at the immense basin, with its hills and valleys, with the number of rivers and their branches, that are tributary to Grand River, to realize that the floods of future years are likely to be more destructive than any yet experienced.

After the Dollar.

The owners of the lands along these streams are after the present dollar. All the time the timber is becoming more valuable. The hillsides are denuded of their forest covering and the waters from melting snows and falling rains flow rapidly into the brooks and rivers, making the floods of Grand River, to which every rivulet contributes its due proportion, more violent than before.

Cutting off the forests from the hill slopes that border our rivers is called improving the land, but it is improvement with penalties. The lives and property of a larger number of people living in valley cities are thereby imperiled. At the same time the hill country itself deteriorates. This is the case in Michigan, as it always has been everywhere else in the world's experience.

Another and a genuine improvement adds to the volume of water during freshets in our rivers, and that is the drainage of the land by our farmers. It is wise for them to do this. The tile are laid from swamps, catholes and low places where water stands after heavy rains and prevents the growth of crops, to the brooks and creeks and rivers, adding to the volume of water they must carry. It is found that there is more water in some of the streams of Jackson county than there used to be after falling rains and melting snows from this cause. Those who live farther down Grand River must, therefore, take the consequences of this commendable improvement. Taking the entire drainage basin of the River, as outlined, and it is not difficult to perceive that the quantity of water contributed from this source, when all the tile are filled to their capacity, is considerable. The drainage basin will not become narrower, the snows of winter are likely to be as heavy in the future as they have been in the past, the rains in spring will continue to be of average volume, the forests on the hillsides will not be restored in many years, if ever, and so Grand River, like other

rivers in Michigan, will be more subject to severe floods than ever.

It is easy to say that it might be different, but is there a practicable remedy? We see none. It would require a vast scheme of co-operative effort to effect the radical change that is needed. Then, where one good excludes another good, as in the case of the drainage of agricultural land, making what was almost worthless of considerable value, both can not be had at once—for the possession of one necessarily excludes the other. Individuals study their immediate interests. They are not calculating, and very generally can not afford to calculate for future generations. Government ownership of their land might be a means of attaining the desired end, but it will not be adopted. This idea might as well be relegated to the category of impossible things. Only a portion of the summit of the Liberty hills, near the source of Grand River, is covered with forests, and the owners of the land have the right to cut off the remaining trees and leave the hills bleak and barren, adding to their contributive ability to great and destructive freshets.

Man's Part In It.

Who that has seen Michigan transformed from a wilderness to its present condition, who that has been more or less familiar with the valley of Grand River for two-thirds of a century, fails to realize that man contributes, by the changes he brings about, beginning with the ax in the forest, both to improvement and deterioration. He clears on forests and brings the land under cultivation; he drains marshes and lakes; at the same time he adds to the dangers from freshets and floods. Having done much good and some harm, he can, now that he sees the damage, plant forests where there are none, restock with fish the waters that have been deprived of them, and by irrigation make the desert places fruitful and glad. There is much that can and should be done to make this beautiful peninsula still more beautiful and productive. When men, building for the future, shall turn their thoughts and efforts to reforestation, making even the waste places of great value, as they have for three-quarters of a century in the glacial moraine of Hillsdale county, to

its entrance into Lake Michigan in Ottawa county, with such thriving cities as Jackson, Eaton Rapids, Lansing, Grand Ledge, Ionia, Grand Rapids and Grand Haven on its course, passing through and entering eight counties, with tributaries that rise in four more, will have in its fertile valley lands, with greater security from floods, more than double their present population and a larger increase of prosperity.

Edward W. Barber.

Many Factories Working Overtime.

Battle Creek, April 21—There are few unemployed men standing around Battle Creek corners this spring, for some of the biggest factories are working overtime and all industries report excellent prospects for the coming year. Among the larger factories working overtime are the American Steam Pump Co., the immense Postum Cereal plant, and the Toasted Corn Flakes factory. Industries now running "full force," ten hours daily, include the Union Steam Pump Co., Duplex Printing Press Co., Nichols & Shepard and Advance Thresher Cos., Sherman Manufacturing Co., Advance Pump & Compressor Co., Big Four Printing Ink Co., Taylor Bros.' candy factory, the Battle Creek Interior Finish Co. and numerous smaller concerns.

Good Showing by New Concern.

Pontiac, April 21—The Oakland Motor Co., this city's newest automobile industry, will make and market 500 cars this year. At a recent test the Oakland car ran from Cleveland to Buffalo, a distance of 202 miles, at an average speed of twenty-five miles an hour without accident.

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Removal Notice

The Grand Rapids Stationery Co.
will remove to
134 and 136 E. Fulton St. About May 1

Store at 29 N. Ionia St. For Rent

THE VILLAGE DEPOT.

How Its Appearance and Surroundings Can Be Improved.

Written for the Tradesman.

It is now the ambition of every city whose inhabitants are aesthetic and cultivated to become a "city beautiful." The tendency is extending beyond the cities and many a little village is seeking to be a "village beautiful."

This movement, at once so widespread and so commendable, aims not only to encourage the planting of trees, the raising of flowers, the beautifying of lawns and grounds, but seeks to promote the neatness and cleanliness of all streets and public places, and to transform all unsightly spots and waste places into bits of landscape having comeliness and beauty.

What can be done to improve the condition and appearance and surroundings of the average village railway station? That something ought to be done is a fact too obvious to need even the barest mention.

In our larger cities the passenger depots that have been erected during recent years by the more prosperous and enterprising railways are, many of them, all that can be desired. Large, commodious, well-built, substantial structures, they combine correctness of architectural design and proportion, with a carefully worked out provision for the comfort of the throngs of people who find it necessary to spend a longer or shorter time within their doors.

The officials of even soulless corporations seem to take a proper pride in erecting these handsome stations in the large places and in maintaining them in a suitable manner. But it is not all sentiment, there are business reasons also; for where several lines are in sharp competition for passenger traffic an old shabby depot may lose a road the sale of many tickets.

A word of commendation must be said for the little railway parks, which are to be seen not so frequently as one would desire, but still often enough to give a hint of possibilities in this line. Some of these are veritable little oases of grass and flowers and shrubbery.

If they do not pay in dollars and cents, perhaps they serve the railways a purpose in that they can not fail to give the public the impression that there are traces of something better than rapacity and greed even in railway management.

But the elegantly appointed depot and the beautifully planted bit of ground adjoining are not for the village nor small town. What may be called the "finer feelings" of railway management seem to exhaust themselves upon the important cities.

What do we ordinarily find in the shape of a passenger depot in our villages and smaller towns? What sort of place is it that the stranger coming in sees first and from which the person departing, whether resident or visitor, takes his last impression of what the town is like?

A building, dirty inside and out, which always seems to be set down

where the sun beats most mercilessly in summer and the winds blow most pitilessly in winter. The ever-present grime and soot and cinders, of soft coal bespeak the fact that the railway hard by is not a "dustless road of anthracite." No janitor is employed and the work of caring for the building falls upon the agent and his assistants. They are not housekeepers by profession and take no pride in this part of their work. Very likely they have enough to do besides. Sweeping is done hastily and grudgingly. Some depots are dirtier than others, probably owing to the fact that different agents and telegraph operators see their duty in different lights. At intervals all too rare the floor may be scrubbed. If the doors and walls and woodwork are ever cleaned observation has failed to note it. Some time it is to be hoped the painter will come along and mercifully spread over all a coat of fresh paint and kalsomine.

As to the furnishings and equipment of the waiting-rooms, only the barest necessities are to be found. Hard, uncomfortable seats. Entirely inadequate toilet facilities. In cold weather the rooms, even when overheated, are drafty from the constant opening and shutting of outside doors.

It is utterly impossible for an aged or feeble person, a cripple, an invalid, or a mother with small children to be made comfortable in such a place while waiting a single hour. It is upon such as these that the present state of things bears hardest, and for them the strongest plea is to be made; but greater cleanliness, more adequate accommodations and a general betterment of conditions in our small depots are sorely needed by the whole traveling public.

The railroads probably will not change things until they are compelled to do so by the pressure of public opinion. Those who are interested in village improvement should agitate the subject and not let it drop until results are obtained.

Officials should be besieged and the Railway Commission appealed to. Probably it is not so much more law that is needed as an interpretation and enforcement of the law we now have, more in keeping with present day standards of comfort and convenience.

Where there are little plats of ground adjoining or near the depot belonging to the railway company the Improvement Societies may very properly take up the work of planting and beautifying them. Where the railroads do not care to do this themselves, they would usually be willing that the people of the village do it, and in many cases they would co-operate.

Quillo.

Planning a Complete Park System.

Muskegon, April 21—The Muskegon Chamber of Commerce is hot after new factories and industries for the once sawdust city. Anything desirable is wanted. The bonus fund idea has been tried and has proven a boon to the city but now the bonus fund is exhausted and the directors of the Chamber of Commerce do not

feel like assessing or bonding for another big lump of money to use as a factory getting bait so they are going about the proposition in another way.

Muskegon is to be made a city of even more advantages than are presented just now. Civic improvement is to be made a paramount feature of Muskegon's hustle to get to the front. And the Chamber of Commerce has picked out several sites that will bear improvement right at the outset of the campaign.

The union station faces Muskegon lake and is located the length of a city block from the lake. From the depot to the lake a stretch of rubbish reaches that could be made into the prettiest kind of a park and the Chamber of Commerce directors have appointed a special committee to approach the Pere Marquette board of directors and ask them to make a park out of the unsightly hollow that separates the lake from the station. If the park is built the grass will run down to the level of the lake. The station park idea is but one of many ideas that the Chamber of Commerce has under consideration. The idea is to make a perfect city beautiful. With that the advantages will be such that bonus funds would not be needed at all.

Believes in Encouraging Manufacturing.

Ypsilanti, April 21—Of the younger men who hope to build up Ypsilanti industrially, perhaps the most prominent at this time is Col. John P.

Kirk, who was recently elected Mayor of the city. In speaking of the industrial situation of this city, Mayor Kirk says that he will do fully his share in joining with other citizens to raise funds each year to induce factories to locate here, but he believes that the industries now here should have the people's first attention, and that they should be in full operation.

Besides being the legal adviser of many of the industries of this city, Mr. Kirk is also a director of the Ypsilanti Savings bank, which was recently reorganized.

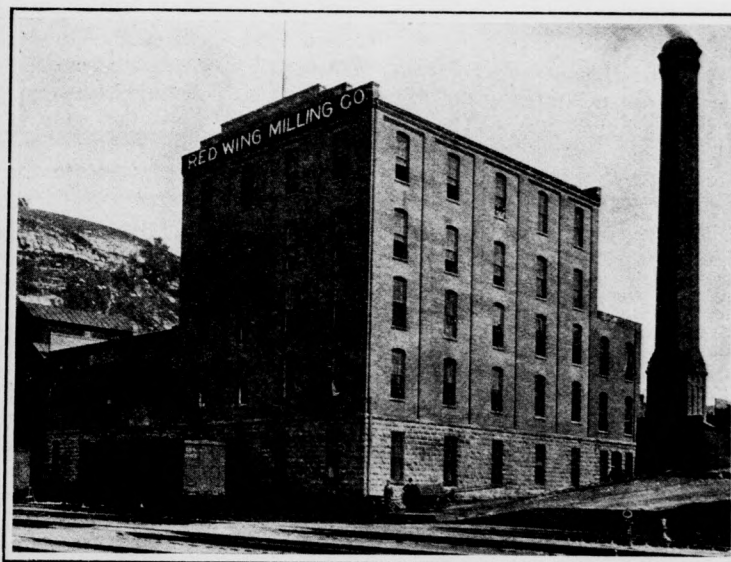
POST TOASTIES (Formerly called Elijah's Manna)
The "Supreme Hit" of the Corn Flake Foods—
"The Taste Lingers."
Postum Cereal Co., Ltd. Battle Creek, Mich.

A Good Investment
PEANUT ROASTERS and CORN POPPERS.
Great Variety, \$8.50 to \$350.00
EASY TERMS.
Catalog Free.
KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

YX BRAND Ground Feeds
None Better
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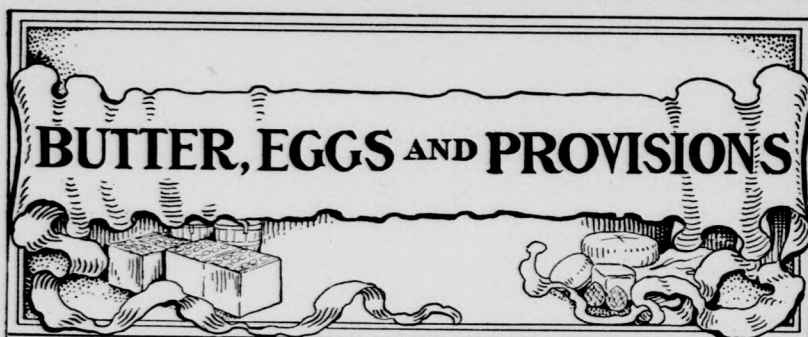
Bixota Flour

Manufactured by
Red Wing Milling Co.
Red Wing, Minn.



Every Sack Guaranteed or Money Cheerfully Refunded

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



Too Much Poor Poultry Put on the Market.

Crookston, Minn., April 20—It is a deplorable fact that a very small percentage of the dressed poultry of our country is put upon the market in proper shape. I have from time to time, in going through the markets in cities and towns, seen tons of dressed birds that looked as though they had never had a handful of grain. If our farmers were taught to properly fatten and dry-pick their birds and place them on the market undrawn, the prices would soon become remunerative enough to encourage them to produce more of the right kind of stuff.

In regard to the drawing of poultry, if you will look into the markets of the country where the prevailing custom is to scald and draw them, you will find in every case that the quality is poor, and the price is far below what it is on the undrawn market. From practical experience an undrawn, dry-picked fowl will last and keep in good condition over forty-eight hours longer than the other, besides keeping its color and plump appearance.

We will glance at the conditions of the Ontario farmer's market which prevailed at the time the government took hold of the matter. At that time, some ten years ago or so, the best the farmer could do with his best drawn birds was to dispose of them at the small sum of 8 cents per pound. Looking at the best market of to-day, his best fowls are commanding prices over 100 per cent. better.

The direct result of the success was due in a large measure to the foresight of the government. They established poultry fattening demonstration stations in different parts of the country. Here competent men were employed in rearing and hatching and preparing chickens for the market.

The farmers naturally became interested when they saw the advisability of breeding from pure-bred stock of the very best meat-producing breeds. They saw at a glance, as it were, the mistake they were making in keeping forty fowls and each one of a different breed. The greater uniformity in the dressed fowls was at once apparent. The improved methods of killing, picking and packing were shown, and they also saw the advisability of neatness and attractiveness in displaying their produce before the scrutinizing eye of the customer.

Another very important part which lends much impetus to the improvement of the poultry industry is the

offering of good, substantial prizes at the fairs of poultry shows. At the Ontario show, held at Guelph, in December of each year, you see several tons of the very best dressed fowls of all kinds. The prizes are good, and the result is there is a lively interest taken by the farmers. The classes are divided into professional, which includes the produce man and the large buyers, and then the farmers' class. In the sweepstakes, we often find the farmer coming out on top, which shows he is thoroughly capable of producing the very choicest. This show is held in connection with the fat stock and poultry show, which accounts for its success. It is very difficult to get the farmer out unless there is some counter attraction such as you will find at the show.

In many parts of the country we have excellent "fat stock" shows similar to the one held at Guelph, but we see no dressed poultry exhibited. This is a matter that should be taken up at once. Then, again, we have numerous poultry shows, but how much interest do we see taken in the dressed class? Not any, at the large majority of the shows. One reason is, probably, that the prizes offered are so small as to hardly make it worth while to exhibit. If we look at the money offered for live birds, the discrimination is quite apparent. What good does it do to encourage good breeding when the condition and dressing are neglected?

The fattening and dressing of poultry in France, Belgium and England has gotten down to a science. Poultry men are distinguished by the brand they use just the same as the manufacturers are in this country. When a customer comes to the retailer he generally asks for a certain brand which he seems to favor.

The first thing that strikes us when visiting the European market is the splendid uniformity of the different brands or grades. This seems to me one of the greatest secrets of the business. If our farmers could arrange to have their poultry sent to some central station, have it all graded according to size and quality and receive payment accordingly, it would be a step in the right direction.

C. E. Brown.

How She Accounted For It.

Spriggins—I see that a Western man has recently obtained a divorce from his wife and married his mother-in-law. Rather an odd sort of trade to make, wasn't it?

Miss Kostic—Oh, I don't know. Some men are pretty long-headed.

Perhaps he had a grudge against his mother-in-law and wanted to get even.

Every rock we hurl at a good man is torn from the foundations of our own reputations.

Morris Kent Co.

Kalamazoo, Mich.

Wholesale Grain and Produce

Potatoes and Beans a Specialty

We Can Supply You in Car Lots or Less

SEEDS

Our seeds have behind them a good reputation of more than twenty years. They are good; they have always been good.

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

We sell all kinds field seeds

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

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

MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS
Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.

Potato Bags

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

ROY BAKER

Wm. Alden Smith Building

Grand Rapids, Michigan

Try Headquarters

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

References: Commercial Savings Bank, Michigan Tradesman.

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

Be Conservative

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

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

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

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.

Observations of a Gotham Egg Man.

As the season advances it is plain to be seen that the egg receipts at this point are keeping materially behind those of last year, and that storage accumulations here are much less and growing more slowly. So far the realization of these facts has not stimulated any more general desire on the part of local operators to put stock away at the relatively full prices demanded by packers. It is argued that storage in the West has been relatively much freer than in the East; it is also the general opinion that consumptive demand is short of last year, and with the disastrous experience of last year's operations fresh in mind and fears for the industrial conditions to be met with this season, local operators are still, as a rule, unwilling to store eggs freely at recent cost.

Evidences are accumulating, however, that elsewhere a more sanguine view of the situation is shaping the course of the markets; for packers have only in a few instances been obliged to seek for offers from this point and they are evidently getting outlets for storage packings in sufficient volume to induce a maintenance of country paying prices.

Dealers here who have shown any anxiety to store April eggs have generally set their peg at 16½c net delivered for desirable marks; they have about given up the expectation of getting stock on a lower basis and have, in fact, secured less at that price than they were willing to take, although within the past week we have heard of some lines having been obtained at 16½c net which were formerly held for more money.

A good deal of speculation has been rife in this market as to the amount of eggs accumulated in first hands under owners' orders to hold. The quantity held in receivers' stores and on docks has been variously estimated at from 75,000 cases upward and I am inclined to think that early last week 75,000 cases would not have been a bad guess. But this stock has been much reduced during the past week or ten days. Anyway a close canvass of the matter this week leads to the conviction that there are now not more than 25,000 to 30,000 cases of accumulations outside of cold storage. The decrease has occurred by forced sales of medium grade goods at prices which have been attractive to both local and out-of-town merchants. — New York Produce Review.

White Flour Bread the Best.

The United States Department of Agriculture through its office of experiment stations has carried on at the Universities of Minnesota and Maine extensive investigations relating to the digestibility and nutritive value of all types of flour, including ordinary white flour, graham or wheat meal which is prepared by grinding the entire wheat kernel without removing the bran, shorts or germ—those portions commonly known as wheat offals—and the so-called entire-wheat flour made by removing a part of the bran and grinding the material finer than for graham flour.

The conclusions reached from these experiments are given in one of the reports as follows:

"According to chemical analysis of the graham, entire-wheat and standard patent flours milled from the same lot of hard Scotch Fife wheat, the graham flour contained the highest and the patent flour the lowest percentage of total protein (glutinous matter). But, according to the results of digestion experiments with these flours, the proportion of digestible protein and available energy in the patent flour was larger than in either the entire-wheat or the graham flour. The lower digestibility of the protein in the graham flour is due to the fact that in both graham and entire-wheat flours a considerable portion of the protein is contained in the coarser particles (bran), and so resists the action of the digestive juices and escapes digestion. Thus while there naturally may be more protein in a given amount of graham or entire-wheat flour than in the same weight of patent flour from the same wheat, the body obtains less of the protein and energy from the coarse flour than it does from the fine, because, although the including of the bran and germ increases the percentage of protein, it decreases the digestibility."—Harper's Magazine.

Stricter Enforcement on Foreign Foods.

According to statements in circulation in authoritative circles in Washington, the Treasury Department either has adopted or will shortly embark upon an entirely new policy with reference to re-exportations of imported foods which are now found to be misbranded or adulterated resorting much more frequently to this means of enforcing compliance with the pure food law. It is stated that the number of cases of serious misbranding or adulteration have been such as to arouse alarm and to give rise to a feeling of renewed responsibility in the matter on the part of the Treasury people. According to the present practice the Department of Agriculture through its bureau at ports of entry merely inspects the goods which are then certified to the Department at Washington as being misbranded or adulterated in cases where either of these conditions is found to exist. The Treasury Department then has full authority as to what to do.

Enquiry at the Treasury last week led to a denial that there had been any definite change of policy. It was stated, however, that the Department is ordering some re-exportation to be made, instead of relabeling and allowing entry into consumption as it had been expected to do at the time of the friction between the Treasury and the Department of Agriculture some time ago. It was further stated that while the relabeling will go on in cases where the offense is merely that of misbranding, it is expected that where actual chemical adulteration has occurred, it will be necessary to order re-exportation.

Potato Pencils.

Writers on arboriculture have from time to time called attention to the gradual disappearance of cedar trees in this country, and it seems that there is a dearth of cedar wood generally. This has set the chemist to work, and a Berlin firm is now making an excellent substitute for the cedar casings of black lead pencils from potatoes. It is said that the potato case submits itself to the pen-knife as easily as does the cedar wood, and, what is more important, the cost is very much less.

New Paper at Honor.

Honor, April 17—J. W. Saunders will publish a newspaper at this place, the first number to appear next week, named the Leader. There were three aspirants to enter this untied newspaper field and Mr. Saunders landed the plum. He comes here from Middleville, where for the last fifteen years he owned and published the Sun, which he sold last week.

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

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.

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

Printing for Produce Dealers



Developments in the Knit Goods Market.

Retail trade in knit goods has been rather dull during the fortnight, due to the fact that most of the winter business is finished and it is still rather too early for lively action in the lightweights. This condition, it is thought, will improve as the season advances. A few merchants have managed to do a steady and fairly voluminous business right through everything, which, as far as it goes, is a significant factor as evidencing the public pulse. From reports from widely separated points, however, there seems little room for doubt but that some merchants have been having a scramble to make good right up to the present time. It is known that the mid-winter reduction of stocks proved of inestimable value in a large number of cases, permitting the early introduction of spring novelties, which have shown splendid results.

Small Lot Open-Market Buying.

This sort of buying continues consistently by both retailer and manufacturer. In yarns it is reported that not more than one-tenth of the normal quantities usually purchased at this season are now being taken, and even then there is more or less argument about price. Various predictions are being made that cotton is to find a new low level. Even now some spinners are figuring yarns on an 8-cent cotton basis. When this may directly affect the price of knit goods is uncertain. Some believe that the reaction would be speedy; others assert that it could not become operative until figures are made on next spring's merchandise.

Prompt shipments are quite the rule now, although these promises to be more difficult, according to many mill men, when fall goods are needed. Then it is predicted, much as in other lines, that the shipments, while according to orders, will be far under actual needs, with no chance then to make more in a hurry, that a sharp dearth will be met.

Overhaul the Don't-Buy Policy.

A mill salesman, who recently returned from a lengthy trip, during which he met a large number of buyers and proprietors, recommends that the don't-buy policy be overhauled. He says it is apt to become a two-edged sword, operating beneficially in one department and in another causing serious injury. Most buyers who have looked the problem squarely in the face have been and are purchasing a fair quantity of merchandise, enough to cover a reasonable proportion of their probable needs. Of course, the sharp reductions which

some importing jobbers and others have effected, because they were in need of money and wanted to get rid of their goods, has caused much uneasiness and further unsettles the situation.

Shot Ribbed Hose Conspicuous.

In both high and medium grade lines now being sold at retail shot ribbed hose is prominent. A most pleasing variety of light two-color effects is presented to the consumer. Yellow, gold and buff is popular for groundwork, while blues, greens and purples are good sellers in the relief tint. Some have clocking, some small figures. Very little colored underwear is yet to be seen, even where it might be expected, in fact, much less than a year ago. Many who have it wish they did not.

Big Stocks on Hand.

A mill commission agent handling several lines of knit goods told a representative of this paper that with many wholesale houses business was in poor shape. He said the jobbers and commission men had more stock on hand as a direct result of cancellations than ever before. The said cancellations are still coming in, even for spring goods that should now be in the hands of the retailers. Fall business is extremely slow and but little more ordering has been done than when the buyers were in the market, and it is a well-known fact that many went home without covering their future needs at all. He and others say that hundreds of thousands of dollars' worth of knit goods are in New York and surrounding warehouses on which the jobbers and commission men have advanced from 50 to 75 per cent. of their value to the mills. These are on hand as a result of cancellations. Nearly all of this is domestic stuff. One house has \$250,000 worth of stock of this character on hand that should be out in the trade ready for spring and summer use.—Apparel Gazette.

Treat Your Employees Right.

It seems as if the advice contained in the title should be unnecessary, but is it? Watch the proprietors of many stores as they enter their places of business in the morning. Do they address each clerk cheerily? Have they a hearty "good morning" for anybody? Often not. They tell themselves, "I'm IT. Why should I kow-tow to my help?"

Now, this is absolutely foolish. No man has yet been found who is entirely independent, and should there be any chance be any, they surely will not be found amongst merchants. The success of all merchants

depends largely upon the degree of co-operation they can arouse on the part of their clerks, and treating clerks distantly is not one way of rousing this co-operative spirit. A cheerful "Good morning, Miss Sweet," or a hearty "Good morning, Mr. Walker," on the contrary, will accomplish wonders. This is a little thing, but it pays.

Then, do you invite co-operation or do you repel it? Do you permit your clerks to give you suggestions, or do you know it all? Have you ever a word of praise or do all things look alike to you? Do you dock a man for being late, and work him overtime without compensation? Do you raise a clerk's pay when it should be raised, or do you "work him" for all you are worth, and for all he

will stand? Answer, "yes" or "no," as your conscience dictates, and take a look at yourself in a convenient mirror, and view a man who knows a man who doesn't, a happy man or an unhappy man, an honest, fair-minded man, or a duffer and rascal. Which? What's your answer?—Advertising World.

It is better to give your friends a little lift now than to put a lot of love all over their tombstones.

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.

Underwear

The largest and most complete stocks in Western Michigan. Ladies', Gent's, Misses, Youth's and Infant's—all styles and qualities. Prices from 45c per dozen upwards.

Order now while stocks are still complete.

P. Steketee & Sons

Jobbers and Importers

Grand Rapids, Mich.

Our Spring Lines

are now

Ready

for

Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

HANDLING HOSIERY.

Some Items To Be Taken Into Consideration.

Written for the Tradesman.

When a person enters a dry goods or general store to purchase hosiery—be it man or woman—almost always more of this merchandise is bought than was the intention, no matter how firm, on entering. And on this peculiarity of shoppers the clerk in this department may rely to "stuff sales," as it were.

When a patron (we will suppose it to be a woman, for the sake of not mixing pronouns) stops and begins to handle hose on a counter fixture, don't stand by as if your interest were anywhere on earth but in the special store that employs you to do your best for it, but at once begin a little running fire of pleasant remarks about the hose handled.

At the same time don't be stingy of your smiles. Really, more smiles are responsible for sales than the goods themselves, let me tell you. Yes, smile a little at any rate; even if your smiler isn't in very good working order you can at least scare up the ghost of one. Make that ghost work for your employer.

Say to the customer who is fingering the hosiery of which I am speaking that those stockings are something out of the ordinary for the money. If you have other colors in the same quality and style mention the fact, and trot 'em out. Often and often a sale is made where the clerk tells about some goods that are out of sight but in her thought. The patron shows by the very act of stopping that she has stockings on her mind. She may be in need of hosiery but not intending to buy that particular day, but, drifting past the department, pauses out of the habit of woman to admire pretty things for her feet—she never can get over that while there is a breath left in her, you know! But she doesn't happen to see, among all the samples displayed in counter receptacles or on nickel racks, anything that exactly meets her requirements, and purchasing intentions.

Now is the psychological moment for the clerk to get her skates on. She should exhibit interest in the customer.

Begin by asking if she sees anything that she thinks would suit her "fancy." Be sure to say "fancy." Don't commit the error of referring to her predilection as "whim" or "caprice," for these words signify that the person to whom they are applied is unreasonably vacillating in her likes and dislikes. But that word "fancy" somehow has such a captivating sound in the ears of a person alive to impressions. Without saying anything about it, it insinuates subtly that the one addressed is of fine discrimination—one swayed by a fine perception to appreciate footwear loveliness. So, as I say, don't forget to ring in the word "fancy" on all possible occasions—only don't let one customer hear you repeat to another this pet word so full of suggestive force.

Immediately the lady responds to

the complimentary inference; she warms up to a clerk who can observe at a glance that she is a patron of refinement, and if she has money in her purse is more than likely to part with it on the spot provided the clerk can show the goods she was bent on purchasing in the near future. Still, often and often she goes out of the establishment with a voluminous package of goods no more like what was her original intention of getting than what—well, what the Man in the Moon would think of buying for himself. Lacking the goods called for, the clerk has, by nice salesmanship, induced the lady with the "fancy" to substitute for the stockings with which she was biased to supply herself others of a dissimilar color and a different style—something totally unlike what she had in her eye.

Time after time have I been witness to such a transaction, although of course there are women so "sot" in their way—they simply know their way is the only correct one—that nothing short of a cyclone could uproot their prejudices. Every store employe is acquainted with many just such customers, and after several tilts with them in which they themselves have "come out of the little end of the horn," to use an inelegant but expressive phrase, they are wise enough not to again attempt to override those prejudgments. Better in these cases to fall in with the customers who exhibit "whims" and "caprices!"

Be long suffering—"not easily provoked to anger"—with the patrons of known "whims," the "capricious" patron. If you do not allow yourself to express the slightest degree of impatience during experiences with the customers corresponding to this description, but let them "obey her own sweet will"—with a question mark after the "sweet"—there is more than a likelihood that they will enjoy dealing with you; will ask for you every time they want your goods if you do not chance to be in sight, and if you go with another firm you can carry their trade right along with you.

Let me caution you about a matter—a little trick which some hosiery employes make a practice of playing on patrons: They regard it as sharp, as commendatory acumen, to "pull the wool over their eyes" and sell them goods that are damaged. If stockings came from the wearer's hands with dropped stitches or other manufacturing imperfections, and they know it, they so deftly manipulate them that the blemishes would not, in casual examination, come to light, accomplishing the deception by their manner of pinning on the tag or folding them together. This is poor policy, as the defects are all the more glaring in the customers' eyes when they discover the mean cheat. Some stores require the clerks in the hosiery section to inspect every pair of hose that comes in, and if faults are found the hose are marked "Imperfect" and sold at a slight reduction. They find that this course inspires customers' confidence in their intentions and brings

enough trade to many times over make up the small decrease in price.

Here's another item to be considered: Try to influence your trade to buy stockings at least an inch longer than the foot. The shoemen do this with their merchandise. The result is sure to be satisfactory to the patron, whether regarding hosiery or shoes. A person, in wearing either of these in a size to correspond exactly to that of the foot, is going to have all kinds of pedal trouble. The toes punch through the hose sometimes with only a day's wear; and the foot naturally shoves down until ties and leather meet, which is a most distressing feeling for the flesh, besides rapidly making holes in the footwear. Oftentimes people look at you as if you are crazy when you suggest that it is best to get hose an inch longer than the foot. They have always worn their stockings exactly fitting their feet; never tried nor thought of any other method. But once you get them to try out your advice and they will always follow it. It might seem that this is a sorry suggestion. You may think that if you counsel getting longer hose and they wear a greater length of time the store is the loser thereby. Not so, for you will find that the patrons who take up with your idea will buy a greater variety of hosiery, as they will look upon your way as really a great saving and so they will think they are justified in purchasing more hose of different sorts.

There's the finicky customer who

is forever and forever "matching up." You may hate to put up with her anxiety to have things "just so nice," but she's a very good one to cater to. Supposing she is particular—she it is who has to wear the hose she wants, not you. So assist her all in your power to get what she came for. The recommend she will give her friends may be worth many a sale to you. The matching patron may paw your counter stock all over. Let her do it. Preserve your temper, smile and bid her a pleasant "Goodday and come again—ask for me."

Did you ever try the experiment of wrapping dainty hosiery first in tissue paper, then in the manila. We have tried it in our store and find the extra cost more than pays. We have got our name up for being different, in many little methods, from one of them. A sheet of tissue is a small item, true, but it certainly enhances the value of merchandise in the women's eyes to a remarkable degree. Try it a few dozen times and you'll bear me out in my opinion regarding same. A small-town store that I've been watching for quite a while ascribes a great measure of its popularity to the fact that ever since it started it has made it a point to have all small goods first done up in tissue paper of a color to "go with" the goods contained therein. If a variety of color tissues are kept on hand it is not hard to select something that matches with the merchandise or at least does not clash.

Jeanie Hirth.

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are used to place your business on a cash basis and do away with the details of bookkeeping. We can refer you to thousands of merchants who use coupon books and would never do business without them again. We manufacture four kinds of coupon books, selling them all at the same price. We will cheerfully send you samples and full information.



Tradesman Company

Grand Rapids, Mich.

ON THE MANISTEE.

Experience of a Pioneer Surveyor
Among Lumberjacks.

Written for the Tradesman.

"Now see here," said the surveyor, "you talk about old times as if they were something great, and way ahead of the present day's doings. I claim that's a mistake, although I am something of an old timer myself, since I have tramped the woods nigh onto thirty years, running lines, fixing up disputed landmarks, making good in a thousand and one instances which threatened the disruption of happy homes and the like. Yes, I think I may say that I have seen some wonderful things in my day."

"I don't doubt that," agreed the other. "Now, suppose you spin us a yarn about some of your experiences?"

"Really?"

"Why, to be sure."

"I thought you drummers and newspaper men held a monopoly in that line," sighed the surveyor. "Howsoever, I don't mind reeling off a few if you care to listen."

The speaker drew out his watch and, after a glance at the sun, smiled and returned the ancient silver affair to his pocket.

"It was ten years ago," he said, "when I was up on the Manistee, running lines for Tim Averill, that I had a little sport with the boys and got even for many disagreeable things incident to camp life."

"I bunked with the crew and ate at the long table in the cook's shanty. No favors are shown even such important fellows as county surveyors. You take your medicine with the common herd and say you like it, even though you dream of home, sweet home, and long for the flesh-pots of Egypt once more. This camping with lumberjacks was not new to me, however."

"The principal annoyance at this particular camp was the snoring of the men—I often become nervous over such things."

"Same here," remarked one of the drummers.

"On the present occasion, however, snoring was not the worst annoyance by any means. Tired with my day's work, retiring late to my hard bunk, I felt the need of the good sleep I was getting, when with a hurrah boys! the woodsmen began to pile out in the darkest hours of the morning."

"Getting into their clothes two hours before daylight was not an uncommon occurrence with the men of Tim's camp. I didn't like it. Early rising was not my forte then, nor is it now. I went to the station one day after some necessary supplies and got back to camp late."

"I fetched in the mail, with which were several letters for the boys. While I sat resting quietly by the bomb proof stove, after supper, I slowly drew out my watch and proceeded to scan it closely. The time at the camp was about an hour ahead of the sun, which accounted in a measure for the ridiculously early rising of the crew."

"What time ye got, cap?" queried one.

"The correct time," I returned.

"You orter, bein's yer right from town." The man pulled out his own watch and compared it with mine. He seemed astonished at the difference in time and scratched his head, muttering, 'Wall, I'll be dinged!' I soon convinced the boys that they had been going by guess rather than by the sun."

"Every watch in camp—even the cook's clock—was made to jibe with mine. The result was I got one good night's sleep. Daylight dawned before anybody was astir. To be sure, the cook and a few early risers did wake up, but on consulting the time they waited and dropped off to sleep again."

"The lumberjacks were two hours late to their work that morning. It required considerable explaining on my part to satisfy them that I had not been deceiving them. When Old Tim heard of it he laughed, then swore. 'It's time,' said he, 'for you to get out,' and naturally enough I was glad to go. My job was finished for that time and I packed my instruments and took the first tote team for the station."

"You fooled them good," chuckled the drummer.

"I can't call it exactly that," returned the surveyor. "My time was standard all right, but the camp clock was way ahead of the sun. I didn't lie to them a bit. Camp boys are generally an even tempered lot and, in the main, are jolly good fellows."

To this we all agreed.

"Another time, when I was doing a job for the Metrick Lumber Company," said the surveyor, "I saw some fun in camp without being in any manner a party to it. One of the jolliest Irishmen I ever met was Pat Ramsy. He could take a joke as well as give one without the turning of a hair. Yankee Bog came up from Muskegon with his scale rule and book to look after marking the winter's cut."

"Naturally enough Pat and Bob became rival jokers, all in good nature, however, until one day the Yankee—he was a State of Mainer—said something that reflected on a friend of Pat's, when the Irishman grew red in the face and turned sharply on the other."

"Take thot back, begob, or I'll bust your face," growled Pat. Bob refused and the Irishman went at him hammer and tongs. It was as neat a battle as I ever saw and a mighty close one at that. The two men were about evenly matched. After a bit of sharp fisticuffs Bob got his opponent down and began to paste it to him in great shape."

"Stand back," ordered the boss, when some of the men set out to interfere. 'This goes to a finish. When one yells enough, then we'll call it off.' Pretty soon the Irishman yelled, 'Hould up, hould up; I'm satisfied!'

"At that Yankee Bob got to his feet. He was white and winded, yet victorious. Near one corner of the shanty was a pile of scrap-iron, old

bolts, twisted horse shoes, bits of rusty buckles and the like. Turning to this Pat began gathering the scraps and hurled them at his late antagonist."

"This was foul play all right, and when Bob fell upon Pat, smashed him a good tight header that sent him to grass, a yell of approval went up from the lumberjacks. Fair play is a jewel that grows in the woods as well as in town. Bob tackled Pat and gave him a bad pounding, not heeding the Irishman's yells of 'Enough!'

"I made up my mind," said Bob, 'that after this, when I scrap with an Irishman I'll pound him until I am satisfied regardless of his feelings on the subject.' Which was, after all, a correct view of it to my way of thinking."

"It was too bad to rupture the friendship of two such fine chaps," said the drummer. "I think—"

"Oh, but there was no rupture of friendship," quickly broke in the surveyor. "Pat and Bob made up their differences, and are the best friends in the world. If you wish to meet two whole-souled men, whose friendship is of a brotherly nature, call sometime on Walcott & Ramsy, lumbermen of Upper Michigan, and you'll see them in all their glory. The firm is rich enough to buy me out a dozen times, yet when I first met Bob and Pat, they were only a pair of common lumberjacks."

J. M. Merrill.

Things always are looking up to the man who tries to lift them up.

Drops of Rain.

Why does rain fall in drops and not in a sheet of water? How many boys and girls can answer that question? Perhaps those who can not would like to have the explanation, which can best be given by telling first what rain is, says the Chicago "News." The air contains at all times more or less water vapor, which is evaporated from the ocean, lakes and rivers by the heat of the sun. When the temperature of the air falls below a certain point—that is to say, when the air loses a certain amount of its heat—this vapor condenses into water again.

The particles of water are quite small, and as they form in the air they begin to fall of their own weight, and in falling they meet and unite with other particles, thus forming drops. If the cloud from which they come be near the earth, the drops are larger than when it is higher, for there is less air resistance to be met in falling. The higher the cloud, then, on general principles, the more the drops are broken up.

But even if water ever formed in sheets or in a body up in the air, which it does not, it could not possibly reach the earth in that form, for the resistance offered by the air makes it break up into drops. That is the principle of the shot tower, by the way. Melted lead is dropped from an elevated point, and it breaks into shot before it reaches the ground.

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THE FRESH YOUTH.

Employer Has Good Reasons For Disliking Him.

"What is the matter with the young man of the present day?" is a question which may be heard on all sides as propounded by the sober, sedate business man who is in the position of employing and paying that young man, and who has reason to hope for a return upon the money which he expends.

From the point of view of this business man of 50 years and over something is wrong with the present day young man who enters business. No matter what it is that has brought the business man to the point of view, the existence of this misunderstanding between employer and the employed must react first and strongest against the young man himself.

The young man may attempt to dismiss the question with the charge that the employer is an "old fossil and ought to be Oslerized." Or he may decide that he doesn't care; that he'll get a job somewhere else. But the condition isn't altered in the least. The young man is out of touch with the middle aged business man to whom he must go for preferment and the business man holds the key to the young man's success to this extent.

"What is the one great fault which you find in the young man which causes you to refuse his application for a position?" I asked of the head of a great counting house which employs scores of young men.

Banks on His Good Clothes.

"Freshness," was the sententious answer, which in the tone carried volumes of meaning before he undertook to enter a little further into explanation. "This term 'freshness' seems to me the only word exactly fitting the condition of the present day young man. We look for buoyancy and animal spirits in a young man; these are natural qualities.

"But the freshness which I find in the young man is of such a studied, ostentatious character, so hopelessly out of keeping with the attainments of the average youngster, that I am losing all patience with the type. The modern young man of this order appears to me a sort of overconfident dead-beat who banks upon his clothes and his parents' respectability to save him from the odium of the classification."

With the views of this business man fresh in my mind, I chanced to fall in behind a typical young man of his aversion the other morning as I walked down a residence street. The young man had just emerged from a house which in size and evident furnishings inside showed it to be the home of people of comfortable means. The young man had stopped for a moment to scratch a match on the porch railing, lighting a cigarette, and with an exaggerated air of his importance had gone swinging down the street with a brisk step.

Might Call Him "Loud."

He was about 24 years old and evidently was in some kind of employment. He was dressed in clothes of good material, but the evident stylishness of them was grossly out of

taste considering his figure and bearing. His trousers were rolled high in spite of the warm sunshine and dry pavements. He wore gloves of aggressive newness and fit, and as he walked along he gave the impression of walking far harder with his arms than with his legs. On his head was perched a light brown hat, with rim scarcely large enough to shade the tip of his short nose and the crown pinched into a triangular peak which might have been described as "just too cute for anything."

And in a thousand offices and business houses where this particular young man might apply for a position, I'm sure that such a description would apply to that young man to his hopeless undoing.

"Do you know what makes that type of young man?" asked an old employer who has studied the type. "In the first place it is most likely a foolish mother, after which the silly young woman completes the character. We have a few shining examples of the absurd young man and the absurd young woman right here in this establishment. And the troubles which they make in the workings of the office might surprise you.

"We have some old, tried men in the house whom it would be difficult to replace until the new men could grow into the work. They are conservative fellows, quiet and unobtrusive. But every young man and every young woman of the fresh type in this house are a constant irritation to these dignified, capable workers. In these fresh young people is an utter lack of veneration for anything which these employes of the older school were taught to respect.

Disregard for Law and Order.

"Unless a curb is put upon these offenders they are loud and aggressive. Curbed, as we have to do it, they still hold to the sly smile and smirk among themselves as indicating their disregard for law and order. Things are done slyly to disconcert and irritate these old employes who are deserving of better things. And always in my experience the young man who is least possible as an employe for these reasons universally is a sort of hero to the foolish young woman who may be looking on. Will you tell me why the modern business man shouldn't look askance and with some degree of hopelessness upon this young element in his business?"

As a further proof of his own reasons for regarding the present type of young man an impossibility in his freshness, this employer showed me a letter of application from a young man 22 years old who, from the wording of the letter, was distinctly self-confident in expecting a position which involved considerable correspondence for the firm. But in this application the employer had underscored eight words which failed to pass muster, as follows:

Employment, reccommend, years (possessive case), aplacation, corroborating (corroborating), aught (ought), representating (representing), sincerety.

"There's nothing in this spelling that ought to induce egotistical freshness, do you think?"

The boss hates the "fresh" youth. Jonas Howard.

Bryan's Eloquence.

William Jennings Bryan was addressing a political meeting in Iowa on one occasion when, it is said, he fairly carried away his audience by the power of his oratory. Among those most impressed by the Nebraskan's effort was a man known to be very deaf, but who nevertheless seemed to be listening with breathless attention to Bryan, and who apparently caught every word that fell from the speaker's lips.

Finally, when a particular fervid passage had been delivered by the man from Nebraska, with the effect of eliciting a storm of applause from the audience, the deaf man, as if he could contain himself no longer, yelled in the ear of the man next to him:

"Who is that speakin'?"

"William Jennings Bryan!" shouted the man addressed.

"Who?" roared the deaf man, still louder.

"William Jennings Bryan, of Nebraska!" came from the second man in a piercing shriek.

"Well, well!" exclaimed the deaf man, excitedly, "it don't make any difference after all. I can't make out a word he or you are sayin', but, good gracious, don't he do the motions splendid!"

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Some New Accessories in the Clothing Trade.

Recent developments in the modes for men show an unprecedented craving for the most negligé effects. Where this trend will end is problematical. In its first stages it was manifested in the abandonment by men of means of the bosom shirt for day wear. Latterly it has extended to virtually all the items of dress. Regarded first as a mushroom fad, suddenly present and as quick to go, the tendency can now be viewed only in the light of an evolution of real moment. Not so long since the creature comforts were to many a secondary consideration. A man of station must sacrifice feelings to form. The crowd might adopt the filmiest fabrics in the accessories and go its way rejoicing in the thought that fashion could dictate with regard to the formal schemes, and beyond that it could go hang. But men who were clothes-critical must stick to starch, so to speak. Now this attitude is quite reversed. The set that moves in the best social circles is outdoing the multitude in the quest for lighter weights and softer materials. Notable evidence of this is seen in the number of flannel and silk and linen shirts being worn for business and promenade. Hats are reduced to ounces and fractions. Sleeveless, knee-length undersuits are in all-year demand. The approach of the warmer months and the exodus from town to the Florida resorts finds mesh cravats and garters and diaphanous half hose in pronounced vogue. So it goes. The question uppermost in the minds of students of dress is whether this turning of fancy will extend to ceremonious wear. During the past winter the best usage favored plain or pique bosom shirts, and the attempt to introduce pleated shirts was frowned upon. Now even here the wedge begins to enter. Men are taking kindly to the shirt with fine tucks and no lining, to accompany the swallowtail. From the standpoint of laundering it would seem to be impossible. Yet the fact must be recorded that it is making headway. Altogether the craze for something "easy" can not be minimized. Doubtless an equally important influence is the seeking after novelty by the younger element, which is compelling the smart shops to present goods they would have shunned in years past. And it is their experience that men of culture are prompt to accept what the younger set has endorsed.

Several months ago I said the current year would probably determine whether men would continue to affect extremely simple attire or would lean gradually toward the more ornate and elaborate. Well, the change would come, if it is to come, when men were getting away from stiff lines and stiffer fabrics. From this

viewpoint the situation becomes deeply interesting. Then, too, in recent criticisms here and abroad the lack of life and color in men's dress was a subject of caustic comment. That indictment no longer holds, for more vivid hues than those now endorsed never graced the most outspoken bonnet milady ever wore.

There's a decided effort to employ tinsel in the accessories. The waistcoat of gold and silver cloth had its first try-out here last autumn and it has found some favor with a certain set. The texture is of delicate coloring that relieves the glitter somewhat. The newest importations are in vertical patterns, the stripes being formed by the absence of the tinsel. Now appears a tinsel grenadine cravat that is markedly unordinary. From the standpoint of durability it can not be regarded as a particularly promising creation—but no grenadine can, for that matter.

Indeed, the smartest things nowadays are those which are least likely to become popular, if only because they wouldn't give satisfactory service. Crepe cravats, for example, will crumple with one or two knottings, yet they are passing over the counters of the best shops continually. The costliest shirtings are far from being the most durable, but they have a distinctiveness of design that can not be mistaken. Then, too, the colors in cravats, shirts and half hose most liked by the element now at Miami and Palm Beach would scarcely do for Broadway or Sixth avenue shops. They are such as lavender, champagne, cerise, Copenhagen blue and rose. The pastel shades are stronger than ever.

Rather than returning to the ampler forms, cravats are narrower. Noting the emphatic preference for the close-front fold collar, the custom shops are offering as the season's best the graduated, folded-in four-in-hand. The purpose, of course, is to make possible the small knot such as this collar requires and at the same time do justice to whatever beauty the cravat pattern possesses. When adjusted the complete effect is not unlike an inverted funnel in outline, the knot being small and narrow and the ends widening perceptibly below it.

Again the revival of the stock is bruited as impending. This is unquestionably true in a popular sense, but it is not apparent in the realm in which fashion has its rise. One rarely sees a stock on the exclusive golf links, the tennis courts, or among the motorists. The caper at the sports is to dress for ease and freedom. Usually no cravat is worn when one is wielding the clubs or the racket. A neckerchief, however, lends a dash of color and is in good form. The stock's chances popularly is another question.

New in shirting fabrics is the tech cloth, which has a very rough surface closely resembling a crepe. The garment is constructed with narrow side pleats "to center." Being intended for wear in summer with a tie, the only color appears in a broad stripe down the center pleat and near the

outer edge of the cuffs. It is decidedly unusual.

There is much of interest in connection with hats. We are hearing a lot and seeing a little of the green soft models now being shown by all of the foremost makers. If the foreign shades of green had been retained we should probably hear and see still less of them. But the domestic products are more in accord with American taste. Their right place is not on the avenue but in the country or at the outdoor meets. In shapes the telescope has been supplanted by the familiar Alpine crease. Brown derbies have the sanction of the mode for town wear, the band and binding of a darker shade than the body.

Until the introduction of the silk-covered derby there was no distinctive style of hat to accompany the evening jacket. I learn that this derby is now being imported in considerable quantities, and am of conviction that if adequately exploited it would find ready sale. Where the evening jacket is most worn—at the clubs—the opera hat is preferred over the derby, but it doesn't go well with the short coat, and most men are careful to remove the hat with the overcoat to avoid the incongruous combination. The silk derby meets the need to a nicety. It has an "air" and is altogether sightly. The wonder is that the American makers have not appreciated the possibilities it offers.—Haberdasher.

Rather Dismal Experience.

"There's a heap of talk about dishonesty in the land," said the man with the chin whiskers, "and here and there they are putting officials on trial and sending them to prison for getting away with the people's money."

"But don't you favor such proceedings?" was asked.

"I'll answer that question by giving you a little experience I had in an Indiana town a few months ago. They had an alderman on trial for bribery, and they had just tried a contractor and sent him to prison. I selected ten stores, and went into each one with a \$2 bill and made a small purchase and handed over the bill with the remark:

"Sorry to ask you to change this dollar bill for so small a purchase, but I have no silver."

"Well, out of the ten stores only one merchant corrected me by saying that it was a \$2 bill. The other beat me out of a dollar without a wink, and they were all men who declared that dishonesty must be suppressed. When it comes down to gain human nature is all alike."

"But you are an honest man?" was observed.

"Oh, no, I'm not," I said, "we are all alike, and I have proof of it. I wanted to get those \$9 back somehow, and so when I came to settle my hotel bill I gave the landlord a check I knew never would be paid. The whole caboodle of us either deserve to be sent to jail or looked upon as angels, and you can figure out for yourselves which it is."



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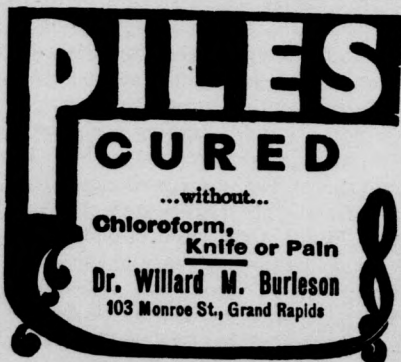
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Appearances Are Often Very Deceitful.

It happened on Broadway, New York. The shop is a busy one, the salesman one of those straightforward, aggressively winning fellows, who looks you straight in the eye when he talks and, moreover, by the most guileless leading, sells you a big bill purely on the strength of his merchandise—at least that is the impression the customer gets.

Ten days ago a man looking more like a supplicant for work than a spender, approached the counter. He wore a fringed-at-the-cuff sack, ill-fitting shirt, small, three-for-a-dollar batwing and balance to match. He asked to see some guaranteed hose, took some, when a box of another color caught his eye. The salesman said, "They're pretty," and he took two boxes more.

While the clerk was making out the check he remarked to his customer that he had some good-looking scarfs at a half dollar and laid out a few. They didn't suit. Not discouraged, Mr. Clerk fished out better at one dollar. The pair he held up hit the mark, likewise the second and the third.

Good Taste Opened the Door.

"Go ahead, you have good taste," greeted the astonished clerk, and that pile lost ten pairs.

"This is mighty nobby," said Mr. Salesman, for it was but a step to the one-fifty pile. An even dozen sold was the result. Then came six more at two per, first the clerk, then his customer, doing the selecting. Then the visitor complimented the man behind the counter on his color judgment.

It suddenly occurred to the salesman that possibly he was up against a practical joke. He had met them before—"phoney" checks, returned C. O. D's, and the like; little incidents where his good time had been usurped by an idle jester. But he was game. If the stranger was giving him a "jolly" he would charge it up to lost time; if he was straight he was helping his day's book tremendously. So he dropped a feeler.

"Pardon me," he said to Mr. Man. "I don't want to take up too much of your time, but our buyer has just come back from the continent and I have handy some hose that might interest you." One pair at three dollars, another at four and another at five dollars took about a minute and a half to sell and book. Then came a pair of gloves at two-fifty and another at three-fifty and a dozen collars.

Then custom shirts were broached. He had just placed his order, the man said, but the cloth looked enticing. His time was short, but he intimated he might drop in again.

Alertness Wins Again.

A week passed by and the clerk never saw him. Then one day he again very casually and unostentatiously wandered into the store. Six patterns were selected from the custom shirtings at two-fifty each and then the clerk flashed out some branded three-fifty garments. Six more sold. "Ties?" "No; must catch a train. I'll

tell you what, though, juts pick out one for each shirt and put each in its own shirt, so I can tell which to wear together. And put monograms on the shirts." He paid up and left, first picking out twenty-four \$1.50 to \$5 hose, as fancy struck him. The store did not have its spring clothing ready, so the customer said he would have to look them over when he tried on his shirts. They expect to see him again. The queer part of the story is that on the second visit to the store, a week after his first purchase, he still wore his old duds.

The same salesman recently had another shabby customer, a stranger who had seen some dollar shirts in the window. Going outside with the clerk to point out what he wanted his glance rested on some better ones at the top. They were shown him; he never asked again for the dollar line, but took the two-fifty shirts, five of them; then five more at three-fifty, dislike for one color being his only quibble. Then he took a dozen hose at one dollar and another dozen at two dollars each and ties to match each shirt. The bill reached over eighty dollars. He opened his wallet, then stammered. He didn't look like a free spender and the clerk grew suspicious. But what could he do? The man said he did not expect to buy when he entered the store and would have to postpone his deposit for the two-fifty custom shirts until next day. Next day he rolled up to the store in a big red motor and planked down real money.

"Don't Get Fooled by Looks."

It just goes to show that you get fooled if you steer by the signals your man sets. All customers are strangers one time or another. They have to start that way, and until you get to know your man and his roll, you are all at sea as to his intentions, no matter how he dresses.

"Why!" he exclaimed to his friend, the newsman. "A while ago a chap came into the store and I happened to get him. He wore a silk hat, cutaway, patents, and so forth. But that didn't count a bit. He wanted some things from the 'sale' pile, and beyond that there was nothing doing. I looked him over pretty carefully, thinking perhaps he might get interested and come back some time, and I wanted to understand him. I know what a thing costs, pretty nearly, when I see it, and I could tell that it was a case of bluff with him, and all on the outside, at that. He was cutting a figure and had to scramble to do it.

"Always Presume He Needs Your Goods."

"A fellow can't help analyzing things like these when he meets them. The moral just stares you in the face. Your money or my money or that boy's money or that shabby rich spender I sold, it cuts no ice, whatever. The cash is all alike, and what you want to do is to get it. Of course, we presume that you are delivering the goods; that is, if the house is on the level and is building a business structure and not robbing transients. To sell goods

you have to anticipate your customer's thoughts and lead him instead of following him. Just because he looks as if he needs work does not mean he has no money or that you can not exchange a lot of your merchandise for his cash. The chances are you can, for the simple reason that your man generally enters the store because he actually needs something, and when you talk to him and he thinks over what he has there is no telling how far you can go with him if you handle him on the square. Do not presume he is not going to spend, that he hasn't the money or that he already has plenty. Back right up on that proposition and presume just the other way, and more often than not you will land him for a good bill. And if you show a taste and fit him out right it's ten to one he'll come back and ask for you.

"I've never since judged until I knew, and even then I always go on the supposition that some day even the tightest wad may unloosen."—Apparel Gazette.

Organized Labor and Immigration.

According to Mr. Sargent, the Commissioner General of Immigration, American labor is engaged in the complicated enterprise of trying to lift itself with one hand while holding itself down with the other. He says that "the fact that the United States pays higher wages than any other country on earth brings immigrants here."

Of the truth of the statement there can be no doubt. Some of our immigrants come for other reasons, but the inducement to the great majority is the possibility of getting two dollars a day instead of two dollars a week. If our business slackens and wages fall the tide of immigration

shows at once the close watch which the emigrant keeps on the American wage scale. The number of arrivals lessens and many of those of earlier arrival go home with a little bundle of savings. Labor fights steadily for higher wages and almost as steadily opposes immigration. It puts up the premium and strives to beat back the hands which reach out to seize it.

Labor's ideal is monopoly of the labor market. It would limit the number of workers and so force from the community a higher wage than that compelled by competition. It may be only a coincidence and it may be the operation of an economic law, but the fact is that never in our history have wages been so high as during the last few years, the period of our heaviest immigration. Labor is disposed to overlook the fact that immigrants bring mouths to feed and backs to clothe as well as brawn. It appears not to see that the producers who frighten it are also consumers to keep it busy.

Labor logic is a good deal of a mystery anyway. Sometimes it goes to the point; sometimes it has the trick of stumbling over its own feet.

Such Is Fame.

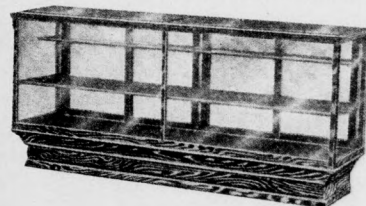
A real estate firm had lots for sale in a new suburban addition. The young enthusiastic member was writing the advertisement; eloquence flowed from his pen. He urged intended purchasers to seize the passing moment.

"Napoleon not only met the opportunity, he created it!"

The senior partner read this line in his advertisement slowly and carefully.

"This fellow Napoleon," he observed, quizzically; "what's the use of advertising him with our money?"

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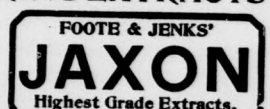
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Tradesman Company - - - Grand Rapids, Mich.

RECIPROCAL RELATIONS.

The Business Man's Obligation to the Public.*

My subject to-day, "The Business Man's Obligation to the Public," comprehends every possible responsibility of citizenship, and is coextensive with the individual capacity of every man to serve himself, with due regard at all times for the rights of his fellows.

The public has established schools, churches and asylums to educate, Christianize, and, in case of helpless dependency, to care for the individual, and in a sense man becomes a ward of the public from the moment he is born into this life to be reared and educated, in order that he may be the better prepared to assume and discharge his obligations as an individual to the public.

The whole social scheme of humanity is founded upon the principle that to elevate society you must elevate the individual, and that which is true of strictly social relations is likewise true of business relations. The individual business must profit before it can contribute to the welfare of the business public, and no business policy can be considered practical that does not fairly safeguard the interests of the individual business. But the interests of the business should be protected to the extent of guaranteeing profits, except through the aid of a most economical, conservative and frugal, yet progressive, administration of its affairs.

Any greater protection than this means a debauching of the enterprise and genius of those in charge and a loss to the public in the disadvantages of business that does not afford to it the benefits of modern business methods. Enterprise and genius must not only be given a free rein but must be stimulated by necessity, until their utmost activity is guaranteed and fossilized business methods are compelled to give way to the demands of the new and progressive business ideas.

Uptodate business interests never run counter to the interests of the public, and the business that serves itself best is the one that serves its patrons best. A business that can not succeed except that the hands of the dial of progress be turned backward is not to be considered and will not long have the patronage of the people. Business must continually readjust itself to the new and changing conditions and we must fear no weapon in the hands of an adversary that is of advantage to the public, but must appropriate it and adopt it, and thus meet the demands of the public.

If a parcels post will give to the public a cheaper and better service let no enterprise or individual fear it. The mails will carry parcels both ways and will be open alike to all business competitors. In the solution of all such problems we have but to determine whether the public will be better, quicker and more cheaply served, and if so the question solves

itself, and all business must adjust itself to this new element of public service.

The questions have confronted us year after year since the days of the reaper hook and the scythe and stage coach. With each new invention for harvesting and transportation, down to the modern selfbinder, vestibuled train and automobile, has come the cry of opposition based on the ground that some one's business would be interfered with; but the public has turned a deaf ear, and time has demonstrated the wisdom of its course.

Greatest Good to Greatest Number.

It is unfortunate indeed that the business of any man must be interfered with or sacrificed even in the interest of the public, but it is the interest of the public alone that will be considered where it is involved, and it is consoling that experience has proven in every instance that the individual loss on account of these changes has been reduced to the minimum, and that the injury has been more imaginary than real. It is to the public that business must look for support, and not to the individual, and whenever the interest of the individual and the public conflict that of the individual must yield.

All men owe to the public the best effort of which they are capable in the legitimate avenues of business, subject only to the same rights and privileges afforded to all other men engaged in the same line of business and similarly situated. It is right to expect of them that fearless, earnest, honest effort that alone characterizes men of high moral character and solid moral purpose, who are not dreaming of fortunes and lives of luxury, but who are ambitious to establish for themselves a business that will stand a monument to their industry, genius and enterprise, the returns from which will guarantee a fair return for their investment and services, and that will defray the continuing expense of a clean, frugal yet comfortable life, that has always guaranteed the highest type of citizenship and that will finally provide a competency for their declining years.

The law of fair return in business will not and ought not secure to the business man and his family lives of idleness and gross indulgences in supposed luxuries that debauch and dissipate their energies. No man can justify riotous living at the expense of his customers by assuming that by a life of extravagance he can again diffuse his ill gotten wealth and the earnings thereof, for there is no place so proper for unjust profits of business as in the pockets of those from whom they were unjustly extorted, and the business man who observes this principle will have customers longer, and more of them, than he will if he disregard their rights in this respect.

I have no doubt but that the man who lives in opulence and ease upon the income of an inherited fortune, or perhaps of one amassed through business manipulations and gyrations of questionable yet quick and effective design, will smile at this senti-

ment and denounce it as impractical and a dream of the millennium. But, dream or no dream, the principle is right, and in these days when greed and avarice have invaded every avenue of business, despoiling character, defying law and demanding tribute for the very air men breathe, the time has come when business men should stand for principles of justice and fair dealing among men.

In these days of combinations, business manipulations and quickly made fortunes, the temptation to the business man to yield to their specious and seductive influences is greater and it requires more moral courage to remain steadfast than ever before.

The temptation is to take advantage of trade agreements and relations that make profits secure and certain and that subject the patron to great hazard if not certain loss, thereby destroying all incentive for frugality and progressiveness in business by making capital of the unfortunate situation of the patron and appropriating the profits of his misfortunes with a greedy hand. We had better have no business than to become pirates to prey upon each other.

A little less than a year ago in my official capacity I was present at a meeting of one of the legislative committees of our last general assembly,

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*Address by Attorney General Bingham, of Indiana, at annual convention of Indiana Retail Lumber Dealers' Association.

at which the advisability of certain proposed legislation was under discussion by those appearing before the committee, and it was urged that such legislation would paralyze business because it would interfere with the right to enter into understandings and so-called trade agreements whereby the manufacturers and men engaged in trade and commerce could secure to themselves fixed and certain profits and avoid the ordinary hazards of competition. This insistence was based upon the theory that such understandings and agreements were necessary to protect themselves against each other and that, while the liberties of the individual might suffer, the individual would suffer more if these agreements were not permitted, because in their absence there would be such unfairness of competition among themselves that they would destroy each other and with this self-destruction would come business disaster and the individual, after all, would be the loser.

Fair and Unfair Play.

These gentlemen and their representatives present at that meeting who were so alarmed at this proposed legislation were good men, great men, honest men and represented great commercial interests of this state, and yet they contended that they must have this advantage, or, as one of them put it, with a significant gesture, "We will cut each other's throats;" and I have no doubt that there are those present here to-day who believe that they were right; but such an argument means that it is right to bar competition, to stifle genius and to disarm and render helpless the concern with which we deal and that it is right to mete out justice to them in trade and commerce in our own measure without interference by them, although they are supposed and ought to be parties to the transaction.

These capitalists are not the only offenders against the laws of fair play. There are those who labor who have banded themselves together for the purpose not only of uniting their interests and elevating and dignifying labor through legitimate co-operation but for the purpose of controlling the advancement of men in their trades and professions, regardless of their capabilities and qualifications, of controlling the output of factories and of arbitrarily enforcing their demands, regardless of the individual rights of citizenship. These unholy practices on the part of these different classes are defended on the ground that they are justified as retaliatory measures, but the trouble is that these combinations do not operate to protect the one class against the other, but to take from a third class which has naught to do with the benefits that are derived from these offensive schemes. The theory of these bad conspiracies among men is, "I will extort from you; therefore you are justified in extorting from some one else." And the influences behind this sentiment which favors these combinations have become so strong and thoroughly entrenched in

our financial, industrial and commercial affairs that to oppose them means to hazard every ambition a man has, and yet every true soldier in the warfare for right and justice among men must oppose them.

These influences are powerful because the men behind them believe they are right, and a wrong committed in the name of right is the hardest of all to combat, and it is a quickening of this sense of right and fairness among men alone that will clear away this cloud of selfishness that is ever a bar to the sunlight of justice and fair dealings among men.

Such a sentiment among business men will make the unfair competitor fair; it will relieve the fair competitor of that desire for an advantage that will make it possible for him to take arbitrarily more than his fair share.

We are taking a step backward when we command genius to sit with folded hands because there is no longer any need for increased and cheaper production, since we are protected in our profits by trade agreements which prohibit competition. We are taking a step backward when we say to the individual effort and ambition to sit complacently and securely ensconced behind a trade agreement that makes profit certain and removes business to any degree from the realms of competition. We are taking a step backward when we say to the struggling individual, "Take this at this price or take it not at all, for we are protected by a trade agreement that makes your judgment and experience as an individual in the matter of your purchase of no avail." We are taking a step backward when we say to the individual, "We demand of you things which can not be enforced by law, but if you do not accede to our

demands the organization we represent and its sympathizers will destroy your business and by threats and intimidation compel compliance with our demands."

To hold a man up on the highway and sack him of goods and property is highway robbery, but to tie a man hand and foot and make further progress impossible and so to hedge him about that he can neither eat nor clothe himself until he accedes to our demands is, in the minds of some, only to enforce trade rights and privileges. Of these two processes it seems to me the former is the more desirable. It is more direct. It is quicker of execution, and when it is over the victim at least knows and understands what has happened to him.

There may be those here who are horrified at this comparison. But you may call it what you please, gentlemen; the name affords no distinction; the offense is the same, whether by force a man is wrongfully compelled to deliver or by force his property is taken from him. It is the duty of every business man to have the courage to make such a thing impossible in this free land of ours.

Men of every class, trade, business and profession may and ought to associate for the purpose of studying

business conditions, economical methods and devices, demand and supply, cost and production for the purpose, if possible, of determining what pay or profit is imperative; and when these facts are ascertained they ought to have sense enough to act intelligently upon them; but to so combine as to destroy demand for genius, individual effort and to destroy the individual opportunities of men is a crime, no matter by what form of conspiracy it is accomplished, and the more intelligence there is behind a scheme the greater the sin.

By what I have said about present conditions I do not mean that all business is debauched with intrigue and sin and that we are growing worse. On the contrary business relations are again growing better day by day.

We are better to-day than yesterday. We will be better to-morrow than to-day, but there is yet room for improvement in the sentiment of some of our business men in this regard. There are those who still insist that experience teaches that these so-called business and trade arrangements are absolutely necessary to the success of business, and are quick to condemn any effort to suppress them and to hold all such of

A HOME INVESTMENT

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For this reason, among others, the stock of

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PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

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

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

forts responsible for financial disaster, which is the sure result of any business manipulation based on other than principles of honesty and fair dealing.

The man who can succeed only through such unholy alliances is a failure and not a success in business. True business principles demand full compensation at the rate of 100 cents to the dollar to both parties to the transaction, and the man who profits by any other method of business acquires profit through illegitimate pilage and not through correct business processes.

Experience will soon demonstrate what profit a business must yield in order to be successful, and it is entirely proper in meetings like this to discuss the best possible business methods in order that such profit may not be lost by waste or other mismanagement.

The most successful man of to-day is the one who increases the volume of his business until the aggregate of his business transactions for each day is sufficiently large to justify the cheapest price possible to the consumer, and such a business man is always a benefactor to the community in which he does business.

Such a man could never succeed with his hands tied with some stagnating, stifling trade agreement. You may say, "This is the man we desire to reach." He is the man who cuts prices, but such a man is not a price cutter if he maintains for himself a fair profit on the volume of business he transacts, and if he does not he will not long survive the ravages of a business conducted at a loss, for the oftener he turns his capital at a loss the sooner he will be without capital with which to do business. If your rival continues indefinitely to do business at what you conceive to be a loss, just make up your mind that there is something radically wrong with the cost at which you yourself transact business.

Let the only trade agreement among business men be that no man will do business at a loss, and the violator of such an agreement will need no punishment other than that which he will administer to himself by his own foolishness in violating so fundamental a principle of business.

Unjust Pacts and Their Antitheses.

The inspiration for trade agreements and arrangements calculated to defeat legitimate competition is conceived in cowardice and born of a desire to get rich regardless of the methods by which the end is accomplished. They are made to avoid the ordinary hazards of business; to turn clumsy, outofdate and expensive business management into quick profit making, profit guaranteeing enterprises, not by remedying the defective methods, but by loading the burdens on to the patrons of the business. We often confuse accumulations acquired by such methods with fortunes that stand as monuments to the frugality and integrity of a life work.

The best and only asset the public has is its Godfearing, sturdy, intelligent, active and frugal business men,

who are in business not alone to accumulate fortunes but for the love of business; who find pleasure in seeing their business grow and develop day by day, with the usual legitimate attendant, honest, financial accumulations; who install their sons and other young men of their community in business and gather about them and their business five, ten or a score or more of employees and furnish means of support to all those dependent upon them, and thereby bring happiness and sunshine into the homes of our American workingmen; who are never content to lay aside business and retire from its active participation, but when the palsied vitality of old age is upon them hitch their vigorous intellects and experience of a lifetime to the energies of the young men and women they have schooled and tutored in business, and the business, instead of declining with them, takes on renewed vigor and goes on to shed its beneficence upon those who are yet to come, and these veterans of business keep in touch with the pulse of the business public and by their wisdom, born of experience, remain at the very helm of business to their dying day.

The banker, financier, to whom the public is indebted, is the man who is ever alert and well informed upon the business conditions of the country, who studies well the business capacity of his patrons and can distinguish between temporary business depression and financial disaster and who, not for gain alone but for the interest he has for the success of those about him and the good of his country, has the courage in storm and stress to loan to the conservative value of all tangible property if needs be and who knows his man or concern, and that his greatest security lies in the honesty, integrity and business capacity of the man who is thus temporarily embarrassed. There never was a more striking example of the confidence such men inspire than that exhibited by the public during the recent bankers' panic. These are the great men of the country and the men with whom the country must stand or fall.

The poorest asset the public has is the man who accumulates his fortune quickly and cowardly retires from business in the strength and vigor of young manhood, foists himself upon society as a modern Croesus, becomes a tax dodger, leads a life of vulgar ostentation, is void of interest in public affairs and revels alone in the debauchery of his own selfishness. What the public needs is great men of wealth and not men of great wealth.

Why Beef Gets Dearer.

A. D. Thomson, of Duluth, Minn., while in New York last week, expressed the opinion that the question of our future beef supply is worthy of grave consideration. Mr. Thomson owns a ranch of 40,000 acres in the Southwest, together with other developed cattle properties in northern New Mexico. His ranch is fenced in and a thousand acres of it are under cultivation, being irrigated by private

reservoirs. This area is mostly used for alfalfa and corn.

For the past year or two he has found an ample home market for all his stock, as the whole Rocky Mountain slope has been steadily coming under cultivation and settlement in small farms for the past ten or fifteen years, and this has steadily crowded out the old-time big ranches, and the effect has been to reduce the number of cattle raised in that whole region, as the small farmers diversify their industries and raise less beef. At the same time these sections consume much more than formerly. Added to this large increase of agricultural population there has been an equal increase in mining camps, and there are several times as many in the mining States and Territories as there were a few years ago.

This has largely changed the cattle trade of New Mexico and Colorado in a few years, and Mr. Thomson now sells all his beef at home, after it is cornfed and three years old, weighing 1,200 pounds per head, instead of shipping it to Kansas as a few years ago, when two years old and selling it to Kansas feeders to finish. These three-year-old steers are now bringing \$45 per head and find a steady market. Thus he has not only an independent home industry, raising his cattle from calves to finished beef, but a home market for their meat, if not for all their by-products. Land a few years ago was worth only \$2 per acre in Northern New Mexico, whereas now it is worth \$8 to \$10 per acre,

under the stimulus of this self-supporting live stock industry.

When asked if the so-called beef trust exercised any influence over the market for live stock in his section, Mr. Thomson said no, and that it never had, when they drove their herds to Kansas City, where they were sold at the market price, which was made in competition with St. Louis and sections farther north in competition with Omaha, Chicago and the East.

As to the scarcity now of good beef cattle, he confirmed President Sulzberger, of the Schwarzschild & Sulzberger Company, in a recent interview in which he said during the money stringency last fall feeders west were unable to get the needed money to buy feeding cattle when they were being marketed from the Southwest in November to supply the demand for fat cattle this spring. This was one of the causes for the present scarcity and high prices of beef. Another reason was, as stated above; the cattle grazing area of the whole Rocky Mountain slope is steadily and permanently being reduced by settlement of these once great ranches, followed by decreased cattle production because of more diversified farming. At the same time local consumption is increased. This tendency is growing each year.

Generally Turns Out Thus.

Dobson—That cheap oil stock you bought a spell ago gone up yet?

Dusenberry—No, the stock went down, as usual, right after I bought it. It was the company that went up.

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.,

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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.

UNHAPPY SECRETS.

Do Not Permit Your Face To Betray Them.

The tired man with the brave eyes sat down before the camera and attempted to smile brightly.

"Get a good picture," he directed. "Going to my sick wife."

The photographer, after allowing a few moments for the subject's face to assume its natural expression, jumped and waved his hands excitedly.

"Don't look so sad! Don't look so earnest! Don't be so brave!" he shouted, leaping about like a grasshopper. "This is no operation room. I am no dentist. Look happy—as if you were having a good time."

"But I am happy, I am having a good time," said the subject, laughing. "I have nothing to be earnest over just now except the near approach of luncheon time, and I don't suppose you'll keep me until I'm starving. And I have nothing to be brave about."

"That is for the world!" cried the photographer, more excited than ever. "Underneath, within, you are brave and sad and earnest. Always it is a struggle, and your face shows it when you are quiet. I have taken pictures twenty years and I have learned to read the true expression of every countenance presented to me. I know you have had trouble and are cheerful instead of happy. If you were in love I should know it. But why tell the world your secrets? Learn to look happy, even when you wear no smile!"

Mind Mirrored on the Countenance.

Nor was the excitable little photographer, wise with long studying of faces and expressions, mistaken in his ideas. The predominant mental characteristic always is mirrored on the still countenance, which is the reason why so many men and women leaving their first youth behind them look sad or disappointed, and why so many artistic portraits prove unsatisfactory to the subjects and their friends.

Doctors, lawyers, clergymen, artists and all whose business it is to look beneath the social mask are well acquainted with this fact. Even casual scrutiny of a company of people listening to music or otherwise temporarily self-forgetful but not fully absorbed in or by some outside influence or object will attest its truth.

"What good company that lad is!" not long since was said of a jovial Chicago singer. "Always so bright and happy."

"No," came the thoughtful response of a more observant acquaintance, "not bright and happy, bright and gay."

Circumstances but little later proved the second "snap judgment" veracious. The boy was not happy, but, obeying the commendable and humanitarian belief that a soiled face is almost as admissible in public as a gloomy one, managed to conceal the fact even from his closest intimates. But the man who guessed his true mental attitude had chanced to see him in repose.

"Worry," was the quiet verdict of a noted physician asked to diagnose the puzzling case of a prosperous professional man who, seemingly with every reason for flourishing health, was fast slipping into a sad condition of nervous inability. The physician, well versed in the deceptiveness of conventional good cheer, learned the nature of his secret by means of the telltale facial lines and muscles. To do so he had the nurse call him when the patient was asleep.

Moral of all of which is: "Guard your facial expression. Don't let your face settle into a look of habitual discontent or sadness. Don't let your features make public the secrets your tongue keeps sternly locked."

It is no use to make a brave effort toward seeming joyous and happy in public if you allow your predominant, underlying mental attitude to be the reverse. It is no use to smile if inwardly inclined toward tears. Of course, the smile is better than a frown always; it is less selfish, since it does not compel the casual companion of the street car or office to endure some share of your secret gloom; it is less dangerous to your health and morals than its depressing opposite. But if the smile is intended to mask your real feeling, to serve as a shield between you and the world in general—it is decidedly inadequate, that is all!

"God made our eyes and noses," runs a wise old French saying, "but we make our own mouths."

Mouth Betrays Disposition.

The mouth is the worst betrayer of all the features. The lips, like the hands, will not lie for their owner. The prevailing state of mind, the true temperament and disposition, all these are made clear to the knowing observer by a glance at the corners of the mouth when in repose. There is, too, a look about the eyes that the clever physiognomist, trained or intuitive, readily recognizes as interpretative of irritation or grief.

"No use to tell me Jones is making a go of his new venture," one clever business man last week said of another. "I went downtown on the same train with him yesterday, and when he was busily thinking I studied his face in the mirror. He is all jollity and good humor when he thinks any one is looking, but I know better than to invest with him while he carries those pinched lips and frowning brows."

Such incidents continually are duplicated, sometimes consciously, sometimes in the intuitive manner that offers no verbal explanation of the important knowledge "given away" by the betraying facial expression. The fretful man, the grumbler, the man whose sorrow is too sacred to be made public, all these should be careful of the set of the features when in repose and seclusion. They need not imitate the impassivity of the actor, the lawyer, the priest who has trained his features to express absolutely nothing, but if they mean to exclude the world from a certain heart corner the outposts of the fort, the eyes, lips and lines of the cheeks and forehead, must be taught to obey the will.

Otherwise, sometime, somewhere,

somebody will catch the too loquacious face" off guard."

You Can Reform Expression.

Observations are of small value without helpful conclusions, so here is the nub of the story. You can look just about as you choose—if you choose to do it. And you can accomplish the desired result in two ways:

First, the way of the actor. Not too pleasant a way, perhaps, nor too beautifying in its results, but indubitably successful. To compass it, stand in front of a mirror, experiment until you can assume the expression you desire, then freeze it into continual existence by persistently looking that way until the mask is irrevocably formed. This is the method many great men of many kinds consciously or unconsciously adopt.

Secondly, the way of the thoughtful, progressive modern man of intellect and judgment. Nobody nowadays doubts the effect of well arranged thoughts, determined optimism, auto suggestion, and the like. Wherefore make your features, your facial expression convey the message you desire because it is a true indication of the thoughts and feelings behind your look and smile.

It can be done, because others have done it—have so changed their mental attitudes as to become practically different, and therefore different looking persons. It takes courage and persistence to effect such transformation, but so it does to smile bravely and automatically over an aching or breaking heart. There can be no comparison as to the relative value of the two results.

Of course, if you prefer the try to be brave, never give in, make the best of it, I will be good attitude and expression, that is your business.

Such attitude is nothing to your discredit, infinitely preferable to the openly gloomy or discouraged bearing in all ways. But this paper is directed toward those who prefer to live above their griefs rather than in them, who realize that many trials are largely the result of habit, who believe that the truest success is in being and not seeming. For them is offered this valuable hint from the life philosophy of a man who, slowly dying of a painful disease, yet looked—and felt—so happy as to be an inspiration to all with whom he came in contact.

"I've got to live with this thing," was his quiet dictum, "but I won't live with the thought of it. And I'll have a good time every minute, right along!"

Don't be "kitchen minded," to borrow an expressive phrase from the realm of certain thoughtful women. Do not live in the dark basement when the sunny bay window or roof is open to you. You can be happy if you really want—not wish—to. Be happy and your facial features will have no need or chance to tell sad but o'ertrue tales.

John Coleman.

Johnnie's Presentiment.

Mother—Johnnie, the minister is coming to dinner to-day, so run round to the butcher's and bring back two undressed chickens.

Johnnie, on his way to the butcher's—Gee! won't that minister's face turn red when he sees them two chickens lyin' on the dinner table naked!

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ESTABLISHED 1872



VILLAGE IMPROVEMENT.

History of Movement in the United States.

The precursor of the American village improvement movement was the early New England village Common—the people's forum, the center of their social and industrial life, a place of recreation, and on it, at Lexington, was the opening act of that great drama that led to American independence. Early, especially English, colonists set apart liberal portions of land to be used by householders in common for public landings, pasturage, and from which to secure timber, sedges, and the like, all under restrictions imposed by the citizens in town meeting. This Common was at first an irregular plot or a very wide street, around or along which the village grew. Many are still retained, sometimes little, sometimes much, diminished by unauthorized encroachments of adjacent property owners or by the town's permitting public or semi-public buildings to be placed upon them. Public landings have suffered even more from private appropriation, and most of the "common lands" lying away from the villages became "proprietary land," at an early date, by such acts as the following: Malden, Massachusetts, in 1694, voted: "Yt ye Common be divided; bottom and top yt is land and wood," and it was ordered that commissioners making the division "employ an artist to lay out ye lots." While such acts were legitimate, they were not always wise, for often the same land has been repurchased for public use at large expense.

The extent of the illegitimate encroachment of private individuals upon lands reserved for the common good was not realized in Massachusetts until Mr. J. B. Harrison investigated for The Trustees of Public Reservations the status of such lands in the sea-shore towns. A typical example of his findings will suffice:

"Marshfield formerly had a Common. In earliest times it was the training field. The town gave a religious society a perpetual lease of a part of it as a site for its chapel, and then ran a public road curving diagonally through what remained. During recent years various persons have obtained permission to build sheds on the remnants of the Common, and there is not much of it left for future appropriation."

That street trees were appreciated in the earliest days is evinced by the action of a town meeting in Wattertown, Massachusetts, in 1637, which passed a vote "to mark the shade trees by the roadside with a 'W' and fining any person who shall fell one of the trees thus marked eighteen shillings." That this interest was continuous is made evident by the age of existing homestead and roadside trees, very many of which are between one hundred and two hundred years old. This appreciation did not, however, extend far beyond the residential districts, for lumbermen and farmers very generally appropriated to their own use all valuable trees on the public ways unless close

to their houses. Notwithstanding this, there were always agreeable, if not always stately, woodland drives, for it required from thirty to fifty years for a crop to grow.

To the village Common outlying roads rambled in by graceful curves over lines of least resistance as established by Indians, by cows, and by men of good sense. Later, that man of "much skill" and less sense, the turnpike engineer, by projecting his roads on straight lines, regardless of hill, dale or water, managed, at great cost, to ruin much of beauty and convenience, just as the road-builders of the West are following section lines, with, however, the frequent additional disadvantage of the zig-zag course along two sides of each section. Such engineers and the surveyor who made his plans of streets and lots on paper from plotted property lines and angles without levels and with little regard to existing surface conditions or existing streets, were then and are now destroying great beauty at unnecessary cost. In the early days these outlying roads were of liberal width, usually four, often ten, and sometimes more, rods wide. Such roads have also been much encroached upon by adjacent property owners.

The first checks to the petty local land and timber thieves came when permanent roads were established over which they dare not reach and, more recently, from the growth of a public sentiment against such encroachments which they dare not challenge.

That this early interest in village improvement was more pronounced in the older Eastern States, especially in New England, than elsewhere, was probably due to the more compact and direct method of local government represented by the New England town meeting, and by the antecedents of the first settlers. Many causes have contributed to the growth of this movement that sprang into being in the earliest days, and struggled for years in the forests of new movements, and against the weeds of selfish interest, until it is now a sturdy growth with many stout branches and a promise of great fruitfulness. There has been a growing recognition of the distinct utility and the continuous growth in beauty of tree and shrub-planted streets and public reservations and of rural roads following lines suggested by Nature. This growth in beauty, exercising the refining influence that such growth always does, brought about such a quickening of public opinion that unlabeled, untidy and unsafe public and private grounds and public ways, once passed unnoticed, became so painfully obvious that action was demanded. At the same time the value of beauty, convenience and safety as an asset was made obvious by the attractiveness of towns so favored to persons of culture and means who were seeking permanent or summer homes.

A first evidence of organized effort to promote these objects appeared in the Agricultural Societies that grew out of the earlier "Societies for Promoting the Arts." They were

formed in South Carolina, Pennsylvania and Massachusetts a few years before the end of the eighteenth century. They gave considerable attention to the improvement of home grounds, to street-tree planting and to the preservation and reproduction of the forest. That of Massachusetts, for example, in 1793, offered prizes to persons who should cut and clear the most land in three years, and for the most expeditious method of destroying brush without plowing; but answers to questions

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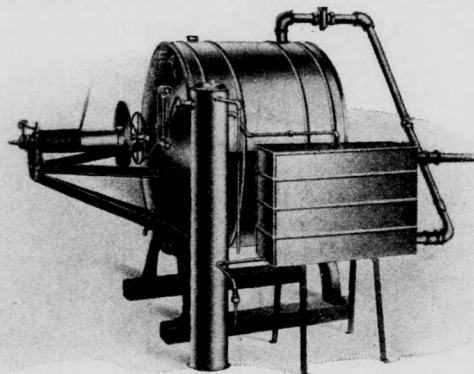
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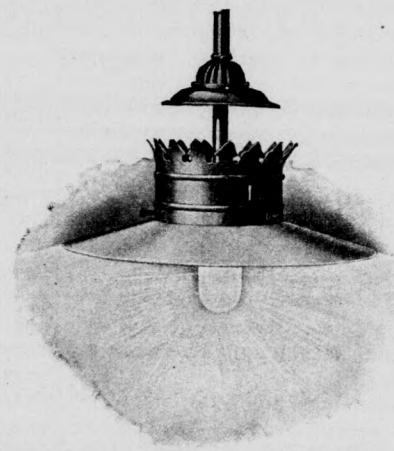
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sent out at this time showed so alarming a decrease in the forest areas that the policy was reversed and prizes were offered for forest plantations and the management of wood-lots. This same Society endowed one of the first botanic gardens, and is still engaged in good works. The development in such societies of the horticultural interest led, in the first half of the nineteenth century, to the formation in several states of horticultural societies that gave much more attention to these objects and occasional attention to public reservations.

During and just after the same period, a number of horticultural magazines came into being under the direction of such men as A. J. Downing, Thomas Meehan and C. M. Hovey, and some literary magazines, especially Putnam's, gave space to the writers on village improvement. Then came the group of writers represented by Bryant and Emerson, whose keen insight into and close sympathy with Nature were transmitted to so many of their readers, and, above all, Thoreau, the Gilbert White of America, with a broader point of view, whose writings did not, however, receive their full recognition until much later.

In 1851 President Fillmore invited Andrew J. Downing to make and execute designs for the development of the public grounds near the Capitol and about the White House and Smithsonian Institution, nearly all of which were completed before his tragic death in 1852. In 1857 Central Park and the first Park Commission were established in New York. Downing, by his writing and work, initiated the movement that led to the acquirement of Central Park, but its plan was made and executed by Frederick Law Olmsted and Calvert Vaux. It was the first public park, as distinguished from the smaller and simpler Common, or the great wild park "reservations" of recent days. It was reserved for Mr. Olmsted to make, in 1885, the greatest and most distinctively American advance in city and town planning in his design for the Park System of Boston, to be followed, in 1893, by the still larger conception upon the metropolitan park system of Mr. Charles Eliot in his report around the same city. Both of these projects have since been realized.

It is very significant that two well-marked phases of the "improvement of towns and cities" should have developed at almost the same time: First, in a studied plan of public grounds, at Washington, in 1851, to be followed by the acquirement of a public park and the appointment of a Park Commission in New York in 1857, and second, by the organization of the first village improvement society by Miss Mary G. Hopkins, at Stockbridge, Mass., in 1853. Equally significant, as indicating the impetus the movement is to attain, was the action of the National Government a quarter century later in acquiring great reservations, first, like the Yellowstone Park, for their natural beauty, then, later, as forest reservations for economic reasons, and such

battlegrounds as that of Gettysburg, on account of their historical associations.

The first powerful impetus to village improvement was given by B. G. Northrup, Secretary of the Connecticut State Board of Education, who, in his report of 1869, wrote upon "How to Beautify and Build up Our Country Towns," an article which he states was received with ridicule. He thereafter for years wrote much, lectured often, and, before 1880 had organized not less than one hundred societies in the New England and Middle States. His writings were published by the daily papers, and the "New York Tribune" republished and offered for sale, in 1891, at three dollars per hundred, his "Rural Improvement Associations," which he first published in 1880. It is interesting to note some of the objects especially touched upon in this pamphlet: "To cultivate public spirit and foster town pride, quicken intellectual life, promote good fellowship, public health, improvement of roads, roadsides and sidewalks, street lights, public parks, improvement of home and home life, ornamental and economic tree-planting, improvement of railroad stations, rustic roadside seats for pedestrians, betterment of factory surroundings." Other men active in the movement during this period were B. L. Butcher, of West Virginia, and Horace Bushnell, of California.

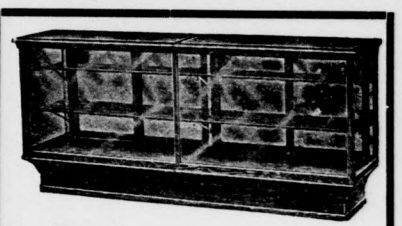
That this activity made its impress upon the literature of the day will be evident to those who read "Village and Village Life," by Eggleston, "My Days at Idlewild," by N. P. Willis, and to those who search the files of the "New York Tribune" and "Post" and the "Boston Transcript," "The Horticulturist," "Hovey's Magazine," "Putnam's Magazine," the "Atlantic," "Harper's," and others. Much of this writing and the few books devoted to the subject, such as Downing's "Rural Essays," Scott's "Suburban Home Grounds," and Copeland's "Country Life" had more to do with the improvement of home grounds than with town planning. It was reserved for Mr. Charles Mulford Robinson in his very recent "Improvement of Towns and Cities" and "Modern Civic Art" to give a permanent place in our literature to that phase of the work of town and city improvement, although Bushnell, Olmsted and others contributed to the subjects in reports, magazines and published addresses.

During this same period a broader and deeper interest in forestry and tree-planting was stimulated, especially in the Middle West, by such men as John A. Warder, of Ohio, and Governor J. Sterling Morton, of Nebraska, at whose suggestion Arbor Day was first observed in his State, and there officially recognized in 1872. By the observance of this day a multitude of school children and their parents have become interested in tree-planting on home and school grounds. For this Mr. Morton deserves the same recognition that belongs to Mr. Clapp and the Massachusetts Horticultural Society for the beginning and promot-

ing of the equally important school-garden movement.

Little do we appreciate to what Dr. Warder's forestry movement has led in the West. It has, by its encouragement of homestead plantations, greatly modified the landscape of the vast central prairie region of our continent. What was an endless and monotonous sea of grass is now a great procession of ever-changing vistas between groups of trees. It has resulted in our Government's establishing fifty-three reservations containing sixty-two million acres of public forests managed by an efficient department, in establishing state forest commissions and reservations, in the formation of National, state and local forestry associations, many of which give quite as much attention to the forest as an element of beauty in landscape, and to the preservation of roadside growth and encouragement of public and private tree-planting for beauty alone, as they do to the economic problems. In Massachusetts such an association secured laws placing all town roadside growth in charge of a Tree Warden. The importance of a centralized, instead of the individual property-owner's control of street trees is receiving general recognition. Mr. Wm. F. Gale, the City Forester of Springfield, Mass., by his enlistment of school children as street tree defenders, has shown how centralized control may greatly stimulate individual interests.

A little later in this period there began to flow from the pens of such



A Case With a Conscience

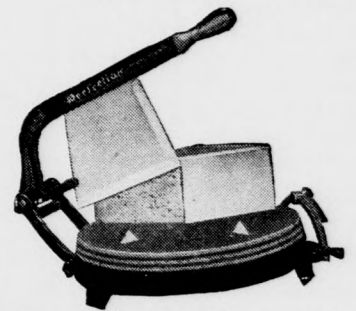
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men as Hamilton Gibson, Bradford Torrey, John Burrows, John Muir and Ernest Thompson Seton a literature that has drawn the people so close to Nature that they are seeing and feeling keenly the beauty of the common things right about them, and drawing away from the meagerness, garishness and conventionality of the lawns and lawn planting of the period that followed the decline of the rich, old-fashioned garden of our grandmothers, and began with the vulgar "bedding-out" craze that followed displays at the Philadelphia Centennial. Then came the World's Fair at Chicago, where many men of many arts worked earnestly in harmony, as they had never before, to produce a harmonious result. This bringing together of artists in the making of the Fair gave a tremendous impetus to civic and village improvement activities, in common with all others.

The American Park and Outdoor Art Association, organized in Louisville in 1897, and giving special attention to the public park interests, was the first National association representing the interests under review. In 1900 the American League for Civic Improvement was formed at Springfield to give special attention to improvement associations, in the promotion of which it has been most efficient. The League for Social Service, of New York, is another most efficient association working along similar lines, but giving more attention to sociological subjects. This year the first State association of village improvement societies was organized in Massachusetts. The Association first referred to invited representatives of all National associations having similar objects in view to attend its Boston meeting in 1902, where the action taken resulted in the formation of the Civic Alliance, to be a general clearing-house for all activities and ideas represented by these various associations. The leaders of the first two associations, feeling that greater efficiency could be secured by working together, have taken action toward a merger, the following sections being suggested for the new association:

- Arts and Crafts.
- City Making and Town Improvement.
- Civic Art.
- Factory Betterment.
- Libraries.
- Parks and Public Reservations.
- Propaganda.
- Public Nuisances.
- Public Recreation.
- Railroad Improvement.
- Rural Improvement.
- School Extension.
- Social Settlements.
- Women's Club Work.

The National Federation of Women's Clubs, with its membership of over 230,000, has done much to improve towns and cities through its local clubs. How important this women's work is can be known only to those who can appreciate with what moral courage, enthusiasm and self-denial women will take up new interests and how often one woman's

persistence and persuasiveness is the impelling force behind important movements for the public good.

One of the best evidences that beauty and good order pay is given by the action of railroad corporations throughout the country, which have, by the improvement of their station grounds and right-of-way, created everywhere a sentiment in favor of village improvement. Many roads employ a large force of men to care for grounds, and one, the Seaboard Air Line, employs and finances an industrial agent, Mr. John T. Patrick, who has established experimental farms at stations, improved all station grounds, maintained a school on wheels with twelve instructors in improved farming, road-making, gardening, and the like, and has agents in towns to organize improvement societies, distribute good books and pamphlets and otherwise promote the work.

The United States Government is issuing numerous bulletins that relate to village improvement work, and it recognized the importance of the school garden movement by sending a special representative, Mr. Dick J. Crosby, to the School Garden Session of the American Park and Outdoor Art Association at its Boston meeting. The National Educational Association also devoted a session to the same subject at its last meeting. Among universities, Cornell has done great good in establishing courses, and in sending out pamphlets on the improvement of home and school grounds, chiefly under the direction of Professor L. H. Bailey. Through this same agency "Uncle John" Spencer has, by letters to and from a multitude of children, brought them to learn much about the objects in their every-day life, by drawing out their powers of observation, reasoning and expression. Quite as important are the newspapers and magazines. They are giving much space to the movement and offering prizes for good work. The "Chicago Tribune" not only offered prizes in 1891, but gave a page or more to improvement work for several months in succession. The "Youth's Companion" has not only given space to the work, but has sent out thousands of pamphlets on village improvement of school grounds. "Garden and Forest," during its time, was a powerful agency of the highest order under the direction of Professor Charles S. Sargent, and with Mr. W. A. Stiles as editor. Of the existing publications, "Country Life in America," "Park and Cemetery," "American Gardening," "The House Beautiful," "House and Garden," "Home and Flowers," "The Chautauquan," and others, give a large share of their space to improvement work.

Since the appointment of a Park Commission in New York to make and administer a park for the people, nearly every large city and many towns have their Park Commission and public parks, and the responsibilities of such commissions have increased so greatly as to include systems of parks and parkways for a single city, as outlined by Mr.

Olmsted in 1885 for Boston, on lines governed by topographical features, as distinguished from a similar system governed by an arbitrary rectilinear plan of streets as outlined by the same man in his plan of Chicago.

The next stage was a system of parks, parkways and great wild reservations, including many towns and parts of several counties, as outlined by Mr. Charles Eliot in his scheme for a Metropolitan Park system about Boston, a project similar to that taken up in the Essex County Park System in New Jersey at a later date. States also are acquiring land to preserve natural beauty, such as in the Wachusett and Graylock Mountain reservations in Massachusetts for their historic value, as at Valley Forge in Pennsylvania; for the protection of the drainage basin to a city water supply, as in New York and Massachusetts; for a game and forest preserve, as in Minnesota. Two States have co-operated in the acquirement of a reservation for beauty alone, as at the Dalles of the St. Croix, lying partly in Minnesota and partly in Wisconsin, and furthermore, commissions under two governments have co-operated in accomplishing the same purpose at the Niagara Falls Reservation.

As an outcome of all this, we may look for the establishment of State Park Commissions, already suggested in Massachusetts, and for which a bill was introduced into the Minnesota Legislature, and ultimately a National Park Commission to tie together the great National, state county, city and town public holdings that will include such dominating landscape features as mountains, river banks, steep slopes and sea and lake shores; land for the most part of little value for commercial, industrial or agricultural purposes, but of great value as elements of beautiful landscapes. The selection of such lands will ultimately be governed largely by natural and by economic conditions as established by such bureaus as that of Soil Investigation of the Government, which is engaged in investigating and mapping soil conditions, as well as by the Forestry Bureau already referred to, and others.

Already railways, the main arteries of such a system, make it possible to reach already established nuclei of a vast National Park System, represented by such landscape reservations as the National parks of Mt. Ranier, Yellowstone, Yosemite, General Grant and Sequoia, and by the forest reservations in thirteen of the Western States already referred to. While in the beginning, the only consideration of railway companies was the acquirement of a sufficient right-of-way upon which to transact their business, they are now improving rights-of-way by planting station grounds and slopes, and, furthermore, are acquiring considerable tracts of land almost wholly for its landscape value, as seen from principal viewpoints along their lines.

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these cities into the country with incredible speed, and our public highway system, long neglected, but now being extensively improved through a Good Roads Movement inaugurated by the bicyclists, and to be further promoted by the automobilists. This Good Roads Movement has already progressed so far as to induce several states to appoint commissions whose duty it is to see that a connecting system of good roads is secured throughout the state, and ultimately across the continent. With the advent of efficient automobiles, vehicles and boats for the multitude, such means of communication will, together with waterways, make accessible every nook and corner of our vast domain. At present large areas of private property, many lakes, rivers and some sea-shore, now in private hands, are opened to the public without restriction; but with an increase in population and in land values, the public will be shut out from all points of vantage that are not held for the common good, as it is now excluded from many miles of sea-and-lake-shore by private owners, where a few years ago there were no restrictions.

The work of the village improvement societies should be directed toward this movement to make our whole country a park. They should stop the encroachment of individuals upon public holdings, urge people to add to such holdings by gifts of land, fine old trees or groups of old trees, in prominent positions, in town or city landscapes. Every association should secure and adopt a plan for the future development of the town as a whole, showing street extensions and public reservations to include such features in such a way that they may become a part of a more extended system, if this should be brought about in the future. These societies should not undertake the legitimate work of town officials, such as street-lighting, street-tree planting, repair of roads and sidewalks. They should compel the authorities to do such work properly, by gathering information and securing illustrations to show how much better similar work is being done in other places, very often at less cost. They should inaugurate activities of which little is known in their community; such as the improvement of school and home grounds, and the establishment of school-gardens and playgrounds. If the policy of such a society be not broad enough to admit the active co-operation of the ablest men and women of a town, it can accomplish but little. If its methods are not so administered as to instruct up to the highest ideals, its efforts are quite as likely to be harmful as beneficial.

Warren H. Manning.

Only Natural.

"Did you ever go up in a balloon?" enquired Brooke.

"Accidentally," replied Lynn. "I happened to be in the basket when the ropes were cut, and I didn't have time to jump out."

"I suppose you were angry?"

"Yes, it did make me soar."

THE DYSEPTEIC.

Reasons Why He Should Forget His Ailments.

Written for the Tradesman.

To many people the mention of dyspepsia or dyspeptics is objectionable—we might say, distasteful. They have no sympathy whatever with any one who thinks he can not eat, drink and be merry just as other people do. They consider it only a whim, a notion, a delusion gained perhaps by reading physiological or medical books or advertisements of medicines for the cure of such maladies. They may admit that some people really have stomach trouble caused by gluttonous habits, and therefore are not entitled to sympathy. Eat whatever you like and all you desire, in reason, and do not stop to consider whether certain foods are healthy or unhealthy is their motto. These give tacit consent to the popular opinion that the mind has much to do with ill health—that a brooding over one's ailments, real or imaginary, can only result in further detriment.

Nearly every one may be benefited by studying some subjects which are not particularly attractive or agreeable to them. No one who desires to be well informed should be guided by their likes and dislikes in their studies. It may not be a waste of time therefore to consider a few thoughts and suggestions in regard to dyspepsia and dyspeptics.

Dyspepsia comes from transgression of natural laws, either consciously or ignorantly. Dyspepsia also comes by heredity—transmission of results of transgression.

The dyspeptic is seldom a hypocrite, although he may be a hypochondriac. His ailments, if imaginary, are believed to be real. He can not die, neither can he digest. He is not dead, although dead in earnest. He risks starvation by dieting for fear certain foods will harm him. He is despised because he will not eat or drink like other people. He is despondent because he can not do so. He takes great pains with his eating lest he suffer great pain from eating.

"As a man thinketh in his heart, so is he;" and as a man thinketh of his stomach, so it may become.

"The fear of man is a snare;" and the fear of eating is often a delusion.

"Forewarned is forearmed" says the sage; yet the over-anxious parent who constantly admonishes the child to be careful in eating because it comes of a dyspeptic family, may help to bring about the very condition which is sought to be avoided.

"Life is sweet," yet sweets are sometimes injurious. Likewise bitter things may help to sustain or prolong life.

The dyspeptic is many times in a like quandary to the man who proposed to break in his shoes by wearing them a few days before he put them on. His distress is caused by lack of nourishment. He needs food to prepare his stomach for food. Rather, he needs drink, but disordered nerves do not convey to the mind

the correct intelligence. A cup of hot water, hot milk, tea, coffee or fruit juice might prepare the way for a substantial meal to be partaken of without resultant disagreeable experience.

The man who "eats to the limit" may some day be obliged to limit his eating.

The parent may be able to limit and regulate the meals of the child; so also may the nurse control the helpless invalid; but who can manage or please the dyspeptic who is of mature years and able to be about? He may not know what food he needs, when he needs it or how much he needs.

Does he then deserve sympathy? He may deserve sympathy, but it is not beneficial to him. A friend may harm him more than his worst enemy. He might throw off despondency; he might forget his ailments and derive benefit by being fully occupied with work or business, but his friends must enquire after his health and suggest remedies or treatment.

The hungry man who has nothing with which to buy food and the man who can afford an abundance but can not enjoy eating might be able to help one another could the barriers of prejudice between them be removed.

In order to improve his health the dyspeptic should forget his ailments, so says his advisers; but that he dare not do lest he overeat.

E. E. Whitney.

Buying a Cheap Suit.

Mr. Shortpurse—I see you are advertising cheap spring suits at five dollars up.

Dealer—Yes, sir. Five dollars up. Now, here is something I am sure you will like—handsome, durable and well cut, only \$33.

"But the five dollar—"

"Yes, sir. Look at this suit, sir, only 29."

"The five dollar suits I would—"

"Ah, yes. Want something cheaper. Here is an elegant suit for \$27, only \$27, think of that."

"But the five dol—"

"And here is one for \$23."

"But the five—"

"Or, we can let you have this for \$21."

"But the—"

"Here's something cheap, it's only \$19."

"See here! I want to see those five dollar suits."

"A gentleman like you surely wouldn't want to wear a five dollar suit."

"If you have such a thing I would like to see it."

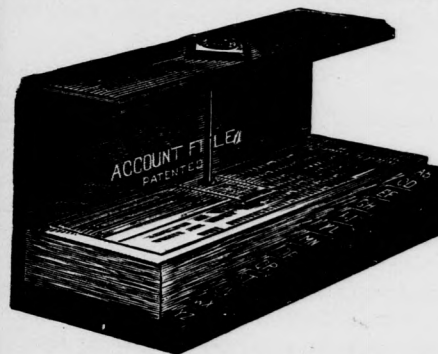
"I see I have made a mistake, Jim, show the fellow them slop-shop rags."

Where He Learned the Art.

Phyllis—What an awkward waltzer Charley Litewate is. Wonder he wouldn't take a few lessons.

Maud—Why, he has. He told me that he took a regular correspondence school course in dancing last winter.

Simple Account File

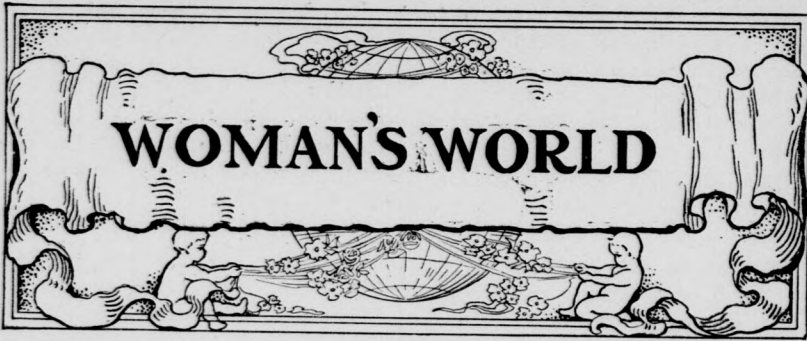


A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping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



Some Features of the Strangers We Marry.

Is it possible for a man to become really acquainted with the woman he marries before he marries her? Can any woman ever really know the man who leads her to the altar until after she has taken that fatal journey with him?

There will be two answers to these questions. The matrimonial amateurs, who are still enjoying single blessedness, and who have no experience to guide them, will say "Yes." Every debutante believes she understands man. Every unmarried man is convinced that woman is an open book that he can read at pleasure, and so they can see no reason why any fairly intelligent man or woman can not size up the party of the other part in advance to the last hair of their head and the last quirk in their character.

Those who have been up against the matrimonial proposition, however, will return a different reply. Some will say that had they known beforehand what they were getting in marriage they never would have gotten it, while even the happiest Darby and Joan must admit that the things that astounded them most in matrimony were the things they didn't know about each other.

You may have been familiar with Johnny Jones ever since the days when you made mud pies together, but when you become Mrs. John Jones you have to become acquainted with a man, the inner workings of whose mind, and temper, and crankiness are as much a mystery to you as if you had never seen him before. You may have known Mary Smith since you went to the kindergarten with her, but the minute she becomes the wife of your bosom you have to deal with a bunch of peculiarities, and nerves, and ways that you never suspected her of having concealed about her angelic disposition.

It is this universal theory that marriage is a lottery, and a belief that when you go into it you had as well be guided by a dream book, or a hunch, as anything else, that makes people so reckless about the way they plunge into it. Every day we hear of so-called romantic marriages in which two fools who have never seen each other, but who are to recognize each other by a bow of white ribbon pinned on the left shoulder, travel across the continent to meet and marry on sight. All of us know heartrending stories of lovely and trustful young girls who have been permitted to marry fascinating strangers, who turned out to be es-

caped convicts and bigamists, and of noble young men who, bewitched by the beautiful face of some woman they had casually met, have married her only to find out that she was an unprincipled adventuress who ruined their lives and dragged their names into the mire.

For such folly and such mistakes as these there is no possible excuse. With the present facility for travel, with the telegraph and telephone ready to everyone's hand, with the commercial agencies willing for an insignificant sum to make a detailed report of anybody's social position, standing and moral habits, there is no reason why any man or woman should not at least have accurate knowledge of the outward life of the person whom they are marrying. That people seldom take the trouble to acquire this information is one of the most curious contradictions of life. A man would not buy a house and lot in a distant city without employing a lawyer to see that its title was clear, nor purchase a horse without ascertaining that it was sound and of good temper and easily driven. A woman would not buy a jewel without having the opinion of an expert as to whether it was genuine, but both men and women invest their whole capital of happiness in marriage without ever even inquiring as to the quality of goods they are getting. No wonder that so many matches are wild cat speculations that end in bankruptcy.

It is much, of course, to find out whether the individual with whom you contemplate entering into a life partnership has any mortgages on the past, or foreclosures on the present, but it is not all the information we need, and by the time we have found out the balance it is too late to do us any good. It is one of the pathetic facts of existence that experience always comes at the wrong end of life, and no matter how intelligent, how prudent, how cautious, a man may be there is no possible way by which he can judge beforehand whether a woman will make him a good wife, nor is there any way by which a girl can get an accurate line upon the sort of a husband the man will make. Both may dope out a system of choice like the race handicappers do, and with about the same chances of success. They win out if they are lucky, otherwise they lose, but with the wisest it is a matter of guessing, with no sure thing.

Of course, there are men who deceive women into marrying them by pretending to be what they are not,

and there are women who inveigle men into matrimony by means of a false assumption of charms and virtues that they do not possess, but these cases are exceptional. The majority of men and women do not consciously desire to pose as anything other than what they are, but for all that, every courtship is conducted on a platform of false representatives. It is a little stage set with a scene representing an earthly paradise, in which the men and women gaze rapturously at each other, and utter the things they think the other would like to hear, and throw bouquets at each other, and when the curtain rings down on the wedding, and they have washed their make-up off, and face each other in an every day world in their every day clothes, each finds that the other is no more like the hero or heroine of their romantic drama than in real life the John Jones and Melissa Smith are like the Romeo and Juliet they enact nightly on the boards.

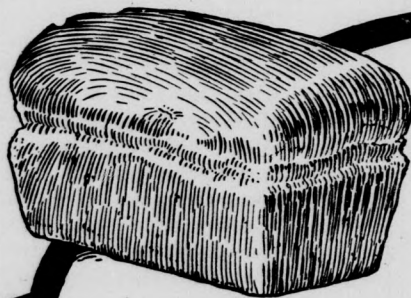
What can a woman know of the real disposition and character of a man whom she has never seen except when he was shaven and shorn and fine as his tailor could make him, and who was bending every energy to please her? What can a man know of a woman whom he has never seen except when she had on her best company clothes and manners—when her beauty was enhanced by the most becoming raiment that money could buy, and she was striving to win his admiration by all the arts known to

Ask Your Grocer for a Trial Sack



and be convinced that it has no equal. It is cheaper to use because a sack of this Flour goes farther in baking than a sack of any other kind. Milled by our patent process, from choicest Northern Wheat, scrupulously cleaned and never touched by human hands in its process of making. Ask your grocer for "WINGOLD" FLOUR.

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As Staple as Bread

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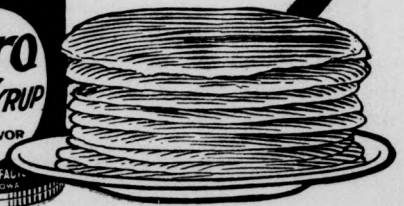
CORN SYRUP

is the great everyday sweet for all people. It is pure, wholesome, nutritious, delicious—endorsed by food experts.

People who appreciate good foods insist on Karo.

Can you supply them?

CORN PRODUCTS MFG. CO.,
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her sex? Under such circumstances neither discloses the real character. Lovers have an idea that they probe deep into their inner natures when they ask each other, "Are you really, truly, unalterably sure you never loved before, and that you will never, never love again?" But that is more an investigation into a man's generosity or a woman's temper than a candy heart is like the muscular organ that keeps life going. A very honest man sometimes makes an ante-nuptial confession of his past to a woman he is going to marry, but he never confides to her that he is inclined to be stingy, or a conscientious woman would feel it her duty to tell her fiancé about a previous flirtation, but she carefully conceals from him that she has a tongue that can raise a blister, and that she is given to nagging. These are the joyous revelations of matrimony that make married life a perpetual surprise party.

Roughly speaking, the virtues of a good husband are sympathy, consideration, tenderness and generosity, while the qualifications that make woman a desirable wife are an amiable disposition, a faithful and loving heart, a soft tongue and a skilled hand. It looks like it ought to be easy enough for a man in search of a wife to find out if their intended possesses these qualities, yet it is practically impossible to do so.

Take the case of a man, for instance. How is a girl to judge if he will make her a tender, considerate and loving husband, who will forgive her faults, pity her when she is racked with nerves, and bear with her during all the times of mental and physical anguish that come to a woman and that makes her a torment to herself and to those about her? Not by his conduct as a lover, for every lover tells his lady love that she is perfect. Not by his popularity with men, for the good-fellow man is generally the worst of husbands, "the joy of the street and the sorrow of the home," as the old French proverb pithily puts it. Nor has she any way to tell whether he will be niggardly or generous to her about money. She can not argue that he will be a liberal husband from the gifts that he made her before marriage, for many a man who lavishes expensive presents upon his sweetheart stints his wife in street car fare, nor can she be guided by the reputation he may have for generosity among men, for many a man who spends with both hands when he is downtown is so close-fisted at home that his wife has to pry every nickle out of him with a crow-bar.

The old axiom that a good son makes a good husband is also a fallacy, for chief among feminine martyrs are the women who have married devoted sons, and who have not only had to take second place in their husband's affections, but have had their husband's mother's perfection, and her ways and her pies, thrown up to them as long as they live. On the other hand there is many a man who has been a careless and indifferent son, but whose whole emotional nature seems to be awakened by

the fact that a woman is his wife, and who shows her a tenderness and devotion that no other woman has ever called forth.

Men are equally helpless when they seek for tips about how to choose a wife. When they are on the anxious seat all girls are so amiable, and sweet, and anxious to please that it really seems a choice among angels. After marriage—but that is another story. A man can't judge of a girl's disposition by what her family say of her, for they want to marry her off and are not going to give her faults away. He can't go by what her girl friends say, for no girl is booming another girl's stock in a depressed matrimonial market. He can't even figure out from her angelic looks whether she is domestic or not, for the cook may be responsible for the crime and things may not be as hopeless as they seem.

It isn't safe for him to marry a poor girl because he argues she has been raised to be economical and will know how to be thrifty, for the chances are that never having had any money to spend before, she will rush into riotous extravagance, and keep his nose to the grindstone. Nor can he be certain he is wise in passing up the flighty girl, for she has a trick of turning sensible as soon as she is married and making the most industrious and practical of wives.

So there we are when all is said, still facing our unsolved conundrum—the man or woman who is to be our husband or wife, and whose real self we have no means of gauging. Undoubtedly if people could know each other before marriage as well as they do afterward, it would make for matrimonial happiness—if it didn't break up matrimony altogether.

Dorothy Dix.

Accounted For.

Dobson—Did you know that old McGruff had a pet bear at home?

Smiley—No, but I have often wondered where he learned to growl so naturally.

Ten Business Commandments.

The following ten commandments have been compiled for the modern business world:

1. Thou shalt not wait for something to turn up, but thou shalt pull off thy coat and go to work that thou mayest prosper in thy affairs and make the word "failure" spell "success."
2. Thou shalt not be content to go about thy business, looking like a loafer, for thou shouldst know that the personal appearance is better than a letter of recommendation.
3. Thou shalt not try to make excuses, nor shalt thou say to those who chide thee, "I don't think."
4. Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus thy days be long in the job which fortune hath given thee.
5. Thou shalt not fail to maintain thine own integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.
6. Thou shalt not covet the other fellow's job, nor his salary, nor the position that he hath gained by his own hard labor.
7. Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them.
8. Thou shalt not be afraid to blow thine own horn, for he who failest to blow his own horn at the proper occasion findest nobody standing ready to blow it for him.
9. Thou shalt not hesitate to say "No" when thou meanest "No," nor shall thou fail to remember that there are times when it is unsafe to bind thyself by a hasty judgment.
10. Thou shalt give every man a square deal. This is the last and greatest commandment, and there is no other like unto it. Upon this commandment hangs all the law and the profits of the business world.

Graham Hood.

The church is sure to be left in the dark when the preacher is only a gas fixture.

BRUSHES

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

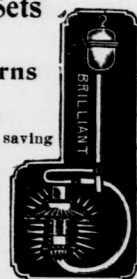
MICHIGAN BRUSH CO.
211 So. Division St. Grand Rapids, Mich.

G. J. Johnson Cigar Co.

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

The Sun Never Sets where the Brilliant Lamp Burns

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



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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.

A Household Word

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

Arbuckle Brothers



New York

THE FIRE WASTE.

Value of Interior Fire Prevention Devices.

In this time of modern commerce when men study scientifically the problems of a manufacturing business, every element must be carefully considered, including those sometimes classed as unimportant.

Not many years ago men thought little of the value of sanitary conditions in a manufacturing plant—good light, sufficient heat and a reasonable amount of recreation during a working day—the problem then, as at present, was to produce the greatest quantity of finished articles in one day with the least possible investment and expenditure.

Conditions have changed. Men have learned that the best interests of the employer are served in looking after the interests of the employes, and that labor reaches its highest efficient state when working under the most favorable conditions. Is it not reasonable to assume (as a fact it is self-evident) that a man, woman or child working in a modern sanitary, well constructed and arranged plant produce better results both in quantity and quality than when working under opposite conditions? Therefore, when considering the erection of a plant or building, requirements should first be studied, then the building planned to meet them.

The value of a manufacturing business is always based on its producing value when in operation, for the great majority of manufacturing plants dismantled and sold return less than twenty-five per cent of their original cost, whereas when in continuous operation the daily output carries the original investment and returns a profit. Therefore a manufacturer must keep his plant in continuous operation to secure the greatest return.

In every business, and especially in manufacturing, there is an element commonly known as good-will, which really consists of an established trade secured usually after years of effort and the expenditure of large amounts for advertising. This element forms an asset not shown on books, but of great value to any business.

In establishing a business the first great problem is that of securing a market for the product. How necessary it is after securing that market to properly protect the business so as to be in a position to meet the customers' demands at all times and under any conditions. The writer's personal experience in placing orders has shown the advisability of dealing with concerns who are in a position to make deliveries as well as to quote proper prices.

These facts clearly bring to the attention of manufacturers the necessity of providing against an interruption to their business, either temporary or continuous. We have now reached the real subject we are considering, fire prevention—fire protection.

In recent issues of this paper have appeared several splendid articles on fire prevention, all showing the enormous

losses annually in this country due to neglect, first, in erecting buildings, and second, in properly protecting them after erection. It has been shown that the first cost of fire-resisting buildings as compared with non-fire-resisting is only slightly higher, and when the life of the building is considered and its many advantages, the excess cost disappears. It seems almost incredible that American business men should have permitted a fire loss of \$850,000,000 in the last three years because of neglect, when fully ninety per cent. of this loss could have been prevented by fire protection devices, this not to mention the loss of life and the great loss due to the interruption of business.

The following table, prepared in 1902, prior to the great losses in Baltimore and San Francisco, will show some pertinent facts of interest to all business men:

Fire loss for ten year	\$1,465,523,652.00
Commercial failure	1,664,055,316.00
Net earnings of steam railways	4,062,316,745.00
Interest paid by steam railways	2,439,285,190.00
Dividends paid by steam railways	1,107,189,433.00
United States gold production	605,870,100.00
United States silver production	718,202,001.00
Exports including special	11,203,417,531.00
Imports including special	7,687,434,035.00
United States customs receipts	1,906,063,898.00
Internal revenue	2,061,099,074.00
United States revenue, all sources	4,290,007,252.00
Expenditures War Department	969,291,585.00
Expenditure Navy Department	459,373,725.00
Expenditure Pension Department	1,427,954,033.00
Interest on public debt	338,353,305.00
Total ordinary	4,342,686,490.00

Since this table was compiled, the fire losses have been steadily increasing. During January, 1908, in the United States and Canada, as compiled from the carefully kept records of the Journal of Commerce and Commercial Bulletin, the fire losses aggregated \$29,582,600. This is by far the worst January on record from a fire loss point of view. The following table affords a comparison with the same month in 1906 and 1907 and gives the losses by months during the remainder of those years:

January	\$17,723,800	\$24,064,900
February	18,249,350	19,876,600
March	18,727,750	20,559,700
April	292,501,150	21,925,900
May	16,512,850	16,286,300
June	13,950,650	14,765,000
July	12,428,050	18,240,150
August	9,641,600	20,248,150
September	10,852,550	11,449,400
October	13,872,450	13,350,250
November	16,248,350	19,122,200
December	19,001,450	15,783,750
Total	\$459,710,000	\$215,671,250

During January there were no less than 462 fires where the loss in each instance reached or exceeded \$10,000. This is the greatest number of such fires ever recorded in one month. The big fires during January that contributed largely to the immense total were these:

New York City, 12-story business block	\$2,430,000
New York City, iron works and other	380,000
Toronto, Ont., storage warehouse	550,000
Kenora, Ont., flour mill and elevator	1,000,000
Chicago, Ill., wholesale grocery	400,000
Baltimore, Md., masonic temple	250,000
Janesville, Wis., tobacco warehouse	256,000
Portland, Me., city hall building	500,000
Portland, Me., wholesale dry-goods store and other	800,000
Chicago, Ill., hotel and business block	300,000
Chicago, Ill., wallpaper store and other	1,120,000
Indianapolis, Ind., storage warehouse	730,000

The month just closed has been the most costly January the fire underwriters have ever experienced, and it is in addition the worst month they have ever had in which no large conflagration has occurred. The year has opened very discouragingly for the fire insurance interest, and it is very clear that many companies have done their January business at a heavy trade loss.

The fire losses of this country exceed the dividends paid by the steam railways, United States gold and silver productions, expenditures of War and Navy Departments, Pension Department and interest on public debt. Our fire waste equals

88 per cent. of commercial failures.
36 per cent. of net earnings.
60 per cent. of interest paid.
132 per cent. of dividends.
275 per cent. of gold production.
204 per cent. of silver production.
13 per cent. of exports.
19 per cent. of imports.
71 per cent. of customs receipts.
70 per cent. of internal revenue.
34 per cent. of revenue, all sources.

Foster,
Stevens & Co.Wholesale
HardwareFire Arms
and Ammunition

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

Grand Rapids, Michigan

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ROOFING

Best Ready Roofing Known

Good in any climate.

We are agents for Michigan and solicit accounts of merchants everywhere. Write for descriptive circular and advertising matter.

Grand Rapids Paper Co.

20 Pearl St., Grand Rapids

Established in 1873

Best Equipped
Firm in the State

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

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

THE NEW IOWA
CREAM SEPARATOR

The machine that gets all the butter-fat at all times of the year.

The kind that doesn't come back on your hands because it breaks the back to turn it or because it won't do thorough skimming on cold milk or because it cannot be thoroughly flushed.

Have you seen the New Iowa with its anti-friction worm gear, the most wonderful invention to avoid wear?

The New Iowa has a low supply can, gear entirely enclosed in a dust proof frame, smallest bowl with the largest skimming capacity.

The farmers readily see the great superiority of the New Iowa. They know a convenient and practical cream separator when they see it.

Why not sell it to them—THE NEW IOWA? Write for our large illustrated and descriptive catalog or ask to have our representative call on you and demonstrate the merits of the easiest selling cream separator you ever saw.

IOWA DAIRY SEPARATOR CO.,

132 Bridge St., WATERLOO, IOWA

151 per cent. of expenditures War Department.

319 per cent. of expenditures Navy Department.

103 per cent. of expenditures Pension Department.

433 per cent. of public debt.

34 per cent. of total ordinary expenditures.

This loss is absolute, for fire is the most destructive element encountered in this day of our much flaunted progress.

Now consider how it is possible to prevent this loss. The records of all insurance companies show many so-called preferred risks, meaning those which offer the greatest resistance to fire from without or within, and these risks are carried at very low rates. They are usually offered on buildings of high fire-resisting qualities, or manufacturing plants fully protected by fire-extinguishing apparatus. The low rates allowed permit the property owners to carry full insurance and to pay for the extra expense in building and providing fire protection within five to ten years. It is a fact that the insurance companies pay for fire protection by allowing a low rate of insurance.

The most advanced form of fire protection is that provided by an automatic sprinkler system consisting of a series of pipe lines running parallel and hung from the ceiling of any building. Sprinklers are attached along these lengths of pipes at distances of eight to ten feet, thus to every eight to ten feet square of area (sixty-four to one hundred square feet) is an automatic sprinkler. This system has two or three sources of water supply, city main, tank on building, fire pump or connection for city steamers, providing at least one positive source of supply.

When the air about any sprinkler, by reason of combustion, reaches a given temperature, usually 165 degrees Fahrenheit, the solder link in the sprinkler melts and parts, the valve cap which closes the outlet is released and the water then pours through this opening against the distributor and is spread over the ceiling and floor, thus extinguishing the fire. The system is automatic, always on the alert and requires no human assistance to start its operation. It can be used in buildings which are not heated as well as heated, for when used in unheated buildings air is in the pipes and not water. When a sprinkler opens, the air escapes and releases a valve controlling the water supply, thus permitting the water to flow so that almost instantly it is being thrown on the fire. Such systems have been in use for thirty years, and are not experimental.

The records of one company insuring only properties equipped with automatic sprinkler systems show that in four years the fire loss has been only \$835, although the premium income of this company is nearly sixty thousand dollars yearly.

A. M. Lewis.

There is almost sure to be some sin tugging at the heartstrings when the saint has a long face.

Rather Be a Friend Than a Grouch.

Written for the Tradesman.

"Here, take this home to the children," remarked the grocer as he twisted the mouth of a small bag of candy and handed it to the woman customer who had just paid something on account. "The children will probably like it."

The woman, who was neatly but poorly dressed, murmured her thanks as she left the store.

"My, but you've got a heart," suggested the man about town who was leaning up against the cigar case smoking a two-fer which the grocer had given him but a few moments before. "Did you ever stop to think that every bit of candy you give away costs you money? Why, man, if you gave every customer a bag of candy when he or she paid something on account you would soon be lining up before the United States Court asking that you be declared a bankrupt."

"Now, that's where you're wrong," answered the grocer as he filled his cornucopia pipe from a cigar boxful of cigar clippings in the rear of the cheese case.

"I believe that a man can be a good fellow and still make money. I don't mean by that the ordinary definition of a good fellow—one who goes out with the boys and tries to make the county dry by drinking up all the liquor in sight. What I mean is a fellow with a heart."

"That woman who just left was Mrs. Casey, wife of an iron moulder living down the street a piece. Casey has been out of work for some time and has just secured a job. With his first week's pay he sends his wife in here to give me a little money. That shows that they are honest folk. Why, I know persons in this town who have plenty of funds and yet they never think of paying me, spending most of their money for pleasure and fine clothes."

"Yes, my friend, but think of the cost of all this candy," broke in the M. A. T. "You'll go to the wall in a little time."

"Not me, chuckled the grocer. "When I give candy away it is always like that old saying about casting bread upon the waters and it shall return to you many fold or something like that. I notice where I give candy away it helps out a great deal. When people find out that I am trying to do a small favor for them, when they do one for me, it gives me a good reputation which I would rather have than a larger bank account. The candy doesn't cost much and what I give away will never break me."

"I tell you a man and woman consider a little one as a most precious possession, and when you do something for that little one it goes a sight farther than anything you do for a grownup. Every time you tickle a baby under the chin and say 'goo' you tickle the heart strings of the parents. I tell you that's the way to get right with a customer."

"Now, those Casey children get very little candy, and every time I hand out a bag it further cements the friendship which exists between

the Caseys and me. The little ones enjoy it and it makes the old folks want to trade here and nowhere else. I'd rather have a customer consider me his friend any day than to bear the reputation of being a grouch. I have been in business here for years and have never lost much yet. Besides, I was once a poor little shaver myself and I know what it is to go without candy."

Charles R. Angell.

The Compliments of the Class.

The country schoolmistress sent word to the school that owing to an attack of illness, she would be compelled to dismiss the sessions for the day.

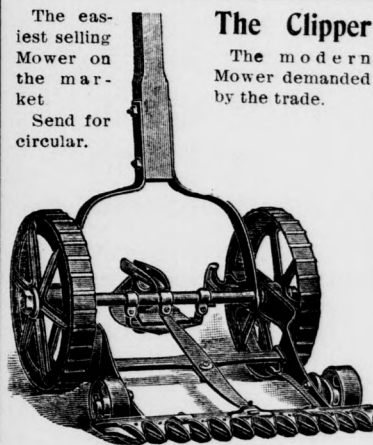
Towards evening she was pleased to receive a large bouquet of wild-flowers from the class; and was giving vent to grateful speech for this thoughtful manifestation of sympathy, while she undid the wrapper, when this note fell from it:

"Teacher, stay sick to-morrow, too, and we'll send you another bunch!"

It is a good deal easier to write guide books to heaven than it is to make good roads there.

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

The Clipper. The modern Mower demanded by the trade.



Clipper Lawn Mower Co. DIXON, ILL.

Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

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.

Ionian, Fountain and Division Sts. Opposite Morton House

Sherwood Hall Co., Ltd.

Jobbers of

Carriage and Wagon Material

Blacksmiths' and Horse-shoers' tools and supplies. Largest and most complete stock in Western Michigan. Our prices are reasonable.

24 North Ionia St. Grand Rapids, Michigan

Harness

Ours is Made of the Best Material

Have You Our Catalog?

Prompt Shipments

Brown & Sehler Co.

Manufacturers

Grand Rapids, Mich.

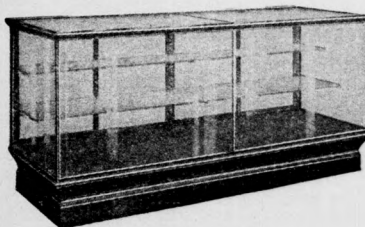
WHOLESALE

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.



Our Crackerjack No. 25

Improve Your Store

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

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

GRAND RAPIDS SHOW CASE CO. GRAND RAPIDS, MICH.

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

The Largest Show Case Plant in the World



How To Conduct a Successful Shoe Store.

"Tomlinson gets more and better work out of his salesmen than any man I know of," said a haberdasher friend of mine concerning a shoe dealer of our acquaintance; "the boys all love him, and they are willing to do anything in reason or out of it to please him." Knowing Tomlinson as I do, I am in a position to know that this is the prime secret of his success—he is a master of men. He knows how to control them without crushing out individuality, how to keep them keyed up to the productive pitch with never a semblance of prodding.

The man who is a real producer is a valuable man assuredly, but the man who is a producer of producers is worth infinitely more. It is up to the retail shoe merchant or shoe store manager or head of the shoe department to make high class producers out of his salespeople. To accomplish this result he must direct and inspire his men. In a word, he must control them. To control the trade, the dealer must first control the people who wait on the trade.

How Not to Control Your Salesmen.

Perhaps it may be well to clear the ground of rubbish by indicating some ways in which the retail shoe merchant ought not to control his salesmen. He ought not to control them for the mere fun of controlling them. He ought not to lord it over them just because he is the boss and they occupy subordinate positions. He ought not to browbeat and intimidate them. He ought not to keep them on the ragged edge by making them feel that the tenure of their position is as precarious and fragile as a spider's gossamer. He ought not to be a heartless taskmaster.

Some men are naturally coarse-grained. A little authority suffices to intoxicate them with a passion for ruling strenuously but not wisely. A man of that ilk does not get the sort of service that lures success his way. The sort of men best qualified to get results as shoe salesmen do not tie up with that kind of a boss—at least they don't tie up with him for long. If they really be men of spunk—and every shoe salesman ought to be generously endowed with spunk—when they find that they have fallen in with a boss of that stripe, they say, in effect: "Nixy; I'll fracture geological formation on the public highway first!"

Some men have a way of controlling men under them in such fashion as to drive off every man who is really worth having, thus retaining the unaspiring and sandless varieties.

They make a fine show of authority truly, but they lord it over a flock of underlings who couldn't pool enough spunk to bluff a bantam rooster.

Let me illustrate this point with a concrete example which came under my notice a few days ago. De Long, a young friend of mine, recently started in with a certain big insurance company. He was given a bunch of industrial accounts to look after which kept him on the hop, skip and jump four or five days during the week; the rest of the time he was expected to go after new business. De Long did fine as a beginner. During the first six months of his service with the company he led his class and won the prize. Then, through no fault of De Long, there was a dull period of a couple of weeks in which he could not get the business although he was pulling for it with might and main. At the end of that period De Long's report came back to him with a statement on the margin, in big, fierce red letters: "I will not have another report like this from De Long." When the Assistant Superintendent handed that report to De Long, De Long's face flushed and he bolted right into the Superintendent's office, threw it down on that worthy's desk and said: "What does this mean?" "Just what it says," replied the little dough-headed Superintendent, "another report like that and your resignation will be in order." "Take it now," said De Long, and he crushed that report into a wad, tossed it into the Superintendent's face, and strode out.

The Aim To Be Kept in View.

The aim or purpose to be kept constantly in view in controlling shoe salesmen is to direct them in their selling and to inspire them to the largest and most enthusiastic loyalty. Results are what you are after; and the ideal relationship as between manager and salesman is the largest possible liberty compatible with results.

Salesmen—especially those who are in the formative stage—will, of course, require suggestions from time to time. It is not to be expected that they are above making occasional mistakes. Such mistakes, when observed by their superior, will be pointed out. All this goes without saying. This is legitimate guidance or direction. But there are a right and a wrong way of making suggestions and correcting mistakes. And the spirit back of it largely determines whether they are right or wrong.

It is perhaps well enough to advise shoe salesmen to be patient and forbearing; to urge them to do their

full duty whether they are appreciated at full value or not; but it is quite as timely to suggest to the employer that he be tactful and considerate; that he keep himself from methods that wound without cause. There may be, and doubtless are, hot-headed and impulsive shoe salesmen who inwardly, and perhaps outwardly, resent legitimate suggestions and timely guidance; at the same time I venture the opinion that there are far more employers who are sadly deficient in tact and sympathetic interest in the direction of their men.

However, the chief element in controlling one's salesmen is not so much to guide them as it is to inspire them, to put them on their mettle and keep them there, to make of them salesmen thoroughly equipped for every emergency. If one has patience enough for the job, and really sets his head to it, he could doubtless prune off, eliminate and suppress all individual traits in his salespeople, and have them move about like so many automatons; but that sort of thing wouldn't be especially edifying or profitable. One had far better focus the major part of his effort on filling and thrilling his men with optimism, leaving each man free to work out the manner of his salesmanship in harmony with his natural bent.

Confidence in Selling Ability.

The principal asset of a salesman is his confidence in his selling ability. The very minute he begins to weaken in confidence his value as a salesman begins to decline. But confidence is a thing that grows up in a man. It is not put into him from an outside source. And it can not be bent this way and that. Before a man can be fully developed in confidence he must be allowed to act upon his own initiative. Within reasonable limits he must be given a free hand. Too many "Thou Shalts and Thou Shalt Nots" clip the wings of his selling genius.

And yet it is a fact that even a little confidence may be fanned into a consuming fire—if you know how to fan it. And right here is where the merit or the demerit of your method of controlling your salesmen is going to reveal itself. The shoe dealers who are getting big results through the efficiency of the salespeople have mastered the knack of developing confidence in these people and of hypnotizing even the dull and most phlegmatic among them with the notion that his shoes are so decidedly good there is really no excuse for any fair-minded person going out without buying. By a thousand imperceptible ways that defy analysis he has impressed them with his own spirit of optimism. He has so accentuated the good qualities of his shoes that his clerks see visions of them in the night. He has so thrilled them in the proclaiming of the virtues of his footgear that they couldn't suppress a single feature if they tried. Being himself possessed of a masterful mood, he has imparted a masterful mood to each of his salesmen, and every man among them goes to meet his customers with

an ease and a confidence that spell success from the word go.

Studying the Individual.

And yet it is not as simple as it would appear to get all of one's salesmen keyed up. Salesmen are not controlled en masse, but as individuals. Each has his peculiarities; each his particular needs. Most mistakes in the controlling of men lie in the assumption that all men are alike. They are not. There are vast temperamental differences in men. The sort of treatment that will make one man will mar another.

To illustrate this point let us go back to the case of De Long and the Superintendent. Many of the men—perhaps most of them—under that Superintendent were dull, turgid, spiritless fellows. They required vigorous prodding. In nine cases out of ten they needed to be gone after with a sharp stick. De Long was the tenth man. He should have been treated gingerly. Tactfully handled he would have developed for the company. Being a high strung young fellow, he naturally resented being cudgelled. Consequently he bolted.

The wise shoe merchant will know his men. He will know them by making a study of each man; by observing how he conducts himself under varying conditions. By knowing his man thoroughly, he will know the sort of treating he requires in order to call forth his strong qualities and correct his weak ones. He will also know the sort of inspirational tonic he requires, and how to give it.

Sympathetic Interest Indispensable.

He who would control men in such manner as to bring out the strong qualities of each individual; who would fill his establishment with bright, alert, self-respecting and respect-compelling producers; who would keep his men charged with optimism and aggressiveness, must himself have a seeing eye and an understanding head. He must perforce be a man of many excellent qualities. Tact he must have, and patience; willingness to work for results, and resourcefulness in producing them; but above all he must be wide in his sympathies, and strong in those affinities that win and clutch men. He must enjoy the confidence and love of his salesmen, and between himself and his men there ought to be the strongest bond of fellowship.

A capacity for loving men—more particularly a capacity for getting men to love him—covers a multitude of defects in a shoe merchant's make-up. Salesmen spare no efforts to please a man of that sort. For him they labor hard to get results. Any method of controlling your men that serves to deepen and intensify the note of personal interest and sympathy will do. If you want the boys to work for you, get them to swear by you.—Chas. L. Garrison in Boot and Shoe Recorder.

The Cheerful Man Again.

Solemn man—Do you hear the clock ticking slowly? Do you know what day it is ever bringing nearer? Cheerful man—Yes; pay day.



The Hard Pan Line Requires No Salesmen

Suppose we say to you that we will furnish you, without a cent of cost to you, two dozen salesmen.

That's a strong statement, but every pair of boys' H. B. Hard Pans is a salesman.

They are salesmen because they sell shoes for you—because "wherever there is a boy there is a family," and the dealer who sells a line that will stand the test of boys' wear creates a condition that makes it easy to secure the family trade.



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

Can there be any question about sales under such conditions?

We want to tell you about the "Natural Chap" plan of selling the Junior line of H. B. Hard Pans this spring.

Write us about it.

**Herold=Bertsch
Shoe Co.**

Makers
of the original

H. B. Hard Pans

Grand Rapids, Mich.

This Stands for



Rubber Quality

SKIPPER

(Patented)



A Light, Low Cut, Self-Acting Over

The "Skipper" rubber is made with a stretchable rubber cord, which, coming just above the sole of the shoe, insures a good close fit. Made in following lasts and widths:

London..... S. M. F. & W.

Potay..... S. M. F.

Motor..... S. M. F.

For women, "Skipper Foothold." A low cut, same toe as "Skipper," with strap around heel.

Grand Rapids Shoe & Rubber Co.

Michigan Agents

Grand Rapids, Mich.



The Right Kind of Shoes

We make shoes in the right way, out of the right kind of durable leather, that fit right, look right and are right.

We make different kinds of shoes for all sorts of purposes, from lumbering to social functions, each kind adapted to the wearer's particular needs.

Your patron wants to buy the right sort of shoe satisfaction. Our trade mark on the sole is a guarantee from us to him that he gets it.

Rindge, Kalmbach, Logie & Co., Ltd.

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

EXPERIMENT IN PUBLICITY.

The Shoe Master's Daughter and the Advertising Expert.

For a man who is wholly independent as to this world's goods and rather inconsiderate as to the next, Will Martin's face betrayed an unaccountable cloud. It was evidently not a case of commercial embarrassment, though it was one of embarrassing evidence, and circumstantial evidence at that, wherein lay his mental distress.

As a matter of health he had left the confining responsibilities of business behind him for a season. As a matter of pleasure he had followed the course of certain remote memories and sought the hospitable door of an old family friend, one Louis Hadley, shoe-master to His Majesty, the American People, in the village of Brighton. As a matter of course he had fallen deeply in love with his host's pretty daughter, Jennie. The matter with Will was a mixture of undeclared love and unsolicited business concern, wherein he had no right to be concerned.

He soon discovered that Mr. Hadley's financial condition was anything but prosperous. A plain, hard-working man of strict integrity and a heart too big for his own interests; nobody ever owed him a grudge, although the number who owed him good coin of the realm was at once legion, and the chief cause of his present difficulty. Times were close and the money market tight. He could not bring himself to crowd his erstwhile friends and neighbors, although certain creditors of his own had not similar scruples. To make matters worse, a bright young rival fresh from the hustle of metropolitanism was boring great inroads into all sides of his trade. That was the unkindest cut of all for some of his people who owed him the greatest loyalty, and the most coin, had been so dazzled by the brilliant methods of this young fellow as to default alike in the payment of either one.

But if young Martin's keen commercialism taught him this, his equally alert social instinct told him that for him to acknowledge the lesson would be to invite shipwreck to his own hopes without in any way bettering the situation for his host. Mr. Hadley's one hard spot was spelled p-r-i-d-e; it was also the one in which the whole family revelled—and crumbled—Miss Jennie, the most of all. They would be entirely self-dependent to the very last, which was not so very far distant, according to the young man's way of thinking.

The real crisis came to Will when, by the merest accident he discovered that Miss Jennie, after vainly seeking a position as teacher had finally accepted a less popular and therefore less crowded one as domestic in the family of an unbearable aristocrat in a nearby city; in fact, was at that very moment making her arrangements for departing to her new field. No wonder it sent the wrinkles of his forehead, chasing like hot icicles up and down his spinal column.

He had started bravely into the one problem with the determination that he was going to help this worthy family out of the other; had gotten at once as far as the question—how—and stayed there. If the famous old lady of nursery lore had ever lost as many children as he did ideas while sticking at this point she would have passed the last years of her life in miserable solitude. Dear, patient old lady! What a hit he had made with her assistance once in an advertising way during that window-dressing contest; then over and over in a bright little series of newspaper advertisements for all of which she was the mouthpiece. He never could quite forget the honest pride in his father's face as he looked the copy over and then and there installed Will advertisement writer for the firm of Martin & Son.

Suddenly Will stopped short in his musings and thought hard in most unromantic channels; then he was proud all over again, only his pride was spelled in large capitals, P-R-I-D-E, because it contained a capital idea which he hoped to convert into working capital for one Louis Hadley.

First, he gathered little Fred in as assistant counselor, which was of itself a noteworthy triumph, since the fishing season was on, and Fred loth to be gathered. Will believed in making his greatest difficulties work for himself, and as he had in the past found Fred a serious difficulty on more than one occasion, he now developed angling propensities enough to fish his way into the youngster's big heart if not into his entire respect as a sportsman.

"Fact is, he talks too much and asks too many questions," Fred confided to his sister, late one evening.

"What sore of questions?" queried the girl, apprehensive at once. Some way she could not bear to have this prosperous young man find out the strenuous condition of their finances.

"Oh, all sorts. About the people around here—what they read, what they like, and such things. But he tells a lot of dandy stories about how they do in Boston; how they fix up their store windows to look pretty and make folks come there just to see them; and then sometimes they buy and go away and tell their friends who come and take a look and then buy. It must be great. I wish we could do that; then you wouldn't have to go away."

At the end of an hour's musing the girl was thinking "if we only could!"

Young Martin's daily talks with his somewhat ill-mated comrade of the rod concealed two hooks, and, from certain little nibbles that he got, he felt that both were quite effectually baited. In the first place he really wanted to find out all that he could regarding the aesthetic status of the neighborhood; then he wanted to interest the Hadley house, through its junior member, in the great subject of advertising as applied to modern business. He soon acquired a fair amount of wisdom as to the first, and from the questions carelessly asked him by the older members of the

family, felt that the seeds he had tried to sift down through the tangled auburn mass that lay outermost or the crown of Fred's head had not all fallen off by the wayside to and from the pond.

As the time for Miss Jennie's departure drew near Will one day made a question to Mr. Hadley's the pretext for bringing the apple of his chief desire up out of the cellar of his heart. After answering the question as fully as he could he began in the manner of a man asking a personal favor:

"I am more than passingly interested in this subject of advertising, as applied to a district like your own here. Our house is branching out a little, as you know, to meet the retailer in just such places, and we have thought of instituting a vigorous advertising campaign for the retailers of our goods. As you know, I have had charge of our advertising problems the past two years and have met with considerable success; still I know that out here in a rural town like this the situation is entirely different; here, with all my city experience, I might fail. More than once, since the doctor bundled me off here, I have seen the need of making the advertising of the country retailer a special study before undertaking the step we have contemplated."

Will paused long enough to receive his host's assurance that he could count on any help that he could give him, then continued:

"What I want is, not so much explanation as experience; to find out for myself. I want to know certain things and not just think that I know them; for that is frequently more dangerous in advertising than to be sure that I don't."

"You can readily see that for us to plan and carry out a lot of advertising in all our country districts at once will mean a big expense. If we make a mistake, it means a big loss. Instead of risking so much at one throw I have been thinking of starting a sort of experiment station in an advertising way down here during my enforced idleness. I could do that much and be benefitted by it. At the same time, the personal experience would be of great value to our house."

The young man paused again, as though the favor he was about to ask was rather more than he felt at ease in asking, then plunged boldly into the hear of his plan.

"I have been wondering whether I have your confidence enough that you will permit me to organize and run here in this one community the

sort of advertising campaign I shall presently want to introduce into a great many places at once, using your store for the point of crystallization; that is, make it the distributing point. It will of course cause you much extra work—that is, if the advertising is effective—but, on the other hand, you would get the benefit of the extra patronage. Will you trust me? May I try?"

Put in any other way, Mr. Hadley's pride would have said "No;" but it was not by any means a selfish pride, as it respected its own brothers and sisters in other people. If he granted this request as it was made he was accepting financial aid in his own business—that he would never allow. On the other hand, if he refused, the young man was evidently going to regard it as a lack of faith in the very abilities of which he was most proud and would feel hurt, accordingly; besides, this personal experience really might be a real money-saver to his house. He would compromise the matter, although, pressed as he was just then, he felt that of all times in his life, this was the one when he could least afford to take an extra burden. But he could not bring himself to the point of absolute refusal, so began:

"While I can not, of course, allow another to assume my advertising bills—"

"Which I would have to insist upon doing, if allowed to carry out my plan," the young man interrupted. "I want it so they will all be my advertising bills exclusively, just as they will be under the arrangement we contemplate. I want to be entirely independent, not only of outside dictation, but of any possible consciousness of responsibility that might influence my judgment. I want it so if I see fit to cut down the appropriation for an issue or two I can be free to do so without being hampered by the thought, 'what will some one else think about it.' I want to be in a position to do exactly according to what I think. If I happen to see what seems to me an opportune moment for cutting loose I want that to be nobody's business but my own, which you know could not be if I did not foot the bills myself. Come, sir; it will only cost a part of what it will

MAYER Martha Washington
Comfort Shoes hold the trade

MICHIGAN SHOE COMPANY

"Mishoco" New Specialty Shoe
for Men and Boys

"Josephine" for Women

Made in all Leathers Snappy up-to-date Lasts
Selling Agents Boston Rubber Shoe Co.

DETROIT

eventually save us, and—I'll promise you that it will do you no serious harm. Haven't you known my father well enough all your life, don't you know me well enough by this time, to trust me this far?"

Appealed to in this way, the old shoe merchant could not well refuse longer, and the hustling young advertisement writer went to work. From memory's log he dug out a series of the most taking advertisements used in his former advertising triumph. These, because the country printing office was as deficient in suitable type as the printer was profuse in its compilation, he sent away to have electrotyped. Then, and then only would the outraged country printer be confined to the suggested typography of the copy.

Next the dear old nursery tradition was again foisted into the window before the wondering eyes of a surprised community. This was followed up at frequent intervals by various designs that the good people of the place found entertaining while they wondered at the object; then they fell to commenting on the various styles of footgear worked into the various borders or backgrounds. In these designs Miss Jennie's hand proved dexterously effective with a little careful directing on young Martin's part. In fact, it was not long until he could turn the execution of his window plans entirely over to her, while he delved deeply into his richest pigeon-holes of thought for schemes that would convert old accounts and current stock into cash.

Just how much thought and study the campaign was costing Will the old man had no idea. Still less did he suspect the commercial rating any progressive city house would have put upon the advertising service he was getting for nothing. According to his belief the young man was only trying out for his own benefit an experiment upon which he expended more or less of the idle time which hitherto had hung so heavily upon him during his enforced idleness. It never occurred to him that all of the brilliant flashes of individuality, the harmonious blending of individual effects represented many hours of careful study.

Will never carried on an advertising campaign in which he took a deeper personal interest. It was of value to him, for it opened up a side of life, a people, with which he had hitherto been unfamiliar, and it broadened the entire horizon of his vision by that much. Not content with studying the advertising itself he studied its effects upon the individuals more closely than had ever been his wont before. Not a window was ever designed or an advertisement written without his mentally asking himself, "What effect will this have on John Smith?" "What will Kate Brown think of it?" The habit of attaching his own personality to all his advertising efforts had ever been strong with him. Now he was learning to consider the personality of the individuals in his audience in relation to the effect his advertisement pro-

duced. In this he found his former fishing partner a more efficient aid than he had himself been in those piscatory trips. Many a time Fred's "Say, that window is a dandy; the whole town is talking about it," told him better than his own observation that he had made a specially pleasing hit, or perhaps, it would be.

"Do you know, that last window did not take so well as the one before it; didn't have color enough to liven it up, I guess."

And even though pride received a prick the young man only smiled and treasured the suggestion, for he knew the criticism was sincere.

He was not at all surprised at the able assistance he received from Jennie, who had always been his synonym for good taste and neat effects, though he had never associated her abilities with just this line of work, but Fred astonished him. Often he made suggestions worthy of regard in the makeup of either window or newspaper advertisement, or else his criticism was sufficient to eliminate a point. He seemed to take to advertising as a squirrel to acorns, and grow fat accordingly. Before the experiment was over, Will took an artist's delight in seeing his young pupil advance along the highway of expert publicity. Jennie also began to develop latent talents along lines entirely to his liking, and he watched her progress with even closer attention. Then to see the lines of care disappear from the face of his father's old friend as trade advanced or old accounts were settled up was tonic enough to fix the seal of restored health upon the young man's face.

Students of modern business methods and modern advertising will hardly need to have traced for them the effect of such a vigorous campaign upon Mr. Hadley's business. Those who are at all familiar with such enterprising methods will know without the telling while those who do not know had better go and find out for themselves. The romance, too, at which these lines have lightly hinted needs no further explanations to the great majority of mature people, most of whom have themselves been lovers at some period of their lives. To such as have not, if any such there be, the same advice might be in wholesome order. Let them go live the story out to suit themselves, as Will and Jennie did.—Xeno W. Putnam in Boot and Shoe Recorder.

Fable of the Floor Walker.

Peter Glass was an ambitious young man who was a floor walker in the hosiery department of Burg & Starter's great department store. However, Mr. Glass was not entirely the undesirable citizen that these conditions might seem to indicate. There were extenuating circumstances attached to each of these deplorable conditions, and besides this Mr. Glass really had his good points.

One of these was his sociability. Mr. Glass was strong in his humanitarian principles. He liked people. Some he liked more than others, but his general love of humanity aver-

aged much higher than the average citizen's, not to mention the average floor walker's.

Sociability and the ability to mix well are great assets in a business career. You have read this before, but you may have forgotten. Mr. Glass never forgot it for an instant. He lived by that rule. Be sociable, and you will be successful. So he began to be affable to the new saleslady.

It was a mere incident, of course, that she was beautiful. Mr. Glass would have denied indignantly that he noticed the new saleslady on this account. It was his innate sociability that prompted him to do it. It was not the fault of Mr. Glass that she was beautiful. He wasn't responsible for that. He was just sociable.

Of course he knew all this time that there was an ironclad rule in Burg & Starter's emporium that prohibits anything approaching sociability toward salesladies on the part of floor walkers. He saw the rule every time he entered the superintendent's office to explain why he was late that morning. But there are ways to take exceptions to all rules.

Mr. Glass spoke to the beautiful saleslady only when nobody was looking. That made it entirely safe. She and he were the only people in the world who knew that he was sociable—to her. She wouldn't tell, of course. She was such a demure, quiet little thing that anything of the sort was impossible to her. If she hadn't been Mr. Glass would not have been so affable.

But she—why, she actually refused his offer to take her to dinner out of sheer timidity.

It was the day after the dinner invitation that Mr. Glass was summoned to the superintendent's office. He smoothed down his back hair and arranged his tie as he went along. He wanted to make a good appearance.

The superintendent pointed to the rule which commanded floor walkers not to be sociable to salesladies.

"Well, what of it?" said Glass. "I haven't broken that rule."

"Mr. Glass," said the superintendent, "you have broken that rule."

"How do you know, sir?"

"Miss Perkins," called the superintendent. The beautiful saleslady came into the room. "Mr. Glass," continued the superintendent, "this is Miss Perkins—a store detective, and here is your pay check. Good day, Glass."

"Huh!" said Mr. Glass, outside. "It's fierce to think of what low down tricks a man will resort to to get the best of a poor, honest worker!"

Paid a Handsome Dividend.

Lansing, April 21—The Reo Motor Car Co. has paid its stockholders a cash dividend of 20 per cent. The company has enjoyed a prosperous year and its prospects are as bright as ever.

Some men never hear the bugle calls of heaven because they are so occupied with listening for the trumpet of fame.

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.

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

BALLOU BASKETS ARE BEST

Just A Basket



But made of good material with good workmanship, not simply thrown together.

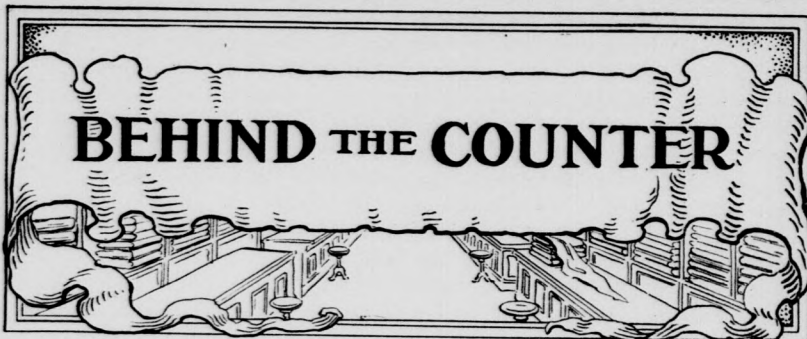
Demand **Ballou Baskets** and get them—**All Kinds**—especially **Stave Baskets with Wide Band**.

Yes, and **Potato Baskets**, made for the purpose. Tightly braided and reinforced. One

will outlast dozens of common baskets.

Write for particulars.

BALLOU MFG. CO., Belding, Mich.



What the Clerk Must Do To Succeed.

A clerk should study the business in which he is engaged just as attentively as he did his studies at school. He must first follow out the manner in which business is done. He should study out the reason why he can sell one man an article while with all his arts he can not persuade another to purchase the same article. He should study the peculiarities of men. Study out their weakness and their strength. And last, but not least, he should study the merchandise he is selling. Suppose it is shoes he is selling, day after day. Does he know who first wore the modern shoe? Does he know anything at all about the ancient sandal, its appearance, what it was made of? Perhaps not. Let him look up in an encyclopedia. But to come down to modern times. Does he know how to tell one calf from another? Can he tell a good wearing piece of leather from one that will not wear, or does he only guess at it? Does he know the different processes used in making shoes? Has he ever visited a shoe factory to see how shoes are made? This a shoe clerk should know. If he knows his business it becomes a pleasure to do business, but if he "guesses" at everything he is constantly in hot water. The clerk who can meet his customer with his superior knowledge has little difficulty in making sales. He does not have to "bluff" his way through life. His knowledge helps him to sell goods, to talk intelligently, to advance convincing arguments in favor of the merchandise and by his superior knowledge create such an impression that confidence follows. The confidence of a customer gained it is easy sailing. Then again, if you understand your business you are able to give the customer needed advice, advice that may be appreciated more than appears at the time. Again, when a customer gets intelligent service from a clerk he is sure to want that clerk to serve him next time anything is required. Hence comes the clerk's greatest asset—a following.

First impressions are often responsible for a great many mistakes. Nevertheless, the importance of making a good impression is certain. Men judge one another from first impressions largely. In fact first impressions that are faulty are the hardest to get rid of, to live down. Every man knows that in his own experience he forms a liking for or a dislike to a person at first sight. He may not be able to give any reason for

it, but he knows that the impression remains. He may not be able to put into words any particular reason why he dislikes a certain person, but the prejudice is there and it is hardly possible to efface it from the memory. Even after it is proven that the impression was false in the beginning, it is likely to be retained to a certain extent. We often hear it said, "Jones is a very popular young man." Why? Is it not his ability to make a good first impression—to make people believe in his sincerity and purpose in life? That being the case the young man who desires to advance in his chosen sphere in life must study hard to please—to make himself liked by all with whom he comes in contact.

The time has long gone by when the man can say to himself, "I don't care what others think, so long as I think I am doing right." He can not do and say what he pleases, even if it is right, at any rate he can not do these things and retain friends. The clerk must make a favorable first impression on his customer if he wishes smooth sailing. If there is but the slightest suspicion of antagonism between them there is little chance for a happy ending of the transaction at hand. Then it is that the clerk should "turn over" his customer to some one else who may overcome the prejudice, half-formed in the customer's mind, against the store. In a church in Columbus, Ohio, there are slips for strangers to use, they to give name and address, so that the pastor and the visiting members of the church can look up the stranger. Upon this slip, which is to be found in every pew, is the aphorism: "To have friends you must first show yourself friendly." Those nine words are as good as a sermon; would form an excellent text for a sermon are an appropriate motto for the clerk to paste in his hat. Once learned, believed and practiced by any man he becomes immediately a "jolly good fellow" and a popular one. A man must be friendly to have friends; he must be sympathetic to receive sympathy in return; he must show interest to have interest taken in him; he must be attentive to have attention from others. Just try it.

How many optimists are there reading this article? What does optimism mean. The dictionary says: "The doctrine that everything in nature is created and ordered for the best." Do you believe that? Is there a future before you? Have you ambition enough to pay the price to become a merchant yourself? We know

clerks who have been content to remain as such a whole lifetime and who in the end have been turned down to make room for newer blood; for younger and more modern ideas. Many of these have lost ground in the business world in proportion to that gained in their local social world. Others have given up business success to feed upon literature and music. They have been content to live in the world of romance and in the atmosphere of music while in reality they have used up most of their hours in sordid business pursuits that brought them merely a salary. There are two extremes to be avoided by clerks. The above is one of them, the other is that restless flitting from place to place, never satisfied, never contented to stay long enough in any one place to earn advancement. It is a good thing for a man to stick to a position when there are chances at all for advancement. The harder it is to earn this advancement usually the more valuable is that which has been earned. When a man stays a whole lifetime at the same job with no prospect but a salary but little better than that he earned in his apprentice days, he is making a fool of himself. When a man gives his life to a vocation he deserves something more substantial than a few hundred dollars a year when he has got to the days when he is at his best. Be not over ambitious, but have regard for yourself and those now, or hereafter to become dependent upon you to look ahead, study out the situation and see that that future has an adequate compensation for your used up life.

The writer had an amusing experience, now that it is over. It was exasperating at the time and did not produce a good impression. Desiring to go to a city in Central Ohio the writer sought some information at the city office of a certain railroad. Satisfied with the time of departure of trains and connections at transfer points he completed his plans to make the trip. To his consternation he found when he went to purchase his ticket that he had been misinformed on several material items. He had already written his friends to meet him at a certain time on a certain road and found that he would arrive at an entirely different station and a matter of eight hours later to make his connections. Not being satisfied that he had at last got the correct information he went to the depot ticket office and made known his request. Here he was told he must connect at Toledo with a certain railroad. The tickets were about to be purchased when another man entered the office. "A ticket for Columbus," said the one to the newcomer who looked at the strip and said: "He can make better connections over the T. & O. C." and started to get another ticket when he was interrupted by still another, an elderly gentleman, who came from an inner office and said: "That train has been taken off the T. & O. C." "Since when?" impertinently asked the younger man. "Since last sum-

mer?" quietly replied the older man. The younger one was not convinced, so telephoned to the T. & O. C. passenger office in the city and found that the old gentleman was correct. The train had been taken off. The writer had to make the best of this information, accept a ticket that he was not sure would take him to his destination, and be satisfied. If a customer in a store was told half a dozen different stories about some article he would soon seek another store to trade at. Concentration is the vital force of business. No good work can be accomplished without it. The best workman whose mind and attention are on other objects can not turn out a perfect piece of work.

Some of you think you are being held down. You are right. You are held down by your own will. No man can be held down by another unless he wills it. Every man can force his growth in business by the same methods the florist uses in forcing a flower into bloom. Strict attention to the habits of the flower is given; it is fed on food that tends toward bloom. If you would bloom forth you must not forget your growth. Nurture your attainments; specialize in their study; expand on its branches; become first the best in the position you are in and you will find a higher one awaiting you. —Clothier and Furnisher.

Better To Do Than To Know.

"It beats me," said Dubson, "how some of these fellows succeed. There certainly must be something in luck, or opportunity, or something, or else some of these ignoramuses never could get along as they do.

"There's Squires—really that fellow again and again has displayed such a deplorable lack of knowledge about things which any intelligent man ought to be familiar with that I positively have felt ashamed for him. Why, the other night at the Smiths' one of the girls referred to him some question about the Magna Charta, and he was floored completely; he practically admitted that he didn't know what the Magna Charta was.

"That sort of thing has happened time and again. Whenever a few of us are talking and the conversation drifts into subjects involving art, literature, history, or anything like that, he shuts up like a clam. He's lamentably ignorant of everything except what he reads in the newspapers. And yet look at him. He draws a handsome salary, has a fine home, owns an automobile, and all that. I'm blessed if I can understand it. I sometimes think that brains don't count for anything in the business world."

Brains Better Than Knowledge.

Yes, Dubson, brains do count in the business world; they always have and always will. You are making the same mistake, Dubson, made by many other estimable people, who confuse brains and knowledge—capacity and power. Knowledge is a good thing, and undoubtedly your friend Squires would be better off if he had more of it, but brains are a lot better.

Mere knowledge has comparatively

small market value outside the profession of school teaching. Business houses will pay much more for a machine that will make things than they are made. Almost any room in the house is good enough for storage, and when you come to think of it any person has enough ability to accumulate facts.

It is true that the man who has the array of facts with him makes a fine showing as compared with the man who knows how to do things, for the same reason that a milliner's window filled with hats is much more attractive than a stone crusher; but the stone crusher performs a valuable service. A mind roughened and toughened by productive labor doesn't show up so well in society as does the one filled to overflowing with facts about history, literature and art, but it buys more groceries.

Earns All the Salary He Gets.

These facts about history are fine to have, and it might be well for your friend Squires to have more of them. But as Farmer Jimson said of the city preacher's prayers, "They're nice, but they don't git ye nothin'."

Don't imagine, Dubson, that Squires isn't earning his salary simply because he couldn't make good on the Magna Charta. You may be pretty sure that if he failed to secure results for a single year there would be talk of getting someone else for his place. He may not know the difference between the renaissance school and a barber college, but if he ever needs to know, you can bet that he will find out. It's all in the encyclopedia.

What the business world asks, Dubson, is not "How much do you know?" but, "How much can you do?" It doesn't want men of capacious and retentive memories so much as it does men of judgment, determination, ingenuity, force of character and tact. Even the schools are finding this out gradually.

W. C. Parsal.

Learned Something Not Taught in College.

A story is going the rounds that H. B. Harris, twenty-two years old, and a graduate of the Northwestern School of Pharmacy, found employment recently in a store in Chicago. According to what Mr. Harris later told the police, his first customer was a "friend of the boss," who wanted him to cash a check for \$240. It was then early in the morning, and that amount had not yet come over the counter, so the clerk was compelled to acknowledge. "But my mother must have \$25," said the customer; "suppose you take this watch and let me have the amount. Then I'll get the check cashed somewhere else and come back for the watch in half a hour." The new clerk was ready to be accommodating, but he told the police in the evening that the man he had helped had forgotten to return. The watch was of no value.

There are no great opportunities for those who regard any as small.

Hardware Price Current

AMMUNITION.			
Caps.			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	60		
Cartridges.			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 50		
Primers.			
No. 2 U. M. C., boxes 250, per m.	1 60		
No. 2 Winchester, boxes 250, per m.	1 60		
Gun Wads.			
Black Edge, Nos. 11 & 12 U. M. C.	60		
Black Edge, Nos. 9 & 10, per m.	70		
Black Edge, No. 7, per m.	80		
Loaded Shells.			
Rival-For Shotguns.			
No.	Dr. of	Size	Per
Powder	Shot	Gauge	100
120	4	1 1/2	10
129	4	1 1/2	9
128	4	1 1/2	8
126	4	1 1/2	6
135	4 1/2	1 1/2	5
154	4 1/2	1 1/2	4
200	3	1	10
208	3	1	8
236	3 1/2	1 1/2	6
265	3 1/2	1 1/2	5
264	3 1/2	1 1/2	4
Discount, one-third and five per cent.			
Paper Shells—Not Loaded.			
No. 10, pasteboard boxes 100, per 100	72		
No. 12, pasteboard boxes 100, per 100	64		
Gunpowder.			
Kegs, 25 lbs., per keg	5 25		
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 96		
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 66		
Shot.			
In sacks containing 25 lbs.			
Drop, all sizes smaller than B.	2 00		
AUGERS AND BITS			
Snell's	60		
Jennings' genuine	25		
Jennings' imitation	50		
AXES			
First Quality, S. B. Bronze	6 00		
First Quality, D. B. Bronze	9 00		
First Quality, S. B. Steel	7 00		
First Quality, D. B. Steel	10 50		
BARROWS			
Railroad	16 00		
Garden	33 00		
BOLTS			
Stove	80		
Carriage, new list	70		
Plow	50		
BUCKETS			
Well, plain	4 50		
BUTTS, CAST			
Cast Loose, Pin, figured	65		
Wrought, narrow	75		
CHAIN			
Common	7 1/2 c.	6 1/2 c.	5 1/2 c.
BB.	8 1/2 c.	7 1/2 c.	6 1/2 c.
BBB.	9 c.	8 c.	7 1/2 c.
CROWBARS			
Cast Steel, per pound	5		
CHISELS			
Socket Firmer	70		
Socket Framing	70		
Socket Corner	70		
Socket Slicks	70		
ELBOWS			
Com. 4 piece, 6 in., per doz.	net 65		
Corrugated, per doz.	1 00		
Adjustable	dis. 40 & 10		
EXPANSIVE BITS			
Clark's small, \$18; large, \$26.	40		
Ives' 1, \$18; 2, \$24; 3, \$30	25		
FILES—NEW LIST			
New American	70 & 10		
Nicholson's	70		
Heller's Horse Raps	70		
GALVANIZED IRON			
Nos. 16 to 20; 22 and 24; 26 and 28; 27, 28	dis. 70		
List 12 13 14 15 16 17			
Discount, 70.			
GAUGES			
Stanley Rule and Level Co.'s	60 & 10		
GLASS			
Single Strength, by box	dis. 90		
Double Strength, by box	dis. 90		
By the light	dis. 90		
HAMMERS			
Maydole & Co.'s new list	dis. 33 1/2		
Yerkes & Plumb's	dis. 40 & 10		
Mason's Solid Cast Steel	30c list 70		
HINGES			
Gate, Clark's 1, 2, 3	dis. 60 & 10		
Pots	50		
Kettles	50		
Spiders	50		
HOLLOW WARE			
Common	dis. 50		
HORSE NAILS			
Au Sable	dis. 40 & 10		
HOUSE FURNISHING GOODS			
Stamped Tinware, new list	70		
Japanese Tinware	50 & 10		

IRON	
Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis. 50
METALS—ZINC	
600 pound casks	8 1/2
Per pound	9
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75
Screws, New list	87 1/2
Castors, Red and Plate	50 & 10 & 10
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	70 & 10
Enterprise, self-measuring	30
PANS	
Fry, Acme	50
Common, polished	70 & 10
PATENT PLANISHED IRON	
"A" Wood's pat. plan'd. No. 24-27	10 80
"B" Wood's pat. plan'd. No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	
PLANES	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS	
Advance over base, on both Steel & Wire	
Steel nails, base	3 00
Wire nails, base	2 40
20 to 60 advance	Base
8 advance	5
6 advance	10
4 advance	20
3 advance	30
2 advance	45
Fine 3 advance	70
Casing 10 advance	50
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrell 1/2 advance	35
RIVETS	
Iron and tinned	60-10
Copper Rivets and Burs	50
ROOFING PLATES	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20, IC, Charcoal, Allaway Grade	7 50
14x20, IX, Charcoal, Allaway Grade	9 00
20x28, IC, Charcoal, Allaway Grade	15 00
20x28, IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	09
SAND PAPER	
List acct. 19, '86	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	30 00
SHEET IRON	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 00
Nos. 25 to 26	4 00
No. 27	4 10
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, per doz.	6 50
Second Grade, per doz.	5 75
SOLDER	
1/4 @ 1/2	2 1/2
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	75%
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade	1 25
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade	1 50
BOILER SIZE TIN PLATE	
14x56 IX, for Nos. 8 & 9 boilers, per lb.	13
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 1/2
Mouse, delusion, per doz.	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 85
Barbed Fence, Painted	2 55
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nickeled	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE

No charge for packing.

Butters

1/2 gal. per doz.	52
1 to 6 gal. per doz.	6 1/2
8 gal. each	60
10 gal. each	75
12 gal. each	90
15 gal. meat tubs, each	1 28
20 gal. meat tubs, each	1 70
25 gal. meat tubs, each	2 38
30 gal. meat tubs, each	2 85

Churns

2 to 6 gal. per gal.	1 1/2
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Churn Dashers, per doz. 84

Milkpans

1/2 gal. flat or round bottom, per doz.	53
1 gal. flat or round bottom each.	6 1/2

Fine Glazed Milkpans

1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	7

Stewpans

1/2 gal. fireproof, ball, per doz.	86
1 gal. fireproof, ball, per doz.	1 10

Jugs

1/2 gal. per doz.	68
3/4 gal. per doz.	51
1 to 5 gal., per gal.	8 1/2

SEALING WAX

Pontius, each stick in carton	Per doz. 40
-------------------------------	-------------

LAMP BURNERS

No. 0 Sun	40
No. 1 Sun	42
No. 2 Sun	55
No. 3 Sun	90
Tubular	60
Nutmeg	60

MASON FRUIT JARS

With Porcelain Lined Caps

Pints	Per gross 4 40
Quarts	4 75
1/2 gallon	6 65
Caps	2 10

Fruit Jars packed 1 dozen in box.

LAMP CHIMNEYS—Seconds

Per box of 6 doz.

Anchor Carton Chimneys

Each chimney in corrugated tube

No. 0, Crimp top	1 70
No. 1, Crimp top	1 85
No. 2, Crimp top	2 85

Fine Flint Glass in Cartons

No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10

Pearl Top—1 doz. in Cor. Carton

No. 1, wrapped and labeled	Per doz. 75
No. 2, wrapped and labeled	85

Rochester in Cartons

No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2, Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2, Lead Flint, 10 in. (95c doz.)	5 50
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75

Electric in Cartons

No. 2, Lime (75c doz.)	4 20
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50

LaBastie, 1 doz. in Carton

No. 1, Sun Plain Top, (\$1 doz.)	1 00
No. 2, Sun Plain Top, (\$1.25 doz.)	1 25
217 Opal globes, doz.	1 20
Bbl. lots, 5 doz., doz.	1 10
575 Opal globes	1 40
Case lots of 3 doz.	1 35
565 Air Hole Chimneys	1 30
Case lots, of 3 doz.	1 10

OIL CANS

1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 60
2 gal. galv. iron with spout, per doz.	2 50
3 gal. galv. iron with spout, per doz.	3 50
5 gal. galv. iron with spout, per doz.	4 50
3 gal. galv. iron with faucet, per doz.	4 50
5 gal. galv. iron with faucet, per doz.	5 25
5 gal. tilting cans	7 00
5 gal. galv. iron Nacefas	9 00

LANTERNS

No. 0 Tubular, side lift	4 60
No. 2 B Tubular	6 75
No. 15 Tubular, dash	7 00
No. 2 Cold Blast Lantern	8 25
No. 12 Tubular, side lamp	12 00
No. 3 Street lamp, each	3 50

LANTERN GLOBES

No. 0 Tub., cases 1 doz. each	55
No. 0 Tub., cases 2 doz. each	55
No. 0 Tub Ruby	2 00
No. 0 Tub. Green	2 00
No. 0 Tub., bbls., 5 doz. each, per bbl.	2 25
No. 0 Tub., Bull's eye, cases 1 ds. e.	1 25
Cold Blast wf Bull's Eye	1 40

BEST WHITE COTTON WICKS

Roll contains 32 yards in one piece.

No. 0 3/8 in. wide, per gross or roll.	28
No. 1 1/2 in. wide, per gross or roll.	38
No. 2 1 in. wide, per gross or roll.	60
No. 3 1 1/2 in. wide, per gross or roll.	90

COUPON BOOKS

50 books, any denomination	1 00
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00

Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.

COUPON PASS BOOKS

Can be made to represent any denomination from \$10 down.

50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00

CREDIT CHECKS

1,500, any one denomination	2 00
1,000, any one denomination	3 00
2,000, any one denomination	5 00
Steel punch	1 00



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 18—Jobbers report a light demand for coffee, as buyers seem inclined to take no more than enough to keep assortments unbroken. Quotations remain on about the same level as last week. In store and afloat there are 3,710,356 bags, against 4,026,830 bags at the same time last year. At the close Rio No. 7 is worth in an invoice way, 6@6½¢. In mild grades there is nothing of much importance unless it be the report of a large shipment of coffee from Venezuela in anticipation of a national row. Fair to good Cucuta is worth 9¼@10¢. As all the Exchanges here are closed over Friday and Saturday it will make quite a difference in the week's volume of trade.

There is still reported some trading in the cheaper grades of teas, but buyers, as a rule, take very small quantities and, while prices are without perceptible change, the outlook for the immediate future is not especially encouraging, although sellers are by no means disheartened.

There has lately been a good deal of activity in the sugar trade in the way of withdrawals under previous contract, although this demand has fallen off within a day or two. There is said to be a large amount yet to be taken on the 4.70¢ basis. These withdrawal contracts will be cancelled if the stock is not taken by the 24th. There is no new business to speak of. The offices of the trade are all closed until Monday. Granulated is quoted at 5.35¢ net, with 30 days' delay allowed in shipment.

Supplies of rice at the South are said to be of very moderate proportions and dealers are inclined to hold very firmly to recent prices. The market here, too, is firm although the volume of trading is running rather light. But for that matter it has been quiet for some time. Good to prime, 5¼@5½¢.

Simply an average trade is reported in spices, although the week has been rather more encouraging than some previous ones. No change is to be noted in quotations.

Molasses is firm, owing rather to moderate stock than to other causes. Grocers' grades have been most sought for, but buyers take small quantities, as is usual at this season. Good to prime centrifugal, 22@30¢. Syrups are in light supply at unchanged rates.

In canned goods some brokers report the demand for tomatoes fully as good this season as in previous seasons, while others say it is very dull. This dullness is attributed to the fact that sellers and buyers can not quite agree. The latter are determined to run along on the smallest possible supplies and, on the other hand, sellers say they will hang tenaciously for full figures. An aver-

age quotation for full standard threes is 75¢, but quite a number of holders insist on 77½@80¢. Jersey standards could be purchased at 85¢ New York, but buyers are "indisposed" to pay that. Peas are weak and offerings are made at all sorts of figures. Corn is dull.

Butter is fairly steady at 28½¢ for creamery specials. The market has shown quite a drop within a fortnight, but the supplies have been so well cleaned up that a further decline is not anticipated. Extras, 28¢; firsts, 26½@27½; held stock runs from 24@27¢; Western imitation creamery, 23@25¢; factory seconds to firsts, 19½@21¢; process is working out rather quietly at 23@24½¢, with some at a lower figure still.

Some cheese factories up-State have started operations, but none of the product has yet reached here. There is no change to report in the general market here, full cream being quoted at 15¾¢. Stocks, of course, are pretty well cleaned up and are held in few hands.

Eggs have been well sustained this week, but as the great Easter demand has fallen off, it is thought there will be a reaction in values. At the close best Western are held at 16½@17¢; regular pack, 16½¢; fresh-gathered firsts, 15½@16¢.

Flowing Rivers of Ice.

Ice flows, at least when it is in a glacier. Glacial ice, to all appearances solid, under certain circumstances, is plastic, and if a river of water can be conceived that moves in inches instead of miles, such a river would closely resemble a glacier. The experiment made by Dr. W. H. Scherzer of setting metal plates in a direct line across the Victoria glacier, a third of a mile, showed a total movement in 423 days varying from seventy-six feet in midstream to about an inch on the side, an average of a little over two inches a day near the center, and dwindling toward each bank. This means a flow in the swiftest part of about sixty-six feet a year. On either side and in front of each are the usual glacial moraines, or mounds of broken rock and gravel, either pushed up or deposited by the ice in melting. The constant race between the melting forces and the flow of the ice stream to determine whether the great mass shall invade new territory or be forced to give ground is interesting. The most accessible glaciers on the North American continent lie in the southwestern part of Canada, just over the United States boundary. Four or five days of railway travel places one in the midst of snow fields rivaling in size and grandeur those of Switzerland. The ice bodies descending from these fields may be studied from modern hotels as a base, and one may safely ride a horse to the nose of each. For trips on the ice to the passes and neighboring peaks experienced Swiss guides are available during the summer months. So far as is known there is here the most magnificent development of glaciers of the alpine type on the American continent.

Value of Lightning Conductors.

The best is usually the cheapest, not from the standpoint of first cost, of course, but from the final results accomplished. This proposition is almost universally true when applied to any form of mechanical contrivance, but has peculiar force in the large number of instances where anything short of the best is likely to prove in the nature of a boomerang, reacting on those who employ it with destructive force.

Among those things where the best examples are productive of good and the bad ones of positive and pronounced evil, the lightning rod furnishes one of the best examples. Properly made, of the best material, and constructed on scientific lines, a lightning rod furnishes complete immunity from lightning. Yet, where any of the absolutely necessary steps or precautions are neglected, this safety device becomes converted into a positive menace; ostensibly providing security where none exists.

For many years defective lightning rods, like Dr. Woolcot's razors, were hawked up and down the land and passed into the form of a proverb. Within recent years the old methods have been quite largely abandoned, and in consequence of the reform, lightning rods, constructed on scientific principles, are once more coming into substantial credit, being approved by science and by the practical immunity from destruction by lightning that they have been found to secure.

There are still "all sorts and conditions" of lightning rods on the market. The nature and quality of material varies from pure copper to scrap iron.

As a conductor of electricity, pure copper has always been preferred, aluminum coming next. Millions of dollars could have been saved through out this country if any of the baser metals could have been employed by trolley lines and power generators as a means of conducting electricity. Taking the combined knowledge of electrical engineers, scientific experts and the builders of numberless electric power plants and trolley lines, copper, and pure copper at that, is the only metal, with the exception of aluminum, ever called into requisition to serve as a conductor of electricity.

Lightning conductors of the very best material and properly applied are an absolute safeguard to structures and will do much toward popularizing this form of security as against former shipshop methods, which brought the business into disrepute.

City Campaigns for Beauty and Cleanliness.

Written for the Tradesman.

The Civic Improvement Association of St. Joseph has asked the city council to take some steps to enforce the ordinance relative to spitting on the walks, also to the waste paper and broken glass nuisances in the streets and alleys.

H. S. Hutchins, principal of the Jefferson school, Toledo, has been appointed master gardener to direct

the public school classes in that city in scientific gardening.

One year ago the city council of Toledo passed an ordinance providing for removal of all telephone and electric light poles in the down town district, that is, the territory between Lafayette and Cherry street, and from Maumee River to Michigan street. The companies have done nothing about it and now Mayor Whitlock has directed the Chief of Police to use taxes in leveling all such poles which remain standing on June 15.

The Park Board and the Civic League of St. Louis, Mo., are working on plans for a more beautiful city. The King's Highway Boulevard, plans for which have been adopted tentatively, will extend from the Chain of Rock at the north of the city to Jefferson Barracks on the south, a distance of thirty-one miles, touching parks whose combined acreage is about 3,000. More playgrounds are desired, it having been found that over 300,000 children visited the St. Louis playgrounds during a period of less than three months last summer. The plans also include a plaza planted with trees, flowers and shrubbery, extending from the old courthouse to the levee.

Wednesday, April 22, has been set apart by the council of Bay City as a day for general scrubbing up of the city.

The Civic Improvement League of Benton Harbor has placed wire baskets about the city in convenient places for waste paper.

E. D. Libbey has offered Toledo \$50,000 for an art museum, on condition that citizens raise a like sum. The contributions to date have reached \$30,000.

Battle Creek will observe "clean-up-day" April 22, with the aid of the school children, the Civic Improvement Committee and the Industrial Association. The city was divided into five districts, with a chairman in charge of each.

F. T. King, of Lowell, has offered three prizes for the best kept lawns and yards in the village. The council has been petitioned to have rubbish receptacles placed on the street corners.

Almond Griffen.

Resuming Operations at Old Plant.

Muskegon, April 21—The Crescent Manufacturing Co.'s plant, which burned three years ago and was partially rebuilt by Malcolm Hutchison, is to be re-opened by a company that is headed by Clinton R. Lansberry, of the Thayer Lumber Co. Staves and barrels will be manufactured. The company will start on a small scale and will employ about fifty hands at the outset. The mills are located in a section of the city that has been greatly depopulated since the closing down of the plant, and it is expected property values will be greatly increased by the re-opening.

Lightning Rods

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

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IN A "DRY" COUNTY.

Few Druggists Will Cater To the Whisky Trade.

Written for the Tradesman.

"The druggists in the 'dry' counties will now have plenty of excitement," said Sidney, who operates a pharmacy in one of the districts which voted against saloons. "Personally, I voted and worked against the 'dry' proposition, but I shall be accused of conspiring to increase my bottle trade," he added, "and a good many other druggists will."

As the druggist ceased speaking, one of the eminent citizens of the town marched into the store. He looked as ugly as a bear in a bee tree.

"Well, you've got things your own way at last," he said, leaning back against the counter.

"I didn't know that," said the druggist, "but I'm glad to hear it, just the same. What is it about?"

"You've gotten rid of the saloons," said the eminent citizen, who owns two buildings occupied as saloons.

"I fail to catch the point," observed the druggist, angry at the nerve of the fellow, who knew very well that he had not favored the 'dry' proposition.

"You do? Well, you fellows have got all the whisky trade now, and we've got to pay taxes until the cows come home. Nice state of affairs!"

"I didn't think you'd take it so much to heart," laughed the druggist. "Think you will have trouble renting your buildings?"

"Oh, they'll rent, all right, but they will have to be made over. I wish you chaps who will make money out of this fool thing had to pay the bills."

"Look here," said the druggist, his anger getting the better of him, "did you ever know of a man getting drunk in my store?"

"Of course not, but—"

"Ever hear of a man buying whisky by the drink here?"

"No, but now, you see—"

"Did you ever know of whisky being sold here without a prescription written by a reputable physician?"

"Never did, but you've got a chance to do it now. I guess you fellows know which side of your bread is buttered. I've heard some queer talk about this campaign."

Sidney turned to the clerk to whom he had been talking at the time the eminent citizen entered.

"I had an idea that it would be about like this," he said.

The eminent one bought a cigar and settled back on a stool.

"This thing," he muttered, "is going to cost the people of this county \$25,000 in cash. That is about half a dollar for every man, woman and child in it."

"How do you figure that out?" asked the druggist.

"Why the saloon men paid that sum in taxes."

"Yes, but we'll get a rake-off, a rebate, on other taxes," said the merchant.

"That's all rot."

"How much money was paid out by the county last year to justices

of the peace for sentencing drunkards?" asked the druggist.

"Oh, I don't know."

"How much was paid out to cheap constables for chasing around the country to catch those drunkards?"

The eminent one frowned.

"How much was paid to the sheriff for boarding the bums who ought to have been at work earning their own living?"

"You can't rightfully charge all the criminal expenses of the county to whisky."

"Of course not. I'm not asking you about the whisky expenses. How much of the poor fund money went to support women and children whose husbands and fathers could take care of them if they would let whisky alone?"

"Whisky is not the only cause of idleness," grumbled the eminent citizen.

"How much of the county money was spent in criminal trials which had their origin in drunken sprees?"

"There's no use trying to talk to a crank," said the eminent one, appealing to the clerk.

"I'm not a crank, or a prohibitionist," said the druggist. "I didn't vote for a dry county. I would rather keep it 'wet,' personally, because that keeps a disagreeable herd of soaks away from the drug stores."

"Oh, you didn't vote for it, but—"

"Neither did I work for it," continued the druggist, "although I think I should do both if I had it to do over again. You fellows who think you are going to lose a dollar are making too big a howl, and blaming people who had nothing to do with the result of the election. Here's another question:

"Where did the saloonkeepers get the \$25,000 they paid in the way of taxes in this county last year?"

"Why, they earned it."

"One would think to hear you talk," said the merchant, "that they went abroad and brought the money in here just out of pure love for the county. The people of the county paid it. The saloon men didn't. The people paid it, in the end, and they also paid twenty saloonkeepers about a thousand a year each to collect it of themselves. That is just the size of it. And they also paid a good many thousand dollars that were sent out of the county, money that would have remained here if there had been no whisky or beer brought in."

The eminent one puffed at his cigar and said not a word.

"As I said before," continued the merchant, "I'm not a prohibitionist. I am not in favor of sumptuary law. But the whisky business has been running so loosely during the past few years that the people are disgusted with it. It is not only in Michigan. It is in the South, the West and all over the country. When the saloon is run by a man who is not a thief, who will not sell adulterated whisky that sets a man insane, when the retail liquor business is in the hands of men who will not get a man drunk and then rob him, there may be a chance for the business again. There are square men in the liquor business now, but they

are getting the worst of it just because the saloon is becoming a den of robbers, loafers and bums."

"They are no worse than some of the drug stores," said the eminent one.

"There are crooked drug stores, too," went on the druggist, "and the decent ones are blamed with the tough ones. You came in here howling at me because you thought I might increase my trade in whisky. I'll tell you right here that I will not make a saloon of my store. If you had one you might set up a free lunch. I don't say that you would, only that you might. If any bum comes in here after the saloons close I'll throw him out good and hard, and I hope every druggist in the 'dry' counties will do the same."

"But they won't," said the other.

"No, they won't, not all of them, but if the drug stores get to running open bars the people will get after them just as they got after the saloons. Do you know why this county went prohibition? I'll tell you why. There was a murder committed here, in a saloon; in a saloon operated in a building owned by yourself, that cost the taxpayers more money than the saloonists paid in taxes for the year. It cost the life of a decent man, and also the lives of two farmer boys who got drunk and did the stabbing. If there had been no saloon here, these three men would have been out at work for their families now. Well, one is dead and two are in prison for life. How much will it cost the State to support the two men in prison for forty years? How much will it cost to feed, clothe and educate the children of the two convicts? You're all right, but when you think of those two buildings going vacant you boil inside."

"I didn't come here to hear a temperance lecture," said the eminent one, with becoming dignity.

"No," was the reply, "you came here to insult me. You called to work off a little of your spite because you will have to spend a few dollars in repairs. You think that Larson and Dee paid your rent last year, don't you? Well, they didn't. Old Mrs. Case, who washes to support a drunken husband, paid some of it; Tony Nolan, who loafs while his sisters feed him, paid some of it, or, rather, the sisters did; John Ulrich, whose boys are eating up his property while on the road to the reform school, paid some of it. I've known landlords who scolded men for drinking too much, and then waited in saloons for them to spend a dollar for booze so they could acquire it for rent of the joint."

The eminent one made for the door.

"He'll go nutty over the loss of his rent," said the clerk.

"Well, there's one thing he won't do," said the druggist, "he won't come back here snarling at me. As I said a little while ago, all druggists will be kept busy for a time with just such rot as this man talked. I hope the merchants will give it to 'em good and plenty. And if the druggists violate the law I hope

they'll be arrested. If a few saloon men had been sent to State prison a few years ago there would now be no 'dry' counties in Michigan."

Alfred B. Tozer.

Furnace and Chemical Plant Resume Operations.

Calumet, April 21—After an idleness of three months, the Manistique furnace of the Lake Superior Iron & Chemical plant has gone into blast. The chemical works at which the smoke from the charcoal kilns is converted into wood alcohol, acetate of lime and other commodities will go into service in two weeks. Needed repairs have been made at both plants. Because of the depressed condition of the iron trade the Lake Superior Iron & Chemical Co. materially curtailed production January 1. Both the Newberry and Chocoye furnaces continue out of blast. The Ashland, Wis., plant has continued in operation without cessation, as have the stacks of the company in Lower Michigan. The Manistique furnace still has 1,500 tons of pig iron in stock. The resumption there means work for several hundred men at the plant and in the woods.

Largest Shirtwaist Factory in Michigan.

Saginaw, April 21—The contract has just been let for the construction of a two-story addition to the Robertson industrial building, 46x50 feet. When this is finished the E. A. Robertson Shirtwaist Co., with a large factory in the present building and another factory on the west side, will consolidate its plants in the enlarged structure. The company, which will then have one of the largest shirtwaist factories in the State, will have 2,000 feet additional floor space, and will employ upwards of 300 girls. The new structure will give the Robertson laundry 4,600 square feet more space, for which modern equipment will be provided, greatly increasing the capacity of the laundry.

Dandelion Vegetable Butter Color

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

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Some Abuses That Formerly Were Thought Legitimate.

When we speak of modern improvements we are apt, rather thoughtlessly, to include in the classification only material things. Big buildings, with elevators that carry us where formerly we climbed the stairs; railroads that enable us to handle many times the bulk of freight we used to handle, in a fraction of the time it used to take—machines and facilities of all sorts for the transaction of business—all these are indispensable helps, but perhaps their total number is less significant than the greatest improvement of all—the improvement in the quality of service that employers in all lines are nowadays being accustomed to receive and to depend upon.

Scientific principles in salesmanship have taken the place of the old haphazard methods. Salesmen have realized recently that they must be thorough, accurate, energetic and well informed in order to make any headway against crowding competitors. As a consequence of adopting such ideals, they have put their vocation on a much higher footing.

No salesman expects to succeed nowadays—to build up a permanent trade of his own and to win a recognition and reward from his house—unless he gives a far higher grade of service than that which would have been acceptable ten or twenty years ago.

Salesmen as a class are more moral than they formerly were, and this has a practical bearing on the volume of business secured through their efforts. For the higher the standard of morality a man sets himself, the more resourceful he becomes.

Nearly any man, however meager his qualifications, can get a fair amount of business (the stability of such business is another matter) if he is not too scrupulous as to how he gets it; if he is willing to misrepresent his goods, to pass along a bribe occasionally, and resort to any of a dozen such practices which were once too common. But practice in this sort of thing does not make a man "smart."

The man who discards falsehood and unfairness of every sort has to depend upon his wits to accomplish what the gullibility of customers accomplishes for the other man. He exercises what honest ability he has and this exercise strengthens and increases it. In the end he has a hundred resources to fall back upon in closing a deal to each threadbare makeshift of the unscrupulous fellow.

A salesman's first pride should be

in giving his house the best service of which he is capable. In this he is not only fulfilling a moral obligation, but he is putting himself in line with a thoroughly modern movement.

A salesman who is satisfied to give less than his best service, is as discordant in a selling force as an antiquated and decrepit building among the towering and up-to-date structures in a modern business district.

In order to give the best service of which he is capable, a man must always be a worthy exponent of the integrity of his house. There was a time when this consideration was not so generally recognized. I remember one instance which illustrates the once very common habit among salesmen and merchants alike of taking advantage of the ignorance of credulity of a customer, when they could turn it to account:

A certain wholesale stationer made a specialty of Gillott pens which at that time sold everywhere for a dollar and a half. One of the salesmen in the establishment was called one day to wait on a country customer, who stated that he had come to place a large general order, the principal item of which would be Gillott pens. He showed some anxiety about the prices he would have to pay for the various items, but it was evident that he had not as yet made any effort to obtain prices from different houses and compare them. The one thing he knew in this connection was that Gillott pens were sold for a dollar and a half.

The salesman who had him in charge at once saw an opportunity to impose on this man's inexperience, and he hastened to seize upon it.

He showed the pens first, and casually mentioned that their price was seventy-five cents, thereby deliberately cutting the price in two.

"Why, I thought that everywhere these pens sold for a dollar and a half," the dealer exclaimed, "I was assured that that was the uniform price."

"It is the usual price," remarked the salesman blandly, "but we find we can afford to cut the price very liberally in most of our staple lines."

The old gentleman was very favorably impressed by that statement, which was an out-and-out falsehood. It struck him so agreeably that he decided then and there not to look any further, but to buy his entire stock from the store that offered such a generous if inexplicable reduction, and he also decided to buy a very much larger line than he had at first intended.

The salesman, after selling him the

Gillott pens, led him through the different departments of the establishment, and the old man, confident that he was getting a rare bargain in everything, bought a complete stock at whatever exorbitant prices the salesman cared to ask.

The proprietor of the store in question was so pleased with this salesman's "smartness" that he promoted him, and never tired of bragging about that stroke of business.

But he showed his shortsightedness as a business man in bragging about a deal which dishonored his house and endangered its reputation. The out-of-town customer in all probability discovered later that he had been victimized, in which case there can be no doubt that he declined to have any further transactions with the firm that had deceived him. If his order had been got by legitimate methods he might have continued as a permanent customer.

Furthermore, whenever a patron discovers that he had been treacherously used, it is certain that he will report the fact to other dealers for the sake of protecting them against similar piracy. Nothing could be more disastrous to any house than the circulation of such reports.

The salesman who sold those pens had, therefore, jeopardized the interests of his firm. When he found that his act met with the approbation of his manager, it is presumable that he felt entirely safe in using the same methods whenever a chance offered, and by practicing them without restraint injured the standing of his house with the trade—an injury which signified not only morally, but financially as well.—W. Zimmerman in Salesmanship.

Some Success Rules Which Must Be Revised.

How middle aged millionaires succeeded to great riches in the pursuit of business has been a topic of increasing interest in the last few years. Publications devoted to prescribing formulae of success have been established and have prospered, catering to the young man who, fresh from academic training in a specialty, is ready to take academic advice based upon the accomplishments of men who laid the foundations of their present fortunes before the novice himself was born.

I would not assume to say that this success advice on this basis is worthless. Doubtless there is much good in much of it. But I would maintain strenuously that one of the worst handicaps of the young man who must make his individual way in the world may be that handicap of academical thought and idealistic ways and means to some practical end which of itself is not yet clear to the young adventurer.

Unquestionably there are young men of professional and technical bent just ready to step from an academic training into a world of opportunity which in the end will concede them high place for the future. To question such a statement would be to challenge all past history of successful men. It is only

when accepting this fact some one successful in the present declares that his road to success is the one road that must be traveled by the successful man of the next generation that everything in the sociological present rises up to dispute the assertion.

There is no wisdom short of omnipotence which can preside over the destiny of a single man with an unerring judgment. Turning points in the careers of men have been so slight that the individual, turning with the course of things to an immortal place in history, has accepted the turning as a misfortune.

There are two factors involved in a man's chance of success, and only two. Perhaps chief of these is the man himself and his equipment for success—temperamentally and acquired. That other factor is the man's field of endeavor. The man himself may be trained and toned and tempered and tried for his place; his field of opportunity is the literal, physical fortress which he must take.

Looking over the history of worldly successes that have preceded him this matriculant in life's school must discover the numberless ways in which other men have gained this fortress. Here is the story of how one man stormed and took it. There another laid siege to it year after year until, as if in appreciation of his stanchness of purpose, he was invited to step inside. Yonder, another undermined the stronghold and blew down its walls.

How am I going to attack it? is the one and only question whose answer in all sanity promises to benefit the tyro who stands outside. With the nerve and the power to storm, this is the method for the highest type of man, confident of himself and with knowledge of the opposition which he must meet. But without exact knowledge of the forces which he encounters, any confidence which a man may nurse is false and misplaced. That another man took the fortress by storm yesterday may be reason that tunneling is the only practical method for to-day.

Choosing with judgment the field of his opportunity and learning all that he can of its difficulties and its advantages, the young man's chance lies within himself as an individual. If he be keen enough, "bluff" may be sufficient to carry him through. If he be wise enough, conservative wisdom may be far better. Or he may be a fool, just foolish enough where foolishness is at a premium, and thereby command men and things. What am I? What am I going to try to do? Where am I to make the attempt and how? Answer them. They are personal questions, personal only to you!

John A. Howland.

Except During Leap Year.

Bunker—Has it ever struck you that getting married is equivalent to being sentenced to hard labor for life?

Smiley—Yes, but there is one good thing about it: A fellow generally has the privilege of picking out his own jailer.

Death of a Pioneer Traveling Man.

Lansing, April 21—William Smith Cooper, a highly respected citizen of this city and widely known throughout the State as a traveling man, died last Friday at his home, 925 Washtenaw street west. The deceased had been ill since last July and his death was not entirely unexpected by his family.

Mr. Cooper was one of the pioneer salesmen of the State. He had always been successful in business and was considered a valuable employe of the firms with which he was connected. Mr. Cooper was an optimist and interested in all of the city's affairs.

Born at Marathon, N. Y., in 1845, Mr. Cooper resided at that place until 17 years of age, when he enlisted in the 157th N. Y. Infantry and served during three years of the Civil War. After the war Mr. Cooper engaged in the insurance business at Detroit. In 1874 he married Miss Arabella B. Praigg, of Detroit. Thirteen years later, after residing eight years at Ortonville, near Detroit, Mr. Cooper with his family removed to this city, where he has since made his home. He traveled for Brown Bros., of Detroit, for seventeen years.

The deceased attended the Episcopal church, the rector of which, Rev. William C. Hicks, conducted the funeral services. Charles T. Foster Post, G. A. R., of which Mr. Cooper was a member, attended the funeral, which was held from the Cooper home Monday afternoon.

The deceased is survived by a widow and five children. The children are Mrs. William D. Hurd, of Orono, Me.; Albert L., William P., S. Grace and Irene A. Cooper, of this city.

How His Bread Did Not Come Back.

Edward Trippe, the well-known traveling salesman, several years ago loaned a traveling man \$15. The borrower promised to repay the loan immediately, but until last week Mr. Trippe never heard from him. Great was his surprise to receive a letter from the borrower recently. In the letter it said: "Are you the Mr. Trippe who loaned \$15 to — fifteen years ago? If so, will you kindly, at your earliest convenience, let me know where I can send you a letter?" Mr. Trippe had visions of the return of his \$15 with interest, and so as not to cause the borrower any further anxiety he immediately wrote him, and for fear that the letter might miscarry he sent it by special delivery. Early last week he received a reply and he is now through with all philanthropic movements. The borrower, instead of sending back the \$15, asked Mr. Trippe to lend him \$100. It is needless to say that up to this time the \$100 has not been sent.

Movements of Michigan Gideons.

Detroit, April 21—Frank W. Harder, representing a New York dry goods house, has been making his Western trip and took in this city, where he is always welcomed by the Gideons. He spoke to a crowded

room at the Griswold House last Sunday evening.

A traveler from the South and West gave an interesting talk on a Western sunset at San Francisco. His words were beautiful and his descriptions grand. Get above shadow and darkness. If you would lift me up, you must be on higher ground. Life is too short to waste. Take Christ as a friend and when you meet any one introduce him. This is the duty of the Gideons. Loving God is letting God love you.

There were ten ladies present, most of whom took an active part in the service. Some of the best singers in the city were present and aided in making this meeting of interest.

W. J. Ennis will be the speaker April 26. Aaron B. Gates.

Model Grocery Establishment at the Soo.

Sault Ste. Marie, April 21—The Soo now boasts of one of the biggest and finest retail grocery stores in Michigan and Eddy & Reynolds are to blame for it. Early in February this firm closed a deal for the purchase of the Nordyke block, a handsome brick structure erected a few years ago on the main business street at a cost of about \$38,000. It was built for a department store, but the venture missed the mark of success and the block has been out of a job much of the time. The price of the building in the recent deal has not been made public. The Nordyke has been remodeled to meet the needs of its new owners and a short time ago, in a blaze of brilliancy and with the enthralling strains of the Nordyke orchestra and the distribution of pretty souvenirs, a large number of people witnessed the formal opening of a retail grocery store that will help some in making the Soo famous. The store is 50 feet wide by 100 feet deep, with a high ceiling, oak fixtures, marble counters, showcases, an up-to-date delicatessen department, a finely equipped elevated office, a modern cash carrying system, neatly uniformed clerks and charming lady employes.

This grocery plant is the product of a seed sown by A. H. Eddy about eleven years ago, when, as a railway brakeman with some spare time, he opened up a little grocery store in a little shack a short distance from the main street. He planted good seed and it sprouted. He took good care of the sprout and it grew and has continued to grow. About eight years ago D. Frank Reynolds went into the harness with Mr. Eddy and this team seems to have a strong pull with the public. However, much of their pull is probably attributable to push. They are hustlers, and the people who have hinted "elephant" in connection with the big block deal may learn later that this particular elephant has gold in his "trunk."

I want to invite all of the readers of the Tradesman to come to the Soo at their earliest convenience and see the greatest locks in the world, the famous Soo Rapids, the great water power canal and power house nearly a quarter of a mile long, the beautiful scenery of this picturesque

locality and a crackerjack grocery store so big that roller skates and bicycles have been suggested for the clerks. Geo. A. Ferris.

Ann Arbor After a Monroe Enterprise.

Ann Arbor, April 21—It is now up to this city to secure a large factory. The opportunity is now present. At the annual meeting of the Board of Commerce the Directors laid before the meeting a proposition to obtain the location of the Weis factory in this city. "The Directors have carefully investigated sixty or seventy factories seeking location and the proposition submitted was the one which appealed strongly to them. A delegation visited Monroe, where the Weis factory is now located, returning enthusiastic over the factory and the firm. The delegation consisted of H. W. Douglas, Andrew Reule, C. E. Hiscock, L. D. Carr and S. W. Beakes, and Mr. Douglas made the report of the Committee.

The Weis Brothers at present have 175 employes. Their present factories are clearly entirely insufficient for their work and it was the opinion of the Committee that within a short time after moving into an adequate factory they would employ over 300 people. They make all kinds of office furniture and filing devices, such as letter clips, paste tubes and brushes, letter files, scrap books, sectional office files and book cases, etc. Their sales have been constantly increasing since their start. In 1905 their sales were \$80,708.44; in 1906 they were \$103,112.52, and in 1907 they were \$159,742.10, while this year in spite of the present depression they are still showing a big increase. For instance, the January, 1908, sales were \$12,597.97, as against \$10,664.19 in January of last year. Their February sales were \$14,472, as against \$11,480.75 in February of last year. They have ample working capital, but will need to issue bonds to build a new factory.

What they ask of Ann Arbor to move here is a site on the Michigan Central just beyond the viaduct on Fuller street, \$20,000 in cash and \$75,000 bonds at 6 per cent. interest, payable in twelve installments, the first beginning in three years and the last being due in fifteen years. The \$20,000 in cash is to cover the heavy expense in moving and the loss incurred by the abandonment of the Monroe plant. As an alternative proposition the Committee obtained from them the selling to the Board of Commerce of the Peninsular plant in this city for \$8,500, the price they paid for it equipped with engine, boiler and line shafts ready for another factory, and \$15,000 in cash. The bonds are to be secured by the factory in Monroe, which will be abandoned if they move to this city, by the new factory in this city and by the machinery, merchandise, etc., which the company owns.

There is no question in the minds of the Committee that the factory is a fine one with a future before it.

An effort will be made at once to see if Ann Arbor is disposed to meet conditions necessary to secure this factory, which after a year of hard work and much investigation on the part of the Directors of the Board of Commerce appeals to them as the only safe proposition yet offered for this city to go into.

Copper Country Travelers To Dance.

Houghton, April 21—The annual ball of Upper Peninsula Council, No. 186, United Commercial Travelers, will probably be one of the most important social events of the post-lenten season. It is to be held at Fraternity hall, Friday evening, April 24. Music for the ball is to be furnished by Sullivan's full orchestra and the dance programme is to be arranged especially for the affair. A large number of out-of-town visitors will be here to attend the ball. The supper will be wholly elaborate. It will be served at the Hotel Clifton.

The officers of the organization are: Robert Richards, Senior Counselor; Ed. Farnham, Junior Counselor; George P. DeGroat, Past Counselor; C. A. Wheeler, Secretary-Treasurer; E. C. Underwood, Conductor; A. N. Bensinger, Page; A. H. Flint, Sentinel.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, April 22—Creamery, fresh, 25@29c; dairy, fresh, 20@25c; poor to common, 17@20c; rolls, 20@23c.

Eggs—Strictly fresh, 16c. Live Poultry—Springs, 15c; fowls, 15@15½c; ducks, 14@16c; geese, 10@11c; old cox, 9@10c.

Dressed Poultry—Springs, 15@16c; fowls, 13@15c; 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, 80@82½c per bu.; mixed, 70@75c. Rea & Witzig.

When the fruits of secret sins come to the surface the hypocrite begins to talk about the mysterious ways of Providence.

Cross-Country Run

Knowing travelers take a cross-country run every Saturday. The race ends at the

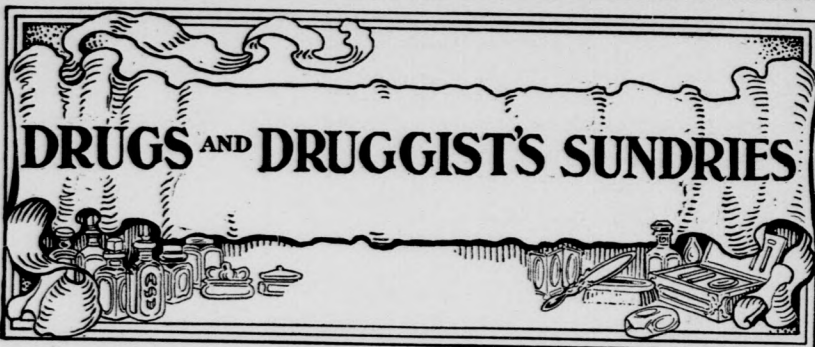
Hotel Livingston Grand Rapids

the ideal place to spend Sunday.

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.



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.

Rules For Conducting the Soda Fountain.

The fountain should be completely iced by 8 a. m. The ice should be clean and free from all refuse matter and broken into pieces about the size of a cocoanut. Special pieces of ice should be provided for shaving purposes; also chipped ice for the bin in work-board. Immediately after fountain is iced syrups must be looked after. The dispenser, or man in charge of the fountain, should check off the syrups required before leaving the fountain at night and leave a written list for the porter or morning man.

2. The ice cream cabinet must be examined and cleaned. If the cabinet is built into the work-board, as it should be, the work is simplified. The cream should be refrozen if necessary and thoroughly repacked. Stale cream, limpy, and generally unfit, must be thrown away, but a written report of all cream which it is found necessary to discard must be rendered to the management daily.

3. The fountain operator must be clean, neat and tidy, pleasant and smiling, and never unduly familiar with customers, attentive to their wants at all times. Courtesy is a wonderful trade stimulator. Dispensers should always remember that one bad glass of soda water will do more injury than will balance the profit of twenty good ones.

4. All syrups, as far as practical, should be made in concentrated form and stored in jugs or demijohns in the basement or other cool place, which should be as free from light as possible. Concentrated syrups require dilution with stock or simple syrup only and are ready for use. When ready for syrup the containers must be thoroughly cleansed with hot water, drenched with cold water, filled with syrup and returned to the fountain.

5. The apparatus for carbonating water must be carefully examined each day. Leaks, especially of gas, must be immediately remedied. Gas

leaks are expensive and easily overlooked. A record of gas drums used must be kept. A 20-pound drum of liquefied gas should produce 100 gallons of carbonated water by the rocking system, and 200 gallons by a spray system carbonator.

6. The general cleaning day should be on Monday, when a thorough overhauling of everything must take place. Use plenty of water—it is cheap. The inside of the fountain should receive especial attention. Keep the cooler space open for air circulation as long as possible. Work on cleaning day should commence earlier than usual.

7. An accurate inventory of all stock for the fountain, including syrup, extracts, fruit juices and all minor articles, should be taken at the commencement of each season by the management and placed on file. Weekly inventories should be taken and a balance made with the additions and purchases, thereby proving the actual consumption and expense of operation.

8. The work-board must be well cleaned. Paste preparations probably are best for copper work, and should be used in connection with coal oil, dipping the waste or cleaning cloth in the paste after the cloth is saturated with oil. Do not use ammonia in silver work, nor sapolio. Whiting in an impalpable powder or silicon will do the work. Make a liquid paste and then work will be facilitated. Onyx work should be washed with a sponge, warm water and pure soap, dried with soft cloth and polished with onyx polish.

9. Marble, onyx, silver mirrors and woodwork must next be rapidly gone over. It should be thoroughly cleaned once a week and it will then require but little time each morning.

10. All connections pertaining to coolers and pipes must be examined and the leaks, if there be any, remedied. Draught arms should not drip. If found to be dripping a new washer should be installed and the tension adjusted. The fountain operative should study until he thoroughly understands the mechanism of the draught arm. Open the fountain gas vent each morning until water sprays therefrom. This vents the excess and prevents an uneven delivery of water from the soda draught.

11. The proper drawing of soda water is a fine art and only men of inferior ability will be slovenly and careless about it; a young man of talent, one who is destined to get ahead in the world, will endeavor to make a success of this, as well as of everything he may undertake. What-

ever is worth doing is worth doing well. Soda water must be drawn with great care, and thoroughly mixed, and every pains taken to please customers, whose tastes must be consulted in every respect.

12. Keep your fountain and all its surroundings absolutely clean and tasty. This proves in itself to every observer coming into your store that your business is well managed and indicates a tidy, careful merchant, appreciating and meriting confidence and trade. S. W. Guide.

Springtime Advertising Opportunities.

The golden harvest time for the druggist is the spring. Cough remedies, sore throat remedies, sarsaparillas, blood purifiers, stomach bitters and a whole host of remedies seem to be specially in demand just at this season.

The opportunity presents itself of placing the different preparations you own before the public and exploiting them for all they are worth.

Well written, convincing advertising at this season goes farther and brings better results, so far as the sale of medicines is concerned, than at any other time.

The wholesale druggist is alive to his opportunities just now and will not let them slip by.

Not only should you take larger space in your local paper, but it would be advisable to get a pamphlet or booklet to distribute, setting forth the merits of your special preparations.

Each week fill your windows with some one of the remedies you are advertising.

Get up some novel and attractive displays that will compel the passers-by to stop and look.

One idea suggests itself as showing the process by which a sarsaparilla compound is manufactured.

Place in one section of the window a quantity of the crude drugs, in another a percolator, in another the medicine in the process of bottling, and lastly, the finished article in cartoon or wrapper.

There should be a card with wording appropriate to each step in the process of manufacture and setting forth the merits of the remedy.

Whatever you do, don't let this season of the year pass without putting forth strenuous advertising effort to get a goodly share of trade.

Sleep.

There seems to be a widespread notion that the druggist does not need sleep as much as other people. The druggist himself has some such idea. He thinks that he has worked fourteen and sixteen hours a day until he has formed the habit and doesn't need more than six hours' sleep. That goes all right until he makes the fatal mistake that shows that any man needs eight hours' sleep or more every twenty-four. If you have to work every hour of the day except eight, sleep those eight, whether you get any fun out of life or not. Cut off as much time from work as you want to in which to have fun, but don't cut it out of your sleeping

time unless on rare occasions. The man who gets plenty of sleep is the man who does the most work, the best work and the longest.—Spatula.

The Drug Market.

Opium—Is very firm and has advanced 5c per pound.

Morphine—Is unchanged.

Quinine—Is steady.

Castor Oil—Has declined 4c per gallon.

Norwegian Cod Liver Oil—Is trending lower on account of large catch.

Glycerine—Is unsettled and weak.

Canada Balsam Fir—Is very firm and advancing.

Crushed Soap Bark—Is in small supply and advancing.

Gum Camphor—Has declined 3c per pound on account of lower foreign markets and competition among holders.

Caraway Seed—Has advanced on account of higher prices in the primary market.

His Misfortune.

"I was a celebrated pianist and a great success with the public," confided the sad-eyed man to his companion, "but I had a misfortune which threw me out of favor with my audiences and cut off my revenue as a performer."

"What was your misfortune?" asked his friend.

"My hair fell out!"



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.

WHOLESALE DRUG PRICE CURRENT

Aceticum	60	8	Copaiba	1	75	1	85	Scilla Co.	50	50	Liq Potass Arsnit	10	12	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	22	25	Salacin	
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GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Col	1	2
A	Ammonia	Ammonia
B	Baked Beans	Baked Beans
C	Canned Goods	Canned Goods
D	Dried Fruits	Dried Fruits
E	Farinaceous Goods	Farinaceous Goods
F	Fish and Oysters	Fish and Oysters
G	Flavoring Extracts	Flavoring Extracts
H	Fresh Meats	Fresh Meats
I	Gelatine	Gelatine
J	Grain Bags	Grain Bags
K	Grains and Flour	Grains and Flour
L	Herbs	Herbs
M	Hides and Pelts	Hides and Pelts
N	Jelly	Jelly
O	Licorice	Licorice
P	Matches	Matches
Q	Meat Extracts	Meat Extracts
R	Mince Meat	Mince Meat
S	Molasses	Molasses
T	Mustard	Mustard
U	Nuts	Nuts
V	Olives	Olives
W	Pipes	Pipes
X	Pickles	Pickles
Y	Playing Cards	Playing Cards
Z	Potash	Potash
AA	Provisions	Provisions
AB	Rice	Rice
AC	Salad Dressing	Salad Dressing
AD	Saleratus	Saleratus
AE	Salt Soda	Salt Soda
AF	Salt	Salt
AG	Salt Fish	Salt Fish
AH	Seeds	Seeds
AI	Shoe Blacking	Shoe Blacking
AJ	Snuff	Snuff
AK	Soda	Soda
AL	Soups	Soups
AM	Spices	Spices
AN	Starch	Starch
AO	Syrups	Syrups
AP	Tea	Tea
AQ	Tobacco	Tobacco
AR	Twine	Twine
AS	Vinegar	Vinegar
AT	Wickling	Wickling
AU	Woodenware	Woodenware
AV	Wrapping Paper	Wrapping Paper
AW	Yeast Cake	Yeast Cake

1	2
ARCTIC AMMONIA	Plums
12 oz. ovals 2 doz. box...75	Plums1 45@2 50
AXLE GREASE	Peas
1lb. wood boxes, 4 dz. 3 00	Marrowfat1 00@1 3
1lb. tin boxes, 3 doz. 2 35	Early June1 00@1 60
3 1/2 lb. tin boxes, 2 dz. 4 25	Early June Sifted 1 25@1 80
10lb. pails, per doz. 6 00	Peaches
15lb. pails, per doz. 7 20	Pie1 45@1 60
25lb. pails, per doz. 12 00	No. 10 size can pie @4 06
BAKED BEANS	Pineapple
1lb. can, per doz. 90	Sliced@2 50
2lb. can, per doz. 1 40	Pumpkin@2 40
3lb. can, per doz. 1 80	Fair85
BATH BRICK	Good90
American75	Fancy1 00
English85	Gallon2 75
BLUING	Raspberries
Arctic	Standard@
6 oz. ovals 3 doz. box \$ 40	Russian Caviar
16 oz. round 2 doz. box 75	1/4 lb. cans@1 10
Sawyer's Pepper Box	1/2 lb. cans@1 40
Per Gross	Salmon
No. 3, 3 doz. wood bxs 4 00	Col'a River, talls 1 95@2 0
No. 5, 3 doz. wood bxs 7 00	Col'a River, flats 2 25@2 7
BROOMS	Red Alaska1 35@1 45
No. 1 Carpet, 4 sew.2 75	Pink Alaska1 00@1 10
No. 2 Carpet, 4 sew.2 40	Sardines
No. 3 Carpet, 4 sew.2 25	Domestic, 1/2 s3% @ 4
No. 4 Carpet, 3 sew.2 10	Domestic, 1/4 s@ 5
Parlor Gem2 40	Domestic, Must'd 6% @ 9
Common Whisk90	California, 1/4 s11 @ 14
Fancy Whisk1 25	California, 1/2 s17 @ 24
Warehouse3 00	French, 1/4 s7 @ 14
BRUSHES	French, 1/2 s18 @ 28
Scrub	Shrimps
Solid Back 8 in.75	Standard1 20@1 40
Solid Back, 11 in.95	Succotash
Pointed Ends85	Fair85
Stove	Good1 00
No. 390	Fancy1 25@1 40
No. 21 25	Strawberries
No. 11 75	Standard@
Shoe	Tomatoes
No. 81 00	Fair95@1 00
No. 71 30	Good@1 10
No. 61 70	Fancy@1 40
No. 41 90	Gallons@3 60
BUTTER COLOR	CARBON OILS
W. R. & Co.'s, 25c size 2 00	Barrels
W. R. & Co.'s, 50c size 4 00	Perfection@10 1/2
CANDLES	Water White@10
Paraffine, 6s10	D. S. Gasoline@15
Paraffine, 12s10	Gas Machine@24
Wicking20	Deodor'd Nap'a@13
CANNED GOODS	Cylinder29 @34 1/2
Apples	Engine16 @22 1/2
3lb. Standards90@1 00	Black, winter8 1/4 @10
Gallon3 25@3 75	CEREALS
Blackberries	Breakfast Foods
2lb.1 25@1 75	Bordeau Flakes, 36 1lb. 2 50
Standards gallons6 50	Cream of Wheat 36 2lb. 4 50
Beans	Egg-O-See, 36 pkgs.2 85
Baked80@1 30	Exello Flakes, 36 lb. 4 50
Red Kidney85@ 95	Exello, large pkgs.4 50
String70@1 15	Force, 36 2 lb.4 50
Wax75@1 25	Grape Nuts, 2 doz.2 70
Blueberries	Malta Ceres, 24 1lb.2 40
Standard1 35	Malta Vita, 36 1lb.2 85
Gallon7 00	Mapl-Flake, 36 1lb.4 05
Brook Trout	Pillsbury's Vitos, 3 doz 4 25
2lb. cans, spiced1 90	Ralston, 36 2lb.4 50
Clams	Sunlight Flakes, 36 1lb. 2 85
Little Neck, 1lb. 1 00@1 25	Sunlight Flakes, 20 lbs 4 00
Little Neck, 2lb. @1 50	Vigor, 36 pkgs.2 75
Clam Bouillon	Voigt Cream Flakes4 50
Burnham's 1/2 pt.1 90	Zest, 20 2lb.4 10
Burnham's pts3 60	Zest, 36 small pkgs.2 75
Burnham's qts7 20	Crescent Flakes
Cherries	One case2 50
Red Standards@1 40	Five cases2 40
White@1 40	One case free with ten cases.
Corn	One-half case free with 5 1/2 cases.
Fair80@85	One-fourth case free with 2 1/2 cases.
Good1 00@1 10	Freight allowed.
Pancy1 45	Rolls Oats
French Peas	Rolls Oats, bbls.6 50
Sur Extra Fine22	Steel Cut, 100 lb. sks. 3 35
Extra Fine19	Monarch, bbl.6 25
Fine15	Monarch, 90 lb. sacks 3 00
Moyen11	Quaker, 18-21 67 1/2
Gooseberries	Quaker, 20-54 65
Standard1 75	Cracked Wheat
Hominy	Bulk3 1/4
Standard85	24 2 lb. packages2 50
Lobster	CATSUP
1/4 lb.2 25	Columbia, 25 pts.4 15
1 lb.4 25	Snider's pints2 25
Picnic Tails2 75	Snider's 1/2 pints1 35
Mackerel	CHEESE
Mustard, 1lb.1 80	Acme@14
Mustard, 2lb.2 80	Elsie@15
Soused, 1 1/2 lb.1 80	Gem@
Soused, 2lb.2 75	Jersey@14 1/2
Tomato, 1lb.1 50	Riverside@
Tomato, 2lb.2 80	Springdale@14 1/2
Mushrooms	Warner's@14 1/2
Hotels@ 24	Brick@16
Buttons@ 28	Laiden@15
Oysters	Limburger@19
Cove, 1lb.90@1 00	
Cove, 2lb.@1 85	
Cove, 1lb. Oval.@1 20	

3	4	5
Pineapple40 @60	Fluted Coconut Bar 10	FARINACEOUS GOODS
Sap Sago@22	Fruit Tarts12	Beans
Swiss, domestic@16	Ginger Gems8	Dried Lima6 1/2
Swiss, imported@20	Graham Crackers8	Med. Hd. Pk'd2 45
CHEWING GUM	Ginger Nuts10	Brown Holland2 45
American Flag Spruce 55	Ginger Snaps, N. B. C. 7	Farina
Boeman's Pepsin55	Hippodrome Bar10	24 1 lb. packages1 50
Adams Pepsin45	Honey Cake, N. B. C. 12	Bulk, per 100 lbs.3 50
Best Pepsin, 5 boxes. 2 00	Honey Fingers, As. Ice 12	Hominy
Black Jack55	Honey Jumbles12	Flake, 50lb. sack1 00
Largest Gum Made55	Household Cookies8	Pearl, 200lb. sack4 00
Sen Sen55	Household Cookies Iced 8	Pearl, 100lb. sack2 00
Sen Sen Breath Perf 1 00	Iced Honey Crumpets 8	Maccaroni and Vermicelli
Long Tom65	Imperial8	Domestic, 10lb. box60
Yucatan55	Iced Honey Flake12 1/2	Imported, 25lb. box2 50
Hop to it65	Iced Honey Jumbles12	Pearl Barley
Spearmint55	Island Picnic11	Common3 65
CHICORY	Jersey Lunch11	Chester3 75
Bulk5	Kream Klips20	Empire4 40
Red5	Lem Yem11	Peas
Eagle5	Lemon Gems11	Green, Wisconsin, bu.2 50
Frank's5	Lemon Biscuit, Square 8	Green, Scotch, bu.2 65
Schener's5	Lemon Wafer16	Split, lb.94
CHOCOLATE	Lemon Cookie8	Sago
Walter Baker & Co.'s	Mary Ann8	East India5 1/2
German Sweet26	Marshmallow Walnuts 16	German, sack7
Premium31	Mariner11	German, broken pkg.7
Caracas31	Molasses Cakes11	Taploca
Walter M. Lowney Co	Mohican11	Flake, 110 lb. sacks6 1/2
Premium, 1/4 s36	Mixed Picnic11 1/2	Pearl, 130 lb. sacks5 1/2
Premium, 1/2 s36	Nabob Jumble14	Pearl, 24 lb. pkgs.7 1/2
COCOA	Nic Nacs8	FLAVORING EXTRACTS
Baker's35	Oatmeal Crackers8	Foots & Jenks
Cleveland41	Orange Gems8	Coleman Brand
Colonial, 1/4 s45	Oval Sugar Cakes8	Lemon
Colonial, 1/2 s42	Penny Cakes, Assorted 8	No. 2 Terpeness75
Huyler45	Pretzels, Hand Md. 8	No. 3 Terpeness1 75
Lowney, 1/4 s40	Pretzeltes, Hand Md. 8	No. 8 Terpeness3 00
Lowney, 1/2 s38	Pretzeltes, Mac. Md. 7 1/2	Vanilla
Lowney, 1s40	Raisin Cookies8	No. 2 High Class1 20
Van Houten, 1/4 s12	Reverse, Assorted14	No. 4 High Class2 00
Van Houten, 1/2 s20	Rube8	No. 8 High Class4 00
Van Houten, 1s20	Scalloped Gems10	Jaxon Brand
Webb35	Scotch Cookies10	Vanilla
Wilbur, 1/4 s39	Snow Creams16	2 oz. Full Measure2 10
Wilbur, 1/2 s40	Spiced honey nuts12	4 oz. Full Measure4 00
COCOANUT	Sugar Fingers12	8 oz. Full Measure3 00
Dunham's 1/4 s & 1/2 s 26 1/2	Sugar Gems08	Lemon
Dunham's 1/4 s27	Sultana Fruit Biscuit 16	No. 2 Full Measure1 25
Dunham's 1/2 s28	Spiced Gingers9	4 oz. Full Measure2 40
Bulk12	Spiced Gingers Iced 10	8 oz. Full Measure4 50
COCOA SHELLS	Sugar Cakes8	Jennings D. C. Brand
20lb. bags4	Sugar Squares, large or 8	Terpeness Ext. Lemon
Less quantity4	small8	Doz.
Pound packages4	Superba8	No. 2 Panel75
COFFEE	Sponge Lady Fingers 25	No. 4 Panel1 50
Rio	Sugar Crimp8	No. 6 Panel2 00
Common10@13 1/2	Sylvan cookie12	Toper Panel1 50
Fair14 1/2	Vanilla Wafers16	2 oz. Full Meas.1 25
Choice15 1/2	Waverly8	4 oz. Full Meas.2 00
Fancy20	Zanzibar9	Jennings D. C. Brand
Santos	In-er Seal Goods	Extract Vanilla
Common12@13 1/2	Albert Biscuit1 00	Doz.
Fair14 1/2	Animals1 00	No. 2 Panel1 25
Choice15 1/2	Butter Thin Biscuit. 1 00	No. 4 Panel2 00
Fancy16 1/2	Butter Wafers1 00	No. 6 Panel3 50
Peaberry19	Cheese Sandwich1 00	Taper Panel2 00
Maracaibo	Cocoaanut Dainties 1 00	1 oz. Full Meas.90
Fair16	Faust Oyster1 00	2 oz. Full Meas.1 80
Choice19	Fig Newton1 00	4 oz. Full Meas.3 50
Mexican	Five O'clock Tea1 00	No. 2 Assorted Flavors 1 00
Fair16 1/2	Frotana1 00	GRAIN BAGS
Fancy19	Ginger Snaps, N. B. C. 1 00	Amoskeag, 100 in bale 19
Guatemala	Graham Crackers1 00	Amoskeag, less than bl 19 1/2
Choice15	Lemon Snap50	GRAIN AND FLOUR
Java	Oatmeal Crackers1 00	Wheat
African12	Oysterettes50	New No. 1 White90
Fancy African17	Old Time Sugar Cook. 1 00	New No. 2 Red90
O. G.25	Pretzeltes, Hd Md.1 00	Winter Wheat Flour
P. G.31	Royal Toast1 00	Local Brands
Mocha	Saltine1 00	Patents5 26
Arabian21	Saratoga Flakes1 50	Second Patents5 00
Package	Social Tea Biscuit. 1 00	Straight4 70
New York Basis	Soda, N. B. C.1 00	Second Straight4 50
Arbuckle16 00	Soda, Select1 00	Clear4 00
Dilworth14 75	Sultana Fruit Biscuit 1 50	Subject to usual cash discount.
Jersey15 00	Uneeda Biscuit1 00	Flour in barrels, 25c per barrel additional.
Lion14 50	Uneeda Jinjer Wayfer 1 00	Worden Grocer Co.'s Brand
McLaughlin's XXXX	Uneeda Milk Biscuit. 1 00	Quaker, paper4 60
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	Vanilla Wafers1 00	Quaker, cloth4 86
Extract	Water Thin1 00	Wykes & Co.
Holland, 1/2 gro boxes 95	Zu Zu Ginger Snaps 1 00	Eclipse4 70
Felix, 1/2 gross1 15	Zwieback1 00	Kansas Hard Wheat Flour
Hummel's foil, 1/2 gro. 85	Holland Rusk	Fanchon, 1/4 s cloth5 60
Hummel's tin, 1/2 gro. 1 43	36 packages2 90	Judson Grocer Co.
CRACKERS	40 packages3 20	Grand Rapids Grain & Milling Co. Brands.
National Biscuit Company	60 packages4 75	Wizard, assorted4 30
Brand	CREAM TARTAR	Graham4 25
Butter	Barrels or drums29	Buckwheat5 75
Seymour, Round6	Boxes30	Rye4 75
N. B. C. Square6	Square cans32	Spring Wheat Flour
Soda	Fancy caddies35	Roy Baker's Brand
N. B. C. Soda6	DRIED FRUITS	Golden Horn, family. 5 45
Select Soda8	Apples	Golden Horn, baker's. 5 35
Saratoga Flakes13	Sundried9 @10 1/2	Duluth Imperial5 45
Zephyrette13	Evaporated9 @10 1/2	Judson Grocer Co.'s Brand
Oyster	California20@24	Ceresota, 1/4 s6 00
N. B. C. Round6	California Prunes	Ceresota, 1/2 s5 90
Gem06	100-125 25lb. boxes. @ 5 1/2	Ceresota, 3/4 s5 80
Faust, Shell7 1/2	90-100 25lb. boxes. @ 6	Lemon & Wheeler's Brand
Sweet Goods	70-80 25lb. boxes. @ 6 1/2	Wingold, 1/4 s5 75
Boxes and cans	60-70 25lb. boxes. @ 7 1/2	Wingold, 1/2 s5 65
Animals10	40-50 25lb. boxes. @ 8	Wingold, 3/4 s5 55
Atlantic, Assorted10	30-40 25lb. boxes. @ 9	Pillsbury's Brand
Brittle11	Citron@20	Best, 1/4 s cloth6 20
Cartwheels8	Currents	Best, 1/2 s cloth6 10
Cassia cookie9	Imp'd 1 lb. pkg. 8 1/2 @ 9	Best, 3/4 s cloth6 00
Current Fruit Biscuit 10	Imported bulk. 8 1/4 @ 8 1/2	Best, 1/2 s paper6 00
Cracknels16	Peel	Best, 3/4 s paper6 00
Coffee Cake pl. or Iced 10	Lemon American15	Best, wood6 20
Cocoanut Taffy Bar.12	Orange American14	Worden Grocer Co.'s Brand
Cocoanut Bar10	raisins	Laurel, 1/4 s cloth5 80
Cocoanut Drops12	London Layers, 3 cr	Laurel, 1/2 s cloth5 70
Cocoanut Honey Cake 12	London Layers, 4 cr	Laurel, 3/4 s & 1/2 s paper 5 60
Cocoanut Hon. Fingers 12	Cluster, 5 crown2 25	Laurel, 1/2 s cloth5 60
Cocoanut Macaroons18	Loose Muscatels, 2 c	Wykes & Co.
Dandelion10	Loose Muscatels, 3 cr. 7	Sleepy Eye, 1/4 s cloth. 5 70
Dixie Sugar Cookie.9	Loose Muscatels, 4 cr. 8	Sleepy Eye, 1/2 s cloth. 5 70
Frosted Cream8	L. M. Seeded 1lb. 8 1/2 @ 9 1/2	Sleepy Eye, 3/4 s cloth. 5 60
Frosted Honey Cake 12	Sultanas, package ..	Sleepy Eye, 1/2 s paper. 5 60

6	7	8	9	10	11
Meal Bolted 3 60 Golden Granulated 3 70 St. Car Feed screened 27 00 No. 1 Corn and Oats 27 00 Corn, cracked 25 50 Corn Meal, coarse 25 50 Winter Wheat Bran 27 00 Cow Feed 27 50 Middlings 28 00 Buffalo Gluten Feed 30 00 Dairy Feeds Wykes & Co. O P Linseed Meal 31 60 Cottonseed Meal 28 50 Gluten Feed 29 00 Malt Sprouts 25 00 Brewers Grains 28 00 Molasses Feed 24 00 Hammond Dairy Feed 24 00 Oats Michigan carlots 56 Less than carlots 57 Corn Carlots 70 Less than carlots 71 Hay No. 1 timothy carlots 13 00 No. 1 timothy ton lots 14 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 20 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail. 90 30 lb. pails, per pail. 90 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 7 75 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 50 Liebig's Imported, 4 oz. 5 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/2 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 4 Bulk, 2 gal. kegs 1 10 @ 1 3 Bulk, 5 gal. kegs 1 00 @ 1 1 Manzanilla, 3 oz. 7 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 8 50 Half bbls., 600 count 4 75 Small Half bbls., 1,200 count 5 7 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist. 2 25 POTASH 48 cans in case Babbitt's 4 00 PROVISIONS Barreled Pork Mess 13 75 Clear Back 16 00 Short Cut 14 75 Short Cut Clear 15 50 Bean 13 75 Brisket, Clear 15 75 Pig 17 50 Clear Family 14 00 Dry Salt Meats S. P. Bellies 10 1/2 Bellies 9 Extra Shorts 9 1/4 Smoked Meats Hams, 12 lb. average. 11 1/2 Hams, 14 lb. average. 11 1/2 Hams, 16 lb. average. 11 1/2 Hams, 18 lb. average. 11 1/2 Skinned Hams 11 Ham, dried beef sets. 15 California Hams 8 Picnic Boiled Hams. 13 1/2 Boiled Ham 13 Berlin Ham, pressed 9 Mince Ham 9 Bacon 12 1/4 Lard Compound 7 1/4 Pure in tierce 9 1/2 80 lb. tubs advance 1/4 60 lb. tubs advance 1/4 50 lb. tubs advance 1/4 20 lb. pails advance 1/4 10 lb. pails advance 1/4 5 lb. pails advance 1/4 1 lb. pails advance 1/4	Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 25 3/4 bbls., 40 lbs. 1 80 1/2 bbls. 3 80 1 bbl. 9 00 Tripe Kits, 15 lbs. 70 1/2 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef middles, set. 40 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 45 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 45 Potted ham, 1/2 s 45 Potted ham, 1/4 s 85 Deviled ham, 1/2 s 45 Deviled ham, 1/4 s 35 Potted tongue, 1/2 s 45 Potted tongue, 1/4 s 85 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 1/2 s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lb. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock @ 4 White Hp, bbls. 7 50 @ 9 00 White Hp, 1/2 bbls. 4 00 @ 5 00 White Hoop mchs. 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 1 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lb. 9 75 3 50 50 lb. 5 25 1 90 10 lb. 1 12 55 8 lb. 92 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6 SHOE BLACKING Handy Box, large, 3 dz 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 95	SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars. 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars 2 90 Marseilles, 100 cakes 5 80 Marseilles, 100 cakes 5 80 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Pine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/4 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 12 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 55 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 15 Pepper, Singapore, blk. 15 Pepper, Singp. white. 15 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochinchina 15 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 18 Pepper, Cayenne 20 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lbs. 5 Muzzy, 40 lbs. 4 1/4 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 lbs. 6 1/4 Silver Gloss, 12 lbs. 8 1/4 Muzzy 48 lb packages 4 1/4 16 lb. packages 4 1/4 12 lb. packages 5 1/4 50 lb. boxes 3 1/4 SYRUPS Corn Barrels 29 Half Barrels 31 20 lb. cans 1/2 dz. in cs. 2 00 10 lb. cans 1/2 dz. in cs. 2 00 5 lb. cans 1/2 dz. in cs. 2 10 2 1/2 lb. cans 2 dz. in cs. 2 10 Pure Cane Fair 16 Good 20 Choice 25 TEA Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31	Basket-fired, choice .38 Basket-fired, fancy .43 Nibs 22 @ 24 Siftings 11 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5 lb. pails. 55 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kyo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5 lb. 27 I X L, 16 oz. pails. 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 40 Kiln Dried 33 Duke's Mixture 21 Duke's Cameo 40 Myrtle Navy 43 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1 lb. pails. 38 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1 lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 35 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 WINE Cotton, 3 ply 26 Cotton, 4 ply 26 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N. 24 Wool, 1 lb. balls 10 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 00 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2 lb. size, 24 in case. 72 3 lb. size, 16 in case. 68 5 lb. size, 12 in case. 63 10 lb. size, 6 in case. 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal. each 2 40 Barrel, 10 gal. each 2 50 Barrel, 15 gal. each 2 50 Clothes Pins Round head, 5 gross bx 55 Round head, cartons. 70 Egg Crates and Fillers. Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring. 35 No. 1 common 80 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 25 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 9 25 18-in. Cable, No. 2 8 25 16-in. Cable, No. 3 7 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 Lewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 60 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 13 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila 4 Cream Manila 2 Butcher's Manila 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Whitefish, Jumbo 18 Whitefish, No. 1 14 Trout 12 1/2 Halibut 12 Ciscos or Herring 8 Bluefish 17 Live Lobster 35 Boiled Lobster 35 Cod 11 Haddock 8 Pickerel 12 1/2 Pike 8 Perch, dressed 9 Smoked, White 13 1/2 Red Snapper 11 1/2 Chinook Salmon 14 Mackerel 8 Finnan Haddie 15 Shad 15 Shad Roe, each 40 Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 5 Green No. 2 4 Cured No. 1 6 1/2 Cured No. 2 5 1/2 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured No. 2 9 1/2 Pelts Old Wood @ 20 Lambs 20 @ 40 Shearlings 10 @ 30 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 18 Unwashed, fine @ 14	CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Cases Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case. 8 1/2 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 10 Cut Loaf 8 1/2 Leader 9 Kindergarten 8 1/2 Bon Ton Cream 10 1/2 French Cream 9 Star 9 1/2 Hand Made Cream 11 Premio Cream mixed 17 Paris Green Bon Bons 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 13 Fudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate 13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy-In 5 lb. Boxes Old Fashioned Molasses Kisses, 10 lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore-mound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Cryst. 60 A. A. Licorice Drops 90 Lozenges, plain 60 Lozenges, printed 65 Imperial 60 Mottos 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Cr's 80 @ 90 Cream Wafers 65 String Rock 60 Wintergreen Berries 60 Old Time Assorted 2 70 Buster Brown Goodies 3 50 Up-to-date Assmt. 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer assortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 300s 1 85 Azulikit 100s 3 00 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 13 Cal. No. 1 13 Walnuts, soft shelled @ 18 Walnuts, Marbot 14 Table nuts, fancy 13 @ 16 Pecans, Med. 10 Pecans, ex. large 12 Pecans, Jumbos 13 Hickory Nuts per bu. Ohio new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves 45 Walnut Halves 32 @ 35 Filbert Meats 22 Alicante Almonds 42 Jordan Almonds 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 Roasted 7 1/2 @ 8 Choice, H. P. Jumbo 8 @ 8 1/2 Choice, H. P. Jumbo Roasted 9 @ 9 1/2	

Special Price Current

AXLE GREASE



Mica, tin boxes....75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 85
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



G. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. brand
Ben Hur

Perfection25
Perfection Extras25
Londres25
Londres Grand25
Standard25
Puritans25
Panatellas, Finas25
Panatellas, Bock25
Jockey Club25

COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60
85 1/4 lb. pkg. per case 2 60
85 1/4 lb. pkg. per case 2 60
18 1/4 lb. pkg. per case 2 60

FRESH MEATS

Beef

Carcass8 @11
Hindquarters10 @13
Loins11 @16
Rounds8 @ 9 1/2
Chucks8 @ 9 1/2
Plates5 @ 5
Livers6 @ 6

Pork

Loins@11 1/2
Dressed@ 7 1/2
Boston Butts@10
Shoulders@ 8 1/2
Leaf Lard@ 9 1/4
Trimnings@ 7

Mutton

Carcass@11
Lambs@15
Spring Lambs@15
Veal

Carcass6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, M & J, 1lb.
Excelsior, M & J, 2lb.
Tip Top, M & J, 1lb.
Royal Java
Royal Java and Mocha
Java and Mocha Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee, Cady & Smart, De-
troit; Symons Bros. & Co.,
Saginaw; Brown, Davis &
Warner, Jackson; God-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in.6
1 1/4 to 2 in.7
1 1/4 to 2 in.9
1 1/4 to 2 in.11
2 in.15
3 in.20

Cotton Lines

No. 1, 10 feet6
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large24

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz.1 80
Knox's Sparkling, doz. 1 20
Knox's Sparkling, gro.14 00
Nelson's1 50
Knox's Acidu'd. doz...1 20
Oxford75
Plymouth Rock1 80

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Thirty-five sizes
and styles on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

Michigan, Ohio And Indiana Merchants

have money to pay for
what they want. They
have customers with as
great a purchasing power
per capita as any other
state. Are you getting
all the business you want?
The Tradesman can "put
you next" to more pos-
sible buyers than any
other medium published.
The dealers of Michigan,
Ohio and Indiana

Have The Money

and they are willing to
spend it. If you want it,
put your advertisement
in the Tradesman and
tell your story. If it is a
good one and your goods
have merit, our sub-
scribers are ready to buy.
We can not sell your
goods, but we can intro-
duce you to our people,
then it is up to you. We
can help you. Use the
Tradesman, use it right,
and you can not fall
down on results. Give
us a chance.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—An up-to-date grocery and meat market in a lively town of 5,000. Annual sales over \$60,000. Stock will invoice about \$2,500. Have been in business 28 years and want to retire. Address J. W. B., 116 South Front St., Dowagiac, Mich. 671

Drug store in Freeport, Barry county, Mich., for sale, \$1,500 cash if sold before May 1st. Reason for selling, proprietary medicine demands our entire attention. If you mean business, address Peckham's Croup Remedy Co., Freeport, Mich. 668

For Sale—Cash, stock of hardware, tinware, queensware, harness, wagons, buggies and farm implements, invoicing about \$12,000. Good reasons for selling, good business, located in Missouri. Address W. M., care Michigan Tradesman, Grand Rapids, Mich. 667

For Sale—Grocery and meat market, \$1,000. Town of 1,200 inhabitants. Address W. O. Ephlin, c-o Musselman Grocer Co. 665

Wishing to retire from the hardware business, am offering my stock for sale. Stock is clean and up-to-date. Is located in the county seat of Southern Wisconsin within a rich farming and dairy country. Stock will invoice \$4,500. One other hardware and business enough for both. This is worthy of your consideration and can be bought reasonable. Charles Freligh, Elkhorn, Wis. 663

Farm For Sale—In Garfield County, the Banner County of Oklahoma. 240 acres, new 7 room house, new barn, 100 acres in cultivation, 5 springs, timber, fruit, good pasture, close to school and church. A model farm. N. F. Cheadle, Guthrie, Okla. 662

Bankrupt stock of Ben Oppenheim, men's furnishing goods, dry goods, boots and shoes and notions, inventorying \$12,500. Will be sold at public auction on May 1st, 1908 at 1:30 p. m. at Dowagiac, Mich. John Bilderback, Trustee. 669

Elevator equipped for grain and beans for sale at a bargain. Easy terms. Address No. 670, care Tradesman. 670

For Sale—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

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

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

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

Business Chance—Drug store; averaging \$19 cash business. Expenses light, exceptional opportunity. Lock 686, Lawrenceburg, Ind. 647

For Sale or Exchange—Two ¼ sections of land for clothing or general stock. F. J. Schwab, Churdan, Iowa. 628

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—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—\$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; undersigned 12 years in same building. A business sacrifice; closest investigation invited. A. C. Arthur, 1229 Second street, Louisville, Ky. 650

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 invoice about \$12,000. Address No. 626, care Michigan Tradesman. 626

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

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—One Dayton computing scale, almost new. Cheap. Judson Grocer Co., Grand Rapids, Mich. 617

For Sale—Clean well-assorted stock of hardware, about \$6,000. Located in a live up-to-date town of 2,800 in Central Michigan. Has good factories and best farming section in the state. Good reason for selling. Address M, care Tradesman. 580

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

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

HELP WANTED.

Wanted—Good all around dry goods man. Steady job for the right man. Address C. E. Mott, Vassar, Mich. 666

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.

Pharmacist, registered, wants position. Experienced. References. P. O. Box 405, Manton, Mich. 664

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.

THE TREND OF EMIGRATION.

For several years past more than a million foreigners sought our shores each year, bringing little with them but personal baggage. Each year also there was, some return movement of foreign element to their native countries, but the total number was very small by comparison with the inflow. Since the first of last October there has been a marked change in the relative positions of immigration and emigration. Owing to the industrial depression which accompanied the money panic the immigration of laborers decreased very materially, while on the other hand each transatlantic steamer which has left New York has departed with steerage crowded with home-going Italians, Austrians and Slavs. These people are leaving our shores because employment has become less plentiful and wages less attractive, but they all take away larger or smaller sums of money representing the savings from their earnings while here. This withdrawal of money has been very large in the aggregate and has not tended to improve an already unfavorable financial situation.

The bulk of the immigration of former years, when most of the people arriving came from the north of Europe, were homeseekers and came here intending to remain and become citizens. The bulk of the immigration in recent years, that from the south of Europe, is of a totally different type. The great majority of these people came here simply to earn what they consider a competence and then return to their native countries. They have little real understanding of our American institutions and are not easily assimilated with our population. These are the people that are now returning home in such large numbers, and were it not for the fact that they are taking away large sums of money to benefit other countries they could be cheerfully be spared, particularly as there is little reason to doubt that the same people, or others of their class, will return whenever there is a good labor market.

Then there is another class of emigrants leaving the country that we can not afford to lose. Since October it is estimated that about 40,000 sturdy Americans from the Western States have crossed over the border into Canada for the purpose of settling in the newer sections of that Dominion. These emigrants, unlike the people who have come to us from Southern Europe, and are now leaving, are all prosperous, and are surrendering well developed lands in this country to take possession of lands that promise even greater returns in Canada. These emigrants all take considerable sums of money with them, and as they are honest and desirable American citizens their departure is a real loss to the country and a corresponding gain to our neighbor, Canada.

Although this exodus to Canada is to be regretted there is no way of stopping it, nor would anyone desire to stop it, as the emigrants undoubtedly believe that in moving to Canada they are bettering their for-

tunes in helping to build up a new country. It was the pioneer predecessors of these same men that built up our great Western Empire, and these worthy successors will do as much for Canada. While patriotic Americans will regret the departure of so many good citizens, they will take some satisfaction and consolation in the fact that they will remain near neighbors and live in a country whose institutions are entirely similar to our own, and with which there has always existed the best of feeling.

RETURNING TO THE SWORD.

Prior to the war between Russia and Japan there was a general tendency in all armies to discard the bayonet as an offensive weapon. It was argued that modern high-powered arms would make it impossible for armies to ever again come to close enough quarters to engage in hand-to-hand conflict. It is true that the bayonet was not entirely discarded, but its length was materially shortened, and it was retained rather as an intrenching tool and knife than as a bayonet. Even our War Department became so convinced of the uselessness of the bayonet that it eliminated it altogether in the first issues of the new Springfield rifle, substituting for it a short rod with a sharpened end which could be extracted from the wooden casing of the weapon.

The results of the war in the Far East proved very quickly and conclusively that modern weapons have not materially changed the character of war except to increase the fire zone. Armies could no more be driven from an intrench position by long-distance fire than they could under the old regime. An assault was necessary, as it had always been, and in these modern assaults the bayonet played exactly the role it was always intended to play. As a result the various military establishments that discarded the bayonet, or were preparing to discard it, made haste to re-establish it as part of the equipment of the soldier. Where the bayonet had been shortened and turned into a mere intrenching tool it was promptly lengthened so as to offset the rather short length of the modern rifle.

Much the same mistake has been made in the case of the sword as in that of the bayonet. So convinced were the British military authorities that the sword of the officer was a useless burden that after the war in South Africa officers of foot troops were relieved of their swords and armed with a carbine which officers were expected to use in battle. Recently the British War office has directed that all the carbines be turned in, and that henceforth officers of foot troops will be armed with sword and revolver. The arming of officers with carbines was clearly a very foolish move. As a battalion of foot troops numbers 1,000 men, and as there are only twenty-four dismounted officers, it is evident that the officers would have something else to do in action besides firing their carbines as military sharpshooters.

There is no more reason why a good sword should not prove as serviceable to an officer as the bayonet is serviceable to the foot soldier. Mere parade swords are, of course, of little value, but such toys are being replaced everywhere by stout service swords. It having been established by the war in the Far East that assaults are as essential in modern warfare as ever they were in times past, the sword and the bayonet have been restored to favor as a matter of course. As officers are expected to lead their troops, it is obvious that they must be provided with suitable weapons, and revolver and sword are the proper weapons in the melee, whereas the carbine is worse than useless; in fact, it is an incumbrance and would in all probability be promptly thrown away.

Will Undertake To Refine Raw Sugar.

Bay City, April 21—The refining department of the West Bay City Sugar Co.'s plant will be started up in a short time, operating on raw sugar which has been imported from Europe. It is understood that the run is an experimental one, for the purpose of determining absolutely whether European raw sugar can be imported and refined by beet sugar factories in this country at a profit.

So far as is known, the Bay City company is the first beet sugar manufacturing concern in the United States to make an actual test of this proposition, although others, including at least one other local factory, have given the matter considerable attention and have, at various times, made estimates of the cost of such work. The beet sugar factory at Wallaceburg, Ont., however, has been run several months on imported raw sugar, the lower tariff rates of Canada making it possible for that plant to run on such material at a profit, it is said.

One feature of beet sugar production in Europe that differs from that in the United States is the fact that scores of European factories manufacture only the raw sugar, it being the exception for a sugar factory to refine its output. In this country, on the other hand, each beet sugar factory has its own refining plant, refines its own entire output, and when the season's campaign is over the expensive refining machinery is idle for the remainder of the year.

But large quantities of European beet sugar in the raw state are imported by the big factories of the East, where this sugar is refined in competition with cane sugar from the West Indies, and it is said that the question of freight rates on raw sugar from the sea coast is the main proposition which will determine whether it can be brought to the interior of the country and refined. If this work can be done profitably it means, undoubtedly, that many of the sugar factories in the State will be in a position to keep their refining departments in operation the year around.

You can do little for men when you think of them as "the masses."

Northern Michigan Wholesale Grocers Meet.

Traverse City, April 21—The monthly meeting of the State Association of Wholesale Grocers, comprising the Northern Michigan zone, was held in this city last Wednesday in the general offices of the Hannah & Lay Mercantile Co. All of the wholesale houses in this region were well represented by delegates. It was for the purpose of exchanging views upon the market situation and the existing conditions in this locality among the trade and a great many matters of importance were considered which was to the mutual benefit of all present.

Those present were Charles Peterson, representing Buckley & Douglas of Manistee; Mr. Lott, representing Larson & Co., Manistee; C. S. Brooks, representing the Cadillac branch of the National Grocery Co.; Howard Musselman and Adrian Oole, representing the Traverse City branch of the National Grocery Co.; W. A. Dean, representing the Hannah & Lay Mercantile Co., and G. S. Danser, representing the Petoskey Grocery Co.

A full meeting of the Association will be held in Grand Rapids May 15. This will take in Detroit, Saginaw, and in fact the entire lower portion of Michigan.

Saginaw—The bread department of the Schust Baking Co. will be taken over by a new firm composed of Urban Schwartz and Carl Loux, foreman and assistant foreman, respectively, of the Schust Baking Co., Mr. Anthony Westfall, foreman of the Heid Bakery, this city, and John Apple, foreman of the Sticken Baking Co., St. Louis, Mo. This change has been contemplated for some time owing to the great strides taken in the cracker and cookie business. It is a matter of interest to know that when this department was started three years ago only one salesman was needed to care for the trade, but business has shown such a steady increase that at the present time their sales force consists of six traveling salesmen, covering a territory of fifty counties in Michigan and selling twelve hundred customers. It was therefore considered advisable to sell the bread business. The new organization will be known as the Schust Bread Co.

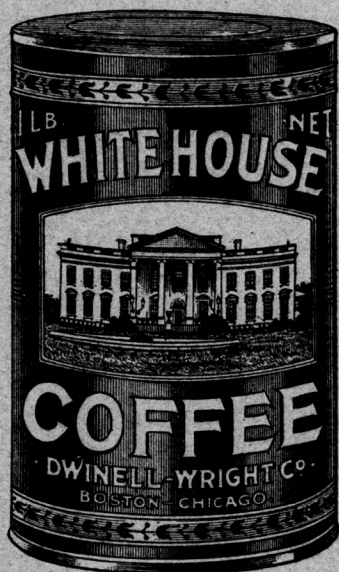
Menominee—The demand for posts is unusually good with prices fair. Short telephone poles are moving to some extent, but not as rapidly as was expected. The railroads are slow in placing orders, while little construction work is contemplated by the telephone companies. Fewer shingles are on the market than at any time during the last ten years.

Menominee—The Richardson Shoe Co. has increased its capital stock from \$90,000 to \$150,000 by the issuing of \$60,000 in preferred stock which will bear 6 per cent. interest. The officers elected at the annual meeting are as follows: President, Leo C. Harmon; Vice-President, John Henes; Treasurer, C. I. Cook; Secretary, W. S. Carpenter.

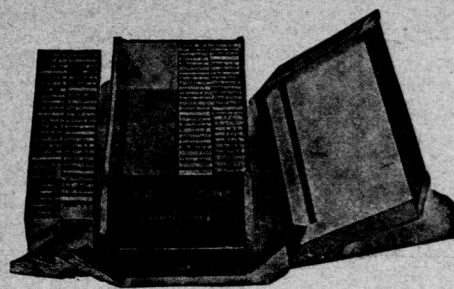
Judson Gro. Co.

Grand Rapids

and



Are a Mighty Good "Pair to Draw to"



**Posting
Accounts
To Ledger
A Useless
Waste
Of Time**

Are you compelled to spend considerable time, either during working hours or afterwards, **Posting Accounts**?

Are you worried more or less for fear of missing certain items when settling with a customer?

Have customers ever offered to pay their accounts when you were obliged to refuse the same until you could get their statements fully completed to date?

The need of the times is a credit system that is **SHORT, SAFE and ACCURATE.**

We have this in the **NEW FIRE-PROOF KEITH BOOK SYSTEM.** It does your book-keeping with **One Writing.**

Your accounts are always **Posted Up-to-the-minute.**

Your record and your customer's record **cannot be at variance**; on account of the slips being numbered in duplicate from 1 to 50.

It reduces your **Bad Accounts** to a minimum, promotes prompt remittances and establishes a healthy relationship between you and your customers.

Write to-day 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.

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.

Quality and Price



The
Angldile

Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angldile and the price is of interest to every one who uses a Scale. For the first time you can buy an honest Scale at an honest price.

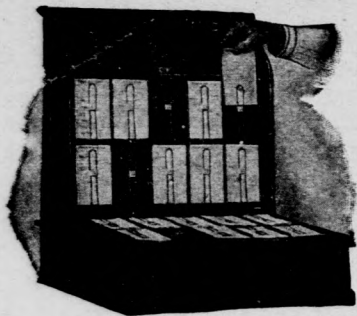
Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

Let us convince you.

Angldile Computing Scale Company

Elkhart, Indiana



You Can't Forget Your Clerks Can't Forget

Did you ever tell your clerks NOT TO TRUST John Doe for any more goods, and then have John come in some day and get another lot on credit?

Billie or Jimmie or George had forgotten what you had told them.

With the McCASKEY ACCOUNT REGISTER there is NO FORGETTING.

If you don't want Smith and Jones to have any more credit, you simply set the AUTOMATIC INDICATOR. It does the rest.

If you want to put a limit on any customer's account, simply set the LIMIT INDICATOR. You don't need to WORRY. You don't need to tell the clerk's. THEY KNOW.

The McCASKEY REGISTER is a regular WATCH DOG over the credit end of YOUR BUSINESS. It's PROTECTION AGAINST LOSS. A 64-page Catalog FREE for the asking.

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.



We Are Forcing "FORCE"

ALL you have to do is to take a profit of $33\frac{1}{3}$ per cent. on the trade we send you. That's just as easy as it seems. Heavy advertising starts your customers using "FORCE" and its quality keeps them using it.

You have to "talk up" the other breakfast foods, wasting your time, worrying your head, tiring your customer. What's the use of that when you can sell "FORCE" without talking?



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.

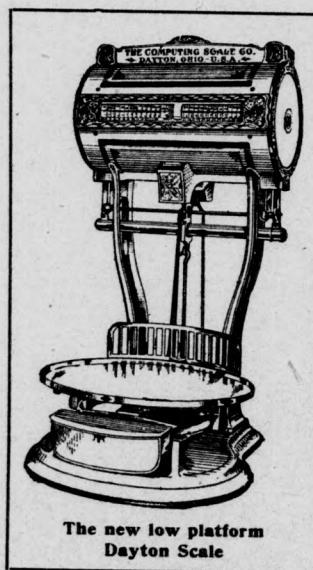
We make no claims or statements regarding

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