

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

\$2 PER YEAR

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, APRIL 29, 1908

Number 1284

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

Every Cake



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

The Fleischmann Co.,

of Michigan

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



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

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

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

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

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial 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

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Number 1284

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

The Capital Stock and Surplus, the
Resources and Deposits of

**The Kent County
Savings Bank**

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

3½ % paid on Savings Certificates
of Deposit

Banking by Mail

**GRAND RAPIDS
FIRE INSURANCE AGENCY**

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

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ORDER IS A FIRST LAW.

It is no fault of the niche in the corner, the cubby hole under the stairs or the little back room that they become catch-all repositories which soon become musty, dusty and repulsive.

And any cleanly, wholesome customer who leaves you and begins trading with a competitor is licensed, by his own sense of neatness and order, to make the change when he notes the shiftlessness necessary for the development of such evidences of neglect.

Therefore next time that you realize having lost a customer and are at a loss to account for the desertion, do not conclude that your competitor is cutting prices or is carrying a better stock than is in your store until you have inventoried your own establishment as to its cleanliness and general air of neatness.

There can be nothing gained by calling a customer over-nice, eccentric or a crank, any more than can you successfully place the blame on the back room, the space under the stairs or the corner. The sole fault is inevitably your own in not keeping those places neat and clean or seeing that your help does not neglect them. Don't kick a paper box cover under the counter out of sight or throw a bit of string or a fragment of wrapping paper behind the barrel, thinking that there your duty ends. It is just as essential that dust and debris should be regularly and carefully removed and disposed of permanently as it is that your store windows should be cleaned regularly.

The baker who exhibits pies and cakes in his window by the side of plates loaded with fly paper and dead flies is honest at least in his confession of ignorance of good business judgment, when compared with the merchant who is forever jamming unpleasant things here and there and

anywhere so long as they are, for the time being, out of sight.

It is attention to the little details that counts powerfully for the success of the retail merchant, and there are scores of such details known to every merchant and every clerk. It is the lack of such discipline which creates mute but most effective argument against such success. These eyesores never complain and the customers whom they annoy rarely complain.

Such customers merely put two and two together: If a merchant permits such disorder surreptitiously, so to speak; the natural inference is that he does not keep up his various lines of goods; that his goods become shelf worn, his butter and eggs unclean, his sugars, teas and coffees impure, and so they quietly begin trading elsewhere.

YOUR RIGHT TO SPEAK.

"Can you tell me why it is," said a successful retail merchant of long experience, "that the average retail merchant who understands his business thoroughly is all at sea when called upon to make an impromptu speech or even to read a prepared address?"

Being in a hurry and not much of a speech maker himself, the representative of the Tradesman evaded the question and offered no solution therefor.

There is an answer, however, and it is that retail merchants are not alone in the possession of the peculiarity specified. A majority of merchants, manufacturers, architects, civil engineers, railway officials, contractors and builders are not good speech makers. The reason is that they are not trained in that direction, as a rule. And there are reasons why they are not so trained which every man knows and appreciates for himself, whether they are good reasons or otherwise.

On the other hand, there are adequate and unqualifiedly good reasons why the average merchant should drill and equip himself until he can face a Common Council or a meeting of citizens and so far lose his self consciousness on the occasion as to be able to express his views clearly and as forcefully and entertainingly as may be.

Retail merchants are brought more intimately in relation with city officials and public matters in a city or village than any other class by virtue of their interest in conditions of streets, pavements, sewers and all kinds of public improvements and utilities. Store fronts, signs, electric and gas lights, and a dozen and one other matters administered by city or village officers are each a factor in a merchant's business and his

right, both as merchant and taxpayer; and for these reasons the merchant who can talk gracefully and intelligently when before an audience has a decided advantage over the merchant who, because of painful embarrassment, otherwise termed self consciousness, loses every idea when he gets up to speak. His wits go wool gathering.

It is money in any merchant's pocket to be able to make a plain, acceptable speech, and it is an ability any merchant can acquire by a little study and practice. The chief trouble is to overcome diffidence, which is done by substituting manly confidence for the silly self conceit and vanity which generates a helpless fear. To make an effective speech you must know a topic thoroughly. Knowing this, know also that you have a right to express yourself when called upon, and the rest will come easy.

William Allen White, of the Emporia Gazette, a prominent newspaper man in the West, in a recent address before the Chicago Press Club, in speaking of the modern newspaper and its editor, said: "There are three things which no man can do to the satisfaction of other men—make love, poke the fire and run a paper. No matter if a man has no more sense than an oyster and does not know how many toes he has, he always knows how to run the paper better than the editor. And, what is more, he tells all about it in the street car. But, despite all this valuable advice that is wasted, the editors still go on making blunders—and money. The old fashioned editor who had to be all things to all men is passing away. The time has come when a man who runs a paper is his own master."

Prof. Poe, of Norfolk, Va., has invented what he calls an "artificial respiration machine," with which he claims he can restore the dead to life. Several eminent New York physicians, who attended a demonstration in Washington, certify that the machine is a success. Animals declared dead by the surgeons were revived in a few moments and scampered out of the operating room as well as ever. The medical men say it will work as well on human beings as on animals, and will be especially valuable in cases of suspended animation caused by drowning, by gas asphyxiation in mines and by coma resultant upon typhoid fever and other diseases. Prof. Poe is now manufacturing several respirators, which will be tested in the leading hospitals of the country.

Most men with swelled heads wear awful small hats.

THE PINE TREE.

Legend Founded on Both Fact and Imagination.*

In the fall of 1600 there was standing on a hill, less than twenty-five miles from where we now are, a splendid grove of white pine trees. Their bodies were smooth and tall and from their lofty tops there was a wide outlook. At the foot of the hill ran a river swift and clear, unvexed by saw logs. The Indians, from time to time, laboriously pulled their canoes up stream or floated swiftly down; sometimes camped upon its banks and fished, for suckers ran up the river in spring then as now. For many miles up and down the valley was an unbroken forest; cedar and balsam in swamps, pine and hemlock mixed with maple and beech on the hills. The dark foliage of the evergreen mingled with the bright scarlet and yellow of the hardwoods made a picture in the eye of the lover of forests seldom equalled if ever excelled. When the wind blew strong from the southwest the sullen roar told of the Great Lake not far away.

One day, late in September, a little red squirrel felt hungry and, having a faint recollection, running back to a long year ago, that out of the tops of these pine trees there came something good to eat, concluded to investigate. It was a long climb of ninety feet to the first limb, where he could rest, and thirty feet higher when he discovered what he sought, which looked like small green bananas, but were in reality green pine cones. They were too heavy to be handled at so perilous a height, so he quickly cut the stems with his sharp teeth and the cones went tumbling and whirling to the ground. He dropped a whole dozen in this way. Then, thinking of his neighbors who might be helping themselves to his spoils, he scampered down, picked up a cone, jumped upon a fallen log half hidden in the ground and eagerly tore the cone apart. Yes, there they were, plump seeds about as large as those of an apple. They were very good and the squirrel greatly enjoyed his hard-earned dinner. When one cone was rifled he sought another and took it to the same point of vantage.

At last the little fellow began to feel as though enough was as good as a feast and, as he opened the scales of a cone, one of the plump seeds fell out, struck on the log and, rolling off, lodged among the pine needles on the ground. The little squirrel thought it hardly worth looking for and soon after crawled up a scraggy oak into a hole and went to sleep in his soft nest. It was not long before the rain fell and beat the seed farther down among the pine needles. The white pine seed was planted. Who did it?

Soon the snow fell and covered the wide surface with a thick coat. Then the winter winds blew strong, the lake roared and the pine tops whispered hoarse in the rude blasts. But

when the warm sunshine and rain had melted the snow and warmed the ground our little seed came to life and sent up a little shoot and down tiny roots to take a firm hold upon the ground and a pine tree was born, to be known hereafter as our tree.

It reached a height of only six inches the first summer and was buried deep by the snows of the following winter; but each year it gained in height and when it was seven years old held its head above the deepest snows of winter.

At this time there arrived a ship from distant lands with a company of adventurers. It was the first settlement at Jamestown. Our tree continued to grow. When it was twenty years old the Mayflower landed the Pilgrims on Plymouth Rock; but it was not until the tree was fifty-five years old that the first white man sailed his boat to the west end of Lake Erie and pushed up the river to where Detroit now stands. But he was not a settler, only a forerunner of those hardy trappers and traders who made their way up the Great Lakes and brought the Indians their first tomahawks and knives of steel, who gave blankets for bear skins and guns and powder and bullets for beaver and mink furs.

Wild animals were abundant in those days. The stately buck and timid deer with spotted fawns often trailed beneath our tree. Once when snow was deep an Indian on snowshoes pursued a buck and overtook and killed it with a club within a short distance of our tree. One spring a mother bear, lank and mangy, followed by two black sleek whining cubs, passed by, the old one poking aside the leaves in search of last year's acorns and cuffing to pieces old rotten logs, looking for grubs—anything to appease her ravenous hunger and teach the cubs to provide for themselves. Later in the summer they would fare better on berries and when the beechnuts strewed thick the ground in the fall would get fat as pigs. The beaver built his dams on the small streams in the swamps, the mink along the river for clams and the otter dove for fish, his principal diet. In the fall the wild geese honked south and in the spring honked north again, and every other year myriads of wild pigeons appeared at a nesting place a mile to the west, their nests and squabs often so loading down the trees that many were broken down.

During all this time our tree grew and flourished and when 100 years old was fully two feet in diameter at the ground, tall and smooth and fast aspiring to the height of its older companions.

The following year the first white man, under Cadillac, took possession of the site of the present city of Detroit. At this time our tree frequently produced cones and seeds. Some years they were so abundant that the red squirrels could not devour them all. Sometimes the cones clung to the trees and opened wide their scales, dropping seeds. Sometimes they were wrenched from the trees and blown over the ground, scattering seeds far and wide. So it

is fair to presume that many of the young trees which sprang up in that vicinity from time to time were the direct descendants of our tree.

In 1763, an Indian runner, gaunt but sinewy, with face streaked with war-paint, passed through the land and at every council fire urged the Red Men to rally to the support of the great chief Pontiac, who was about to attempt the extermination of the white man from our beautiful peninsula. Soon after the Pontiac war was over the Indians told of a good white man who, with the aid of the Indians, was exploring the Great Lakes and had camped for some time on the beach at the mouth of the Manistee River and told of the white man's God and preached peace, kindness and love. It was Pere Marquette. Then in 1776 came rumors of the white men fighting among themselves; the men of America were attempting to free themselves from the rule of the kings of the Old World. Again in 1812 ships that seemed great in those days fought desperately on the waters of Lake Erie, and sometimes when there was a faint boom from the north the Indians would say, "Big guns at Fort Mackinac!"

But all these wars and rumors of war did not disturb our tree. It grew and flourished and at this time was over three feet in diameter and tall and graceful as the best in the grove. But the time was soon coming when it would have to fight a battle of its own, probably the most severe trial of its life and a struggle for existence. It was in the summer of 1833, at the close of a sultry day, that a black cloud arose over the Lakes and advanced rapidly, taking the form of a funnel. It was a tornado, and swept over the land with an almost irresistible force. But little timber was left standing that had stood in the direct course of its advance, while that standing to the right and left was severely tried by the whirling, twisting wind. Large pines that stood in the midst of other timber with their tops from thirty to forty feet above the other trees usually lost their tops, and the broken top pines were well known to lumbermen. A few specimens of these trees are still to be seen. Our tree, standing on the edge of the path of the storm, was cruelly wrenched and twisted, but the group stood together and gave their mutual aid and protection and when the storm was past were standing; but the ground was strewn with limbs and many an ancient monarch lay prone upon the ground, among them the original tree from which the seed was obtained by the little squirrel from which our tree grew.

A few years after this, in 1839, the first United States surveyors passed through. They came along the river flat and up the hill, passing about 200 feet west of our tree, and were the first white men to see and be seen by it. The first man carried a stout staff, which he stuck in the ground. Then he placed a round bright instrument on top of it and, after looking across the same, pulled up and went forward. He was followed by two men measuring the dis-

tance with a chain, and then came two men with axes who chipped off the bark and in the white wood of the trees they were marking the line. A short distance from our tree they stopped—the mile was out—drove a stout stick in the ground, then hewed broad faces off four trees standing around the post, on which the surveyor marked with a scribe certain figures and letters. The face to be seen from our tree had marked on it S 26, T 22, N. R. 14 W., which, being interpreted, means: Section 26, town 22, north of range 14 west, Michigan. A smaller face was made on each tree near the ground and marked B-T-, which means witness bearing tree. Having completed this work and made notes, they went east. In a few hours they returned, also making a line, and then continued north. A few days afterwards the same men came to the same place from the west and returned the way they came, marking a line completing the survey. The U. S. Government had subdivided the land into sections one mile square for the purpose of selling or giving the land to private parties, together with all the timber standing thereon, and the location of our tree became definitely known. At first it was in the wild unknown, then in the Northwest Territory, then in the Territory of Michigan and finally the State of Michigan, county of Manistee, town of Browntown. No immediate results followed the survey. The wounds in the trees exuded pitch and after a while healed over and became simply scars in the bark; but the broad faces made to mark corners seldom healed over when made on pine trees. In 1841, rumors reached our tree that white men had actually appeared at the mouth of the river to make settlement and engage in lumbering; that they had brought machinery and were erecting a mill to cut the pine trees into boards which could be shipped and sold and used in building houses. Looking from the vantage point of our tree up and down the valley, with its untold millions of pine trees, it did not seem possible that such operations would well nigh exterminate the same. It was not until as late as 1865 to 1867, after the great civil war had been fought and settled, that white men began to be troublesome. About this time a man was seen with small ax and pocket compass tracing up the old section line. He found the section corner, made a few fresh blazes, then passed back and forth through the pine timber. He was a timber cruiser. The next year he returned with another man, to whom he showed the fine pine trees, including our tree, and told him they all belonged to him. This was the first that our tree knew that it had an owner and that it had been sold to private parties. From time to time this man or others appeared and, when camps had been built to the west, was heard to warn the foreman not to cut over the line. So it seemed to our tree that it was a good thing to have an owner and protector. As the timber was cut away fierce fires raged and de-

*Paper read before Boys' Club of Manistee by John J. Hubbell, Chief Engineer Manistee & Northeastern Railroad.

stroyed many trees; but ours escaped.

In 1890, a railroad was constructed not far away and thereafter black clouds of smoke could often be seen and the whistle of the locomotive heard.

Our tree was permitted to stand until the year 1900. It had made but slow growth for many years. The sap wood was thin. The heart wood had assimilated the pitch and become of fine, even grain of the best quality. It was forty-four inches in diameter at the foot and full 130 feet high, a magnificent specimen of cork pine. When the keen axes bit into its side and the saw quickly cut through its stem it seemed at first as though the monarch refused to bow to its fate, but at last its top shivered, its head began to sway slowly and then it fell with a crash that shook the ground. It was quickly cut into logs, taken to the railroad tracks, loaded on flat cars and conveyed to Manistee and manufactured into lumber and other products. The tree made six logs, the total scale of which amounted to 4,740 feet. From these logs were manufactured:

1,000 feet clear deal plank, worth	\$ 80 00
1,000 feet clear No. 1 lumber, worth	60 00
1,000 feet common lumber, worth	25 00
500 feet rough piece stuff, worth	5 00
10,000 shingles, worth	30 00
1,000 lath, worth	3 00
Refuse fuel for 20 barrels salt, worth	2 00

Total value\$205 00

Let us look at the other side of this account:

Original cost of tree	\$ 25
Taxes 10c a year for 30 years..	3 00
Care 10c a year for 30 years..	3 00
Logging at \$4 per M.....	19 00
Freight on logs at \$3 per M.	14 75
Cost of manufacturing at \$4 per M.	19 00
Cost of conducting sales	5 00

Total\$64 00

Two hundred and five dollars less cost of sixty-four dollars leaves a net profit of \$141. It is true that this entire profit may have been divided between the original purchaser, the different owners and the final manufacturer, but it explains how the dealers in pine timber and manufacturers of lumber often become millionaires. It is not for us to question what was done with the money. It may have been spent in improvements at Manistee, or in building railroads, or taken to Chicago, or invested in Southern or Western timber, but it is evident that but little if any of it was spent to improve the land from which it was obtained.

A Manistee man recently visited the grave—or as near the grave as a tree is permitted to have, that is, the old stump. It was black and burned and stood in the midst of dissolution—not a living tree or shrub within a half a mile. And as he looked over the ground he thought he heard a groan: "Woe, woe, woe—

woe is me—woe is me—woe is Michigan." "What's the matter, old stump? What are you groaning about?" "Alas, they have cut me down and removed my body and now they talk of digging out my stump for pitch. But it is not for myself I complain. I was old and mature, I bow to heaven's high will, but they were not satisfied until they had cut my stalwart son, 200 years old and 36 inches in diameter, also my next oldest, 100 years old and 2 feet in diameter, also the youngster, only 50 years old. They slashed right and left, breaking and treading down even the little trees, and then left our limbs strewn upon the ground, and the cruel fire came and made a complete dissolution, destroying even the seed with which I had so liberally sprinkled the ground. Can not you appeal to the great and good Uncle Sam, or to the proud State of Michigan for love of state, or to the lumbermen and the manufacturers who need timber, or to every man, woman and child who lives in this beautiful peninsula to restore the pine trees? If they will supply seed or little trees and protect from fire trees will soon grow up and shade the land from the burning sun, prevent the water from running off and flooding your towns, protect the animals and children from the cold blasts of winter, perfume and purify the air and restore the beauty for which these hills were once famous." "My poor old stump, I am afraid that none of these things will move these busy money-making people to act for your relief." "Then if they will not heed any of these things add one more plea: Whisper in their ear that there is money in it, that it will pay!"

His Name Was Alexander.

There was a chap who kept a store,
And, though there might be grander,
He sold things cheap, nor asked for more—
His name was Alexander.

He mixed his goods with cunning hand,
He was a skillful brander;
And, since his sugar was half sand,
They called him Alex-Sander.

He had a girl. One day she came,
Then lovingly he scanned her;
He asked her would she change her name?
A ring did Alex-hand-her.

"Oh, yes," she said, with smiling lip,
"If I can be commander!"
And so they framed a partnership
And called it Alex-and-her.

Chocolate?

Where soda fountains spurt in state
Fair maidens drink their chocolate.
A teacher at the blackboard stands
And sternly, frowningly demands
Of pupil, boy degenerate:
"Why aren't you using chalk o' late?"
Where candy architects display
Of choice confections an array
The frivolous and the sedate
Many a toothsome chaw collate.

Two Ways of Traveling.

"Forty years ago her father came
over from Europe in the steerage."
"Well?"

"Yesterday she started back with
sixty-six trunks and a duke."

Nothing worries some folks more
than to find trouble taking a little
nap.

Chattel Mortgage Sale.

Default having been made in the conditions of a certain trust chattel mortgage made and executed by Roman F. Glocheski, of the City of Grand Rapids, County of Kent, State of Michigan, to Frederick E. Walther, trustee, of the City of Grand Rapids, County of Kent, State of Michigan, dated the 24th day of April, A. D. 1908, and filed in the office of the Clerk of the City of Grand Rapids, in said County of Kent, notice is, therefore, hereby given that, by virtue of the power of sale contained in said mortgage and of the law in such case made, and provided, there will be sold at public auction, or vendue, to the highest bidder, on Thursday, the 7th day of May, A. D. 1908, at 2 o'clock in the afternoon, at the front door of mortgagor's store, No. 121 West Bridge street, in the City of Grand Rapids, County of Kent, State of Michigan, the property covered by, and described in, said mortgage, or so much thereof as may be necessary to satisfy the amount then due, including the principal and interest, and the costs of such foreclosure sale as provided for in said mortgage.

The property covered by, and described in, said mortgage, and to be sold as aforesaid, is described as follows, to-wit: All the mortgagor's stock in trade, consisting of boots, shoes, rubbers and kindred articles, all fixtures, office furniture, tools and all other property belonging to the said mortgagor, located in or used in his business at No. 121 West Bridge street, Grand Rapids, Mich., including all book accounts.

Inventory may be seen at the Trustee's office.

Frederick E. Walther,
Trustee Mortgagee.
By Peter Doran,
His Attorney.

Dated at Grand Rapids, Michigan,
April 28, A. D. 1908.

Steam Must Give Way To Electricity.

Steam locomotives already are old fashioned. An official of one of the largest railroad companies recently remarked that all trains on the lines of that company would be run by electricity ten years hence. One railroad has discarded steam between Connecticut and New York and another has established regular electric service between Philadelphia and Atlantic City. Chicago may demand the speedy electrification of all railroads within its municipal limits. The change is rapidly to be accomplished everywhere. It is prophesied that in the next quarter of a century railroad locomotives will carry no fuel, but will be run by power transmitted by wires from a dozen great central plants in the neighborhood of coal mines, while smoke and cinders will be agreeably missing on the journey. By the aid of gas producers and gas engines it is said to have been proved possible to transform the energy of coal into electricity and transmit it by wire over distances exceeding 250 miles. This means that trains could be run from a single central plant over 200,000 square miles and

that ten or twelve such plants located at or near mining centers could provide power for all the railroads in the United States. This power, however, will not be utilized only by the railroads of the country. It will be supplied to factories and used for all sorts of industrial purposes in cities and towns whose populations will thus be enabled to enjoy cleanliness and freedom from the tyranny of smoky chimneys. The expense of transporting coal will be saved and cheaper grades of coal may be used for the gas engine than with steam engines. The poorest grades of bituminous coal, even peats, are utilized satisfactorily by gas engines. They can get more power out of the North Dakota and Texas lignite, of which available supplies are fairly inexhaustible, although hitherto deemed almost worthless, than can be obtained from the best West Virginia steaming coal by a steam boiler. At Pittsburg the steel corporations are now employing gas engines to utilize the waste gas from its blast furnaces for running its machinery. When this waste gas was not used it poisoned the city's atmosphere. The saving of fuel with gas engines is so great that it is reckoned one-third of the \$500,000,000 annually spent for power in the United States might be saved by employing this form of apparatus. If Chicago were to replace steam engines with gas it would burn not more than 3,000,000 tons of coal every year instead of the present 5,000,000 tons, and it would have no smoke. A steam engine in a factory turns to account less than 5 per cent. of the total energy contained in a ton of coal. The average railway locomotive utilizes only 3 to 5 per cent. of its fuel for pulling its train. In preparing the gas for a gas engine a "producer" is used. The coal is poured in at the top. The fire below has a forced draft, which brings about a complete combustion, with no smoke whatever.

The Woman Of It.

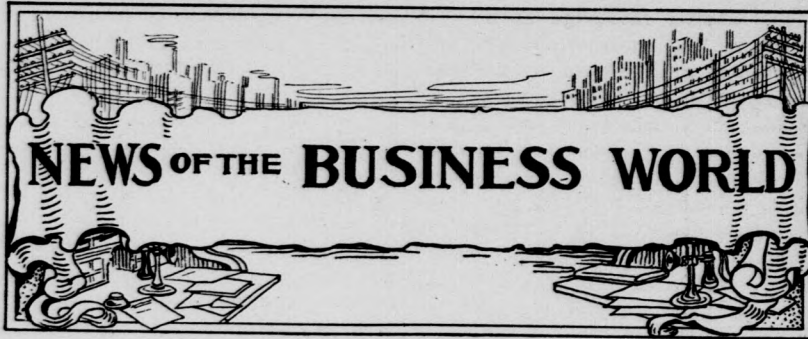
Coldest day and thinnest gown—
That's the woman of it;
Check indorsements upside down—
That's the woman of it;
Worshipping some stageland star;
Duds and diamonds held o'er par;
Stepping backward off the car—
That's the woman of it;

Handing out the cut unkind—
That's the woman of it;
Fitful as an April wind—
That's the woman of it;
Hearts are looked on as mere toys;
Frivolities mistook for joys,
And life a game that oft annoys—
That's the woman of it;

Childhood snug in circling arms—
That's the woman of it;
Love that buckles 'gainst all harms—
That's the woman of it;
A glow of wordless sympathy
That lights the storm-tossed man at sea
And sends him forth triumphantly—
That's the woman of it.

Both Sides of the Argument.

"Does your wife prefer rugs or carpets?"
"Well," answered Mr. Meekton, "rugs are more convenient. But it isn't as much fun to watch a man struggle with them."



Movements of Merchants.

Houghton—A. K. Cox will open a book and stationery store.

Amble—Wm. Hill has sold his produce business to Otto C. Waldo.

Port Huron—Albert Mooney has opened a cigar store at 937 Military street.

Stanwood—Berry & Sons have disposed of their meat market and wood stock to John Gogo.

Detroit—The Collver-Bascom-Watson Co. has changed its name to the Bascom-Watson-Clarke Co.

Saranac—O. E. Jennings has sold his general stock of merchandise at Berlin Center to Warren Carman.

Benton Harbor—The building formerly occupied by Groff Bros. will be used by H. Radke as a shoe store.

Cassopolis—Chas. A. Elston, of Chicago, has bought an interest in the grocery business of G. H. Orr & Co.

St. Johns—Karcher & Fishburn is the name of the new firm to succeed the meat market firm of Karcher & Botsler.

Lansing—H. N. Meloche has reopened the Opera House Pharmacy which he recently purchased from O. B. Jerrels.

Crapo—Rine Bregenzer has purchased the general stock of William Nehmer and will continue the business at the same location.

Benton Harbor—Louis Engelman & Son have disposed of their foundry to the Covell Manufacturing Co., which will take possession at once.

Lansing—J. L. Thomas, formerly of Jackson, will open a bakery at 305 Washington avenue, south, which will be known as the Quality bakery.

Pontiac—Robert Bromley and Asa Ovenshire, constituting the firm of Bromley & Ovenshire, have purchased the Home bakery, owned by W. A. Morris.

Benton Harbor—A. A. Morrill, of Thompsonville, has purchased the Beaney Co. stock of groceries. He will continue the business at the same location.

St. Joseph—The remainder of Groff Bros.' stock of dry goods is being removed to Benton Harbor, where it will be added to the bankrupt stock of F. B. Moore.

Lansing—C. E. Marvin, of Howell, has leased half of the building occupied by A. H. Towle, at 106 Washington avenue, north, which he will occupy with a stock of jewelry.

Ann Arbor—William J. April has sold his shoe stock at 119 East Washington street to E. J. E. Gross and Jacob Dietzel, who will continue the business at the same location.

Traverse City—Ed. Connine, of the firm of D. W. Connine & Son, of Wexford, will occupy the store on Union street recently vacated by the Queen City bakery as a grocery store.

Burlington—The Dr. G. A. McMaster & Co. drug stock has been sold back to Dr. A. D. Stark, who owned it up to two years ago. The sale is the natural sequence of the death of Dr. McMaster.

Elk Rapids—C. G. Stone, of Cedar Springs, who a few weeks ago purchased the City meat market from Fairbanks & Mayer, has sold the same to Jacob Spinner and John Bachis. Mr. Stone has concluded to go to Oklahoma, where he has property interests.

Grass Lake—The Davis-Shelley Lumber Co., which will engage in the general mercantile business and also deal in lumber, lime, cement, farm implements and harnesses, has been incorporated with an authorized capital stock of \$8,000, of which \$4,500 has been subscribed and paid in in cash.

Detroit—The Busy Bee Bakery & Confectionery Co., which will engage in the manufacture of bakery products and confectionery at 654 Michigan avenue, has been incorporated, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$50 paid in in cash and \$1,950 in property.

Lapeer—The firm of Lockwood & Henderson has given a trust mortgage on its general stock to Harry E. Eberline, of Detroit, who will sell the stock at public or private sale to satisfy the claims of the creditors. T. M. Henderson, one of the partners, was formerly engaged in business at Ovid, leaving behind unpaid accounts when he removed to this city.

Manufacturing Matters.

Detroit—The Howe Envelope Co., Ltd., has changed its name to the Tullar Envelope Co.

Lansing—The Allen-Sparks Gas Light Co. has increased its capital stock from \$5,000 to \$20,000.

Detroit—The Cole-Hunt Show Case Co. has changed its name to the Hunt Show Case & Manufacturing Co.

Saginaw—The capital stock of the Diamond Lumber Co. has been increased from \$150,000 to \$320,000.

Flushing—A. D. Silverthorn, of New Lothrop, has purchased the C. L. Miller grist mill and is having the mill put in condition to make flour.

Barryton—Christian G. Pickle has merged his flour mill business into a stock company under the style of the Barryton Roller Milling Co., with an

authorized capital stock of \$15,000, of which \$7,500 has been subscribed and \$1,500 paid in in cash and \$6,000 in property.

Ontonagon—The sawmill of the C. V. McMillan Lumber Co. has resumed operations after a month's shutdown for repairs and to permit the weather to moderate.

Ithaca—Bert Croel, of Collins, has taken the management of the Independent Elevator Co. He still retains his interests at that place and will divide his time between the two towns.

Baraga—The new sawmill of the Nester Lumber Co. has just started on its season's run. The mill will have a capacity of from 18,000,000 to 20,000,000 feet a season. It will run daytime only.

Chassell—The Worcester Lumber Co. has started its log drive, about two weeks later than usual, but under much better conditions than heretofore. The sawmill will cut about 15,000,000 feet this season.

East Lake—Samuel Bridges is rushing work on his new sawmill and expects to have it in operation in a few weeks. The mill will have a daily capacity of 40,000 feet and will be equipped with lath and shingle mills.

Hillsdale—C. S. Veeder has purchased the stock of the Hillsdale Broom Co., owned by A. F. Holdridge, and will consolidate this factory with his own. Mr. Holdridge will move to his farm near Hillsdale.

Rochester—The Ayers Gasoline Engine & Automobile Works, which manufactures gas and gasoline, marine and stationary engines and automobiles and launches, has changed its principal office from Saginaw to this place.

Detroit—A corporation which will manufacture and deal in building materials of all kinds has been formed under the style of the J. M. Anderson Co. The new company has been capitalized at \$10,000, of which \$6,000 has been subscribed and \$2,200 paid in in cash.

Manistee—A corporation which will engage in the general bakery business has been formed under the style of the Colonial Bakery Co., with an authorized capital stock of \$2,000, of which \$1,200 has been subscribed and \$1,091.30 paid in in property and \$108.70 in cash.

Calumet—The Upper Peninsula Bottling Co., which will make and deal in non-intoxicating beverages of all kinds and engage in a general bottling business, has been incorporated, with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$2,000 paid in in cash. Bay City—The Frantz Velvet Ice Cream Co., which will manufacture ice cream, soda and soft drinks and will also deal in milk and cream at wholesale, has been incorporated with an authorized capital stock of \$3,000, which \$1,500 has been subscribed and \$380 paid in in cash and \$1,120 in property.

Houghton—The Portage Lake Lumber Co., composed of Houghton and Hancock men, has started its plant at West Hancock for the season. Logs

are being towed in from Baraga. A tract of land near the mill has been leased for a lumber storage yard. The mill will have a capacity of from 15,000 to 20,000 feet a day and is assured of a good season's business.

Saginaw—W. B. Mershon, George C. Zwerk and E. Germain, of Saginaw, and R. Hansen, of Grayling, have organized a company for the manufacture of reinforced cement shingles. The company will manufacture plain and ornamental shingles, hip covering and ridges, ornamental tile and other roofing. Arrangements are progressing for the erection of a large factory.

Three Rivers—Dougherty & Armstrong, manufacturers of post molds, have merged their business into a stock company under the style of the Dougherty & Armstrong Post Mold Co., which will engage in the manufacture of all kinds of concrete machinery and concrete products. The company has an authorized capital stock of \$5,000, of which \$4,000 has been subscribed and paid in in cash.

The wife of D. W. Johns, who has been at the U.B.A. Hospital for the past two weeks, where she underwent an operation for a stomach trouble, is improving.

President Castro's threat to stop the exportation of Venezuelan asphalt to this country is hardly of sufficient importance to cause a war. He may deserve a little chastisement on general principles, but he does not control enough asphalt to make his threat a serious matter. Figures for 1907 show that Texas and California produced 145,000 tons, while only 34,000 tons were imported from Venezuela. The California product could be easily trebled, so that if importations from the land of Castro were stopped for a month, a year or all time the only American interests suffering would be of persons engaged in marketing them. Citizens of this country have investments in Venezuela, and Castro will be made to understand that they must not be molested.

Colorado is the leading beet sugar State, its output last year reaching 422,732,530 pounds. Michigan stands second and California third, their production being nearly equal. In several states beet sugar is produced on a small scale. The production of this staple necessity in the United States might easily be greatly increased.

Bankrupt Sale

I shall sell at public auction to the highest bidder on

May 9, 1908, at 10 o'clock A. M.

At the corner of Beeson and Front streets, Dowagiac, Michigan, the entire stock of goods:

Dry Goods, Clothing, Shoes

Rubber Goods

Crockery and Glassware

Gents' Furnishings and Notions

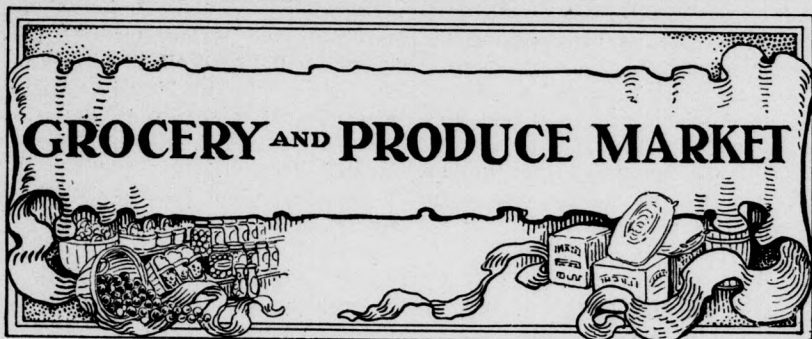
and the Store Furniture and Fixtures of the bankrupt firm of Tobias Brothers, appraised value \$10,000.

Sale to be in bulk and for cash, subject to approval of Referee in Bankruptcy.

CHAS. E. SWEET,

Trustee in Bankruptcy.

April 27, 1908.



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—The market is very active. The receipts of fresh butter clean up daily upon arrival, and the make is now about normal. Present conditions are likely to last for a few days yet, and nothing will relieve the present scarcity until new grass butter is available. Under-grade butter is also cleaning up very closely and the market is firm on everything in the butter line, both solids and prints. Creamery is held at 27½c for tubs and 28½c for prints; dairy grades command 23@24c for No. 1 and 16@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 per doz. for hot house and 75c per doz. for Southern.

Dressed Hogs—Dealers pay 8c for hogs weighing 150@200 lbs. and 7½c for hogs weighing 200 lbs. and upwards; stags and old sows, 5c.

Eggs—The market is firm at ½c advance over last week. There has been a very active demand for new-laid eggs, both for consumption and storage purposes. Local dealers pay 13½@14c on track for case count, holding at 14½@15c.

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 \$3 and Messina \$2.75@3.25 per box. The demand is fairly good. The fruit is showing some improvement. Demand has increased a little owing to warmer weather. Lemons this year are of fine quality and supplies are large and it is expected that prices will be low throughout the summer.

Lettuce—10c per lb. for hot house.

Onions—Red and Yellow Globe command 85c per bu. for good and \$1 for fancy. Genuine White Silver Skin Bermudas command \$2 per crate. Texas Bermudas fetch \$1.85 per crate.

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

Parsley—40c per doz. bunches.

Parsnips—50c per bu.

Peas—\$1.50 per box for Southern grown.

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

Pineapples—Cubans command \$3 for 42s, \$3.50 for 36s and \$4 for 30s.

Potatoes—Local dealers hold at 75c. The market is strong and the demand is from all directions. Jess Wisler, the Mancelona potato king, has planned to plant 100 acres to potatoes the coming season.

Poultry—Local dealers pay 11c for live hens and 13c for dressed; 11½c for live spring chickens and 13½c for dressed; 12½c for live ducks and 14c for dressed; 14c for live turkeys and 17c for dressed. Receipts have increased to some extent during the week. Prices rule firm. Turkeys are about cleaned up.

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

Spinach—60c per bu.

Strawberries—\$3.50@4 for 24 qts. The heavy demand has caused a considerable advance and demand still keeps up. The quality is good and if heavy demand continues prices will probably go higher. Shipments are expected from Arkansas this week.

Tomatoes—\$2.50 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.

Some Drawbacks in Growing Under Glass.

Local glass house growers are somewhat annoyed over the fact that they are compelled to pay the U. S. Express Co. 30 cents per orange box for transporting radishes and parsley to Detroit, while the rate to Chicago is only 20 cents, the theory being that Chicago is entitled to a lower rate on account of the competition of the boats in the summer. As a matter of fact, the growers patronize the boats almost altogether during the navigation season, because they are able to get a rate of 25 cents per hundred into Chicago, which reduces the rate for an orange box packed with radishes or parsley to about 7 cents.

Lettuce is down again to 4 cents per pound from first hands. Some of the growers are preparing themselves for an era of low prices, believing that a 10 cent price will not be reached in the future except occasionally. The lowering of values is due to the increased number of glass house growers in the vicinity of Cincinnati, both on the Ohio and Kentucky sides of the river.

The Grocery Market.

Sugar—Raws have advanced, both spot and future. There is no change in refined. Statistics point to a scarcity in raws which may reach a point where refiners will have to scratch to get what they need. It is predicted that the end of advances is not yet reached.

Tea—The market is fairly maintained and values are quite steady throughout, considering the fact that the season is approaching its end, and that this invariably depresses prices a little. Holders are somewhat more willing to shade prices than they were earlier, but this is less so with low grades than with others. The consumptive demand is fair.

Coffee—Old-crop Santos, the grades known among the trade as soft-drinking Santos, are still hard to get, none of the valorization coffees having been offered as yet. The present distribution of coffee is from hand to mouth, and will probably continue to be as long as the syndicate's coffee is held unsold over the market. Mild coffees are steady and unchanged, as are Java and Mocha.

Canned Goods—Tomatoes have been inactive for some time and prices have evidently reached bottom. Corn, peas, string beans and baked beans are in about the same notch as at last report. Canned fruits of all kinds are in short supply and the market is strong. Better quality strawberries, raspberries, blueberries and pineapple are nearly exhausted. Standard strawberries continue firm. The movement in salmon, while showing some improvement, is still light. Stocks are in short supply and the market is strong. Spot stocks of Columbia River chinooks are small and are firmly held, but owing to present high prices, demand is limited. The spring packing season opens on Columbia River this week, but as yet no prices have been made.

Dried Fruits—Apricots are declining right along, some grades having dropped in all 8@9c from the price ruling a few weeks ago. Some coast people have named prices on new peaches and apricots around 7c f. o. b. the coast, which is a fair normal price. Currants are in fair demand at unchanged prices. Raisins are still very weak and sick, and there seems to be no bottom to the market. Citron, dates and figs are unchanged and dull. The prune market shows an advance. Last week sales were made on a 2c bag basis, but owing to reports from the coast of damage to the growing crop the market on spot has moved up ¼@½c. Just how much truth there is in the crop damage reports can not now be stated. There has scarcely been a season without them for many years. Peaches are still tending downward and in light demand.

Rice—The market is strong and good quality is getting very scarce. Prices have reached such a high point that importations are being made.

Farinaceous Goods—Rolled oats continue strong. Sago, tapioca and pearl barley are on a steady basis.

Fish—Cod, hake and haddock are

steadily maintained, although very quiet. During the summer they will be little in evidence. Domestic sardines on spot are unchanged and quiet. As reported elsewhere, all packers have now named prices on a basis of \$3.10 f. o. b. Eastport for quarter oils. Imported sardines have declined considerably, notably the large-sized fish. The price had to be reduced somewhat in order to sell. Salmon is unchanged and in fair demand. Mackerel, particularly Irish grades, are still scarce and high, but occasionally a holder desirous of moving stock will concede a little. No actual market change has occurred, however.

Great Attraction For Merchants' Week.

Grand Rapids, April 28—During the month of June the Grand Rapids Public Library will have on exhibition the Old Testament series of the well-known Tissot paintings. This comprises 375 of the original paintings of Bible scenes by this world-famed artist. It occurs to me that this will be a special attraction to many persons who will want to come to the city during Merchants' Week which is being planned by the wholesale dealers of the Board of Trade. I do not know whether the Tradesman expects to give any space in advance of the merchants coming to the city, but in case it does it occurs to me that it might care to print some notice of this collection of paintings, which might be an additional drawing card for many of the merchants to bring their wives and daughters to the city. The exhibition, of course, like all others at the Library, is free.

Samuel H. Ranck, Librarian.

The Boys Behind the Counter.

Ann Arbor—John Ladd, formerly with Mack & Co., has accepted the position with B. St. James recently made vacant by E. J. E. Gross, who has gone into the shoe business.

Hillsdale—Chas. E. Gier, who has been connected with the Gardner hardware store for a long time, is now behind the counter for the Hillsdale Hardware Co.

Benton Harbor—Geo. A. White has severed his connection with the Chester C. & C. C. Sweet hardware firm to take a position as salesman for W. H. Woodley & Co.

New Grocery Store.

New Lexington, Ohio, April 28—A new grocery will be started in the north room of the new Weiland building by J. W. Bucknor and Geo. McClellan. Mr. Bucknor is a well known baker of many years' experience and Mr. McClellan has been clerk in the grocery of C. P. Thacker for some time. Paul Dimond succeeds McClellan as clerk at Thacker's store.

S. T. Kinsey is very low with disease of the heart and his demise is evidently a matter of a few days. He is so near dissolution that he is unable to recognize any of the members of his own family.

He who follows duty ever may find danger often, but defeat never.

FORCING SALES.

Many Changes from the "Get the Money" Policy.

Methods change with the times and people and many things once considered the highest approach to efficiency take the tail end of the procession and are recognized and practiced by only a few of the old school, who never do anything but in the old way; who stand against every idea in the way of progressive methods until death comes over the hill with his scythe and cuts them off the earth to make way for new blood.

One thing which is rapidly passing out of the commercial life of the up-to-date tradesman is the forced sale. There was a time, and the practice still exists among many, when to allow a customer to get away without buying was considered an irremediable offense against the house. Every artifice and trick was resorted to. The unfortunate customer was shifted on one pretext or another, from salesman to salesman in an attempt to wear down, by force of numbers, any existing objections, and if the intending purchaser successfully withstood these attacks recourse was had in downright impudence and such questions asked as, "Well, if you don't want to buy, why did you come in?"

It is useless to say that such instances were the exception for any traveler accustomed in purchasing in stores throughout the country will bear witness to the fact that such practices were the general rule.

Perhaps the "get the money policy" originated with our English cousins, who were the founders of our own commercial advancement. So strongly were these ideas adhered to in that country that fines were imposed on clerks for allowing a prospective customer to leave without buying, and it is only of recent date that the system of fines has been abolished, owing to a representation on the part of clerks that employers imposed fines on the slightest provocation to materially reduce salaries. Public sentiment against such methods has induced many prominent firms to do away with penalties of this nature, but there is no doubt in the minds of purchasers who visit English stores that while the clerks may be relieved in some measure of the ever-present fear of being fined, the pressure of the shopper is not lessened to any appreciable degree.

So far as the American public is concerned, however, they have learned vigorously to resent such treatment. Methods of the older days are becoming extinct because people are forcing different ones upon storekeepers. Stores who maintain such principles of the past find that the buying public often is conspicuous by its absence. Knowing the ordeal through which they will be compelled to pass, unless determined to buy, thousands of shoppers stay away—some through resentment, some through fear. Whatever the cause, the fact that they do stay away is a potent factor in determining the footings of the sales sheet.

Yet, with these indications, which

should mean so much to the dealer, many refuse to regard them as the real cause of failure to enlarge their sales. The blame may fall on the advertising department; it may be charged to the location of any one of a number of possible reasons. But the dealer wise enough to read the handwriting on the wall changes his methods in time and thus adjusts himself to changing conditions.

The store owner, or salesman, who has been educated to believe that a customer is his legitimate prey; something to be seized and manipulated will do well to remember that the race is not always to the swift, nor the battle to the strong. There are certain kinds of keenness that do not pay. A man may become so keen that he can cut himself, and the unfortunate thing about this is that he seldom realizes whence comes the injury.

A customer, unfamiliar with the character of a store using the methods outlined, may unwittingly enter it and become a one time buyer. But the chances are that many others stay away and never pay the initial visit. It is surprising what a faculty the public has of getting together and exchanging confidences. That is why a satisfied customer is the best advertisement and explains how equally true it is that a dissatisfied customer is a walking injury.

Proper consideration should reveal the fact that a store to enjoy the right kind of prosperity and patronage should be an open mart where people may feel free to come in and look around without annoyance; where they may feel as much at home and as free to look on as with a window display; where they may enter and spend an idle half hour in mere curiosity without experiencing that uncomfortable sensation of encroaching unwarrantedly on the premises of the owner, and being made more aware of it by every glance and spoken word.

A great weakness with most of us is that we fail to look a question from our own side of the fence. It is well for the dealer to climb over on the other side and take the customer's viewpoint. If this can be done without prejudice, what a different shape matters assume! How many new points stick out that were not observable from the other side.

The writer of this has in mind a store where customers are privileged to enter and look about without being molested or importuned by a salesman. The public is encouraged to enter and no salesman approaches the shopper unless signaled, and then courteous attention is given and questions answered, but there is no pressure brought about to force a sale. On a number of occasions I have entered this store only to while away a few minutes looking around and seeing what there was new in furniture. There was no intention of buying. On some of these occasions my attention was attracted to a piece which pleased, and if not purchased on the spot would remain in mind. Next would be a mental rearrangement of the furniture at home; possibly there would be another mental

shifting until finally the coveted article would take its place among the household effects.

And all this is a natural process of the mind which dealers should take advantage of as much as possible. When it is considered that dealers advertise to get people into their stores, it is amazing why more do not adopt policies which will encourage them to come of their own accord, and feel at liberty to do so even although they are not intending to buy.

The desire for a thing grows on a person usually after it has been seen; therefore the advantage of allowing people to come in and view things is apparent. That is the real way to make them get ready to buy. Do not force them to get ready to buy first; if you do, your customers will be about one where they might have been a dozen.

Fortunately, however, there is a gradual changing from the old to the new. The success of stores who are adopting broader-gauged and more liberal policies is having a powerful effect on the dealer who pursued the old methods of getting the "one time" customer and preventing any one from getting away. The advanced ideas of getting business are being emulated to different degrees, but on the whole the outlook is encouraging.

The result is bound to be more and better business and the establishment of a good-will which can not be made to shake on its foundation by the slightest financial tremor or injured by the fly-by-night merchant who by flaming and false announcements endeavors to unload his inferior goods on the public before moving on.—C. H. Hod in Furniture Journal.

What Is Doing In Some Other Cities.

Written for the Tradesman.

"There is one class of men I have no use for, and that is the gamblers. I am opposed to them first, last and always. They must and will go." This is the ultimatum of W. H. Seitz, the newly elected Mayor of Benton Harbor. He has emphasized the fact that the slot machine must go, that every saloon must be closed Sundays and that all laws must be enforced.

The Commercial Club of Louisville, Ky., has offered to present to the city a magnificent electric arch of architectural beauty and permanent construction to be erected on the four corners of two of the main intersecting thoroughfares. The lighting of a big city in its business section is a most vital problem. Streets that are brightly illuminated at night attract the throng and stimulate trade.

Mayor Shupp, of Hillsdale, has a novel plan for observing Arbor day in that city. The city will secure twenty-three trees to be planted outside the sidewalk about the city hall site. He will place the names of the Hillsdale business firms in a hat and draw out twenty-three. The firms whose names are drawn out will then each plant a tree and care for it in the future, putting the name of the firm on the tree.

The annual trade excursion of the Merchants and Manufacturers' Association of Milwaukee will leave that city June 7 on a week's trip through Wisconsin, Minnesota and South Dakota. About sixty houses will be represented. The tickets, which include all expenses except for liquid refreshments, will be \$70, an increase of \$30 from the first annual excursion of the present series, when the excursionists visited the copper region in Michigan and were gone two weeks.

The Commercial Club of Louisville, Ky., held a field day April 21 for the purpose of increasing its membership. Headquarters were opened at 8 a. m., and before 10 o'clock over twenty squads had been dispatched to the four corners of the city. At 12 o'clock the announcement on the blackboard proclaimed the fact that the first hundred members had been secured. When the 5 o'clock whistles blew 250 names had been added. The Club has secured over 1,000 members in the past two years.

The dry goods merchants of St. Joseph and Benton Harbor will close their stores evenings, with the exception of Monday, Wednesday and Saturday. The other stores of the twin cities are still undecided as to the closing hour.

Paw Paw has purchased five acres of land in the southeastern part of the village to be used as a public playground.

The annual banquet of the Newaygo Improvement Association will be held May 14.

The Business Men's Association of Traverse City has decided to hold another picnic the coming summer.

The business men of Jackson are arranging to hold a banquet May 5, at which time officers will be elected and the permanent organization of a Board of Trade effected. Mayor Glasgow will officiate as toastmaster.

Willis M. Farr and others have donated to the city of Dowagiac land at the junction of Main and Division streets for public park purposes. It will be called Fountain park.

Almond Griffen.

The Old, Old World.

This old, old world is a dreary place
For the man whose pass is a frowning
face;
Who looks for the shadows instead of the
light,
For the sordid and dull instead of the
bright;
Who sees but the worry and labor and
strife
Instead of the glory and sunshine of life.

This old, old world is a sad abode
For the man who travels along life's
road
With never a laugh and never a song
To lighten the toil as he goes along;
With never a smile or a word of cheer
To shorten the way of his fellows here.

But for him who possesses the saving
grace
Of a laughing heart and a smiling face,
Who sings at his work and laughs at de-
feat,
And looks for the good and the bright and
the sweet,
Who cheers on his fellows by word and
by deed,
This world is a pleasant place, indeed.

Charity is simply love in its work-
shop.

KEEP IT UP.**The Greatest Secret of Successful Advertising.**

Written for the Tradesman.

Keeping everlastingly at it in advertising, the same as everything else, brings success. The merchant who only does a little desultory advertising once in awhile from which, of course, he can see no results is making a big mistake when he says that it doesn't pay and stops. It is the constant hammering at the public door that finally gains admittance for the persistent advertiser. It makes no difference if the appropriation for advertising is small. Don't scatter it around in little dribbles in three or four different mediums but pick one good medium that seems to be the best for your purpose and begin to hammer. Keep hammering. Don't for one single day let the readers of that particular paper forget that there is a grocer named Jones or whatever your name is, and that he is doing something all the time. It is of course a good thing just to keep hammering the fact home that there is a man named Jones and that he is in the grocery business. Don't let them forget that. But it is still more desirable to add something every day to keep up the interest.

Get them to looking to see what you are going to do next. Bye and bye you will notice the result. People will begin to remember you. If you are in the drug business for instance and if in the morning paper you have been stirring up such another howto do about a certain spring blood remedy that you are pushing, as has never been heard of before, the man who starts out to get "a little something for his blood" will think of you the first thing.

Its the same in every other line. What do you think when you think baking powder. Royal in nine cases out of ten. And why? For the very good reason that no less than \$10,000,000 has been expended to make this particular brand, the brand that everyone thinks about when he thinks baking powder. It is continuousness that counts, if you like that word. It expresses the idea exactly. People don't remember things very long. That is, things that are not directly connected with their lives or their families so you have to keep hammering at them, sometimes for what seems a very long time, but they are bound to come sooner or later.

When a man says that advertising doesn't pay and he knows it doesn't, because he has tried it, you can make up your mind that he has not been advertising but making a series of mistakes. There is something wrong with his system.

John Wanamaker once said, "To discontinue an advertisement is like taking down your sign." He realized the value of continuous advertising. That is the reason his stores are the most famous in Philadelphia and New York. For the same reason everybody knows about Siegel-Cooper in Chicago and New York, Macy's and Bloomingdale's in New York and

The Fair and Marshall Field in Chicago.

The men who have built up these vast stores did not put two or three carelessly gotten up advertisements in the papers and then because customers did not begin to come in in droves, sit back and say "advertising does not pay." Instead they kept constantly at it. No one who could read could remain long in ignorance of the fact that they were on earth and doing business because that fact was brought to their attention in a way they could not help but remember day after day.

The time has passed when people subtracted about thirty per cent. for "embroidery" as Mark Twain would say from advertisements. Time was when every advertisement was viewed in the same light as a circus bill. Nowadays people not only read advertisements, they study them. And they believe them, as they should, for the advertiser who expects to get to the front and establish a permanent business never advertises to do something he can not do or does not intend to do. People have confidence in advertisements and it would be a revelation to some of these "don't pay" fellows if they could see the eagerness with which the housewife scans the morning paper to see what is offered by the stores before she starts out on the day's shopping tour.

There are dozens of ways to advertise. If you have plenty of money for advertising purposes it may be wise at times and under certain conditions to advertise in some other way than in the newspapers but as a general rule it is safer, cheaper and more satisfactory in every way to stick to the newspapers. It takes a long time to hand out a thousand business cards which usually tell people nothing but your name and the business you are in, but several thousand people can be reached in a single issue of the newspaper and you can tell them a story in which they will be interested besides. And here is one of the points to be strongly emphasized in advertising in the newspapers. It is taken for granted of course that you are to be a regular advertiser. Then tell them a story every day. Make your particular space in the paper contain some store news that buyers will be interested in every day. Get them to looking for it just the same as they look for the stock markets, the theater column or any other department in the paper. If this plan is followed up it will soon be apparent that advertising pays and pays well.

And the last great and final point I wish to make in this article is, don't quit. When business is coming at a great rate and everything seems right for continued good business, don't say, "Oh well business is so good I think I will cut down my appropriation." That is the fatal mistake. People have short memories. You have yourself. If you don't keep right on reminding them that you are still doing business and if you don't keep right on telling them those interesting little stories in your adver-

tisements, they are going to forget you and begin to go to the other store that has kept right on talking about itself no matter how good business is. Keep it up, that's the big thing and one of the greatest secrets of successful advertising.

Glenn A. Sovacool.

The Triumph of Daisy.

When Daisy was 15 she called her father and mother into her dressing-room.

"Dear papa and mamma," she said, "it is time that we came to an understanding. Hereafter I desire to select all of my own clothes without any suggestions."

Naturally papa laughed at this. Mamma was discreetly silent.

"And," continued Daisy, "I will receive my callers alone."

"I hope," said papa, now growing sober, "that this is all, Daisy dear. You know we have been very fond of you. Indeed, I may say that I am worn out over the struggle to keep you going."

"Too bad about you, papa," said Daisy. "But, no. It's not all. I must go to the matinee at least once a week. Then I shall, of course, go next term to a finishing school. I will let you know the name as soon as I decide. After this you must take me to Europe. These are the essentials. There is also the matter of my coming out, but that can be arranged later. I merely wish now to give you due notice that I must no longer be hampered."

"Suppose," said Daisy's father, "that we refuse to consider your modest request. What then?"

Daisy smiled. She was fully aware of her power.

"Then," she repeated, "I shall take pleasure in telling everybody what goes on at home every day."

Realizing that they were up against it, both parents joyfully gave in.

Evil-minded folk measure others by their own standard.

Stiff necks often support empty heads.

Do You Need a Desk?

If so, take advantage of this excellent desk value. At the price this is a better made desk—one that looks better and will last longer under like conditions than any other similar desk on the market.



\$17.50 For This
Beautiful Desk

Fifty inches in length, 30 inches wide and 46 inches high. Solid Oak. Best Glass Finish. Drawers and roll curtain lock automatically. Spacious interior. Double row of pigeon holes, etc.

Write for further description and all particulars.

Tradesman Company
Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

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

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

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

Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, April 29, 1908

OUR CIVIC REVIVAL.

A cynic recently declared that he was nauseated by the current general use of the word "civic." And when asked to define the meaning of that word he confessed that he did not know—"had not looked it up."

Usually the captious critic is of just such calibre; cocked and primed to find fault on any old topic, he is too indifferent or too lazy, or both, to inform himself as to the matter he condemns.

There are mighty few words in our language that are not commonplace, but one of the exceptions to the rule is this word civic. It pertains to any phase or feature of citizenship and because of its terseness and comprehensiveness has few synonyms of equal value.

Grand Rapids is to have a Civic Revival during seven days beginning Monday, May 11, and the enterprise is receiving the hearty support of nearly every organized body in the city.

It is to be an educational event with talks upon civic betterment by Charles Zuebelin, a scholar and a most entertaining teacher along these lines. The lectures (afternoons at 4 o'clock and evenings at 8 o'clock each day) are free to all and everybody is most cordially invited to attend them. There will be no passing of the hat, no "string" of any nature to this invitation, the entire expense of the Revival being met by the Grand Rapids Board of Trade.

A musical programme will be presented between 7:30 and 8 o'clock while the audience is assembling each evening and stereoscopic views will be used illustrating the lectures. And if the average citizen attends one lecture it is almost a foregone conclusion that he will attend as many more as possible.

The reasons for this faith?

The first one is that the average citizen is in earnest in his desire to see his home town at least on a par with any other city of its size in the country. His own civic pride dominates this desire.

The next reason is that Mr. Zuebelin knows his topics through and through and his knowledge is founded upon actual, practical experience.

And, finally, no citizen can better equip himself for fair and accurate judgment as to the merits and faults of his own town than by personally taking part in a general, generous and entertaining effort by all of his fellow citizens toward securing harmonious, intelligent and united action having the betterment of the town as its sole purpose.

Come and see and hear what citizens elsewhere are doing and undoing.

Come and listen to the wondrous remodeling of the little city (population about 50,000) of Harrisburg, the capital of Pennsylvania.

Come and hear about the rehabilitation of the city of San Francisco—the City of Promise.

Come and give of your presence, your enthusiasm and your patriotism to a popular public demonstration.

BUNCHING OUR HITS.

In nearly all cities there is a sort of general conceit that the getting of conventions is a good thing for the city which secures two or more of those gatherings. Grand Rapids is no exception to the rule and in the season just beginning she is making a good showing. Week after next there is to be an electrical exhibition in the Dudley Waters building which will bring, it is estimated, several hundred exhibitors here for a fortnight, besides a goodly number of people from nearby cities and villages. Then there is to be during the same week the Civic Revival, which it is expected will attract many people from outside of the city.

The week of June 11 we are to have the annual encampment of the Grand Commandery, Knights Templar of Michigan, and during the same week will occur the third annual Merchants' Week entertainment, conducted by the Wholesale Dealers' Committee of the Board of Trade. It is expected that over 2,000 Sir Knights will attend the Encampment, while the Wholesale Dealers are basing their estimates upon the entertainment of 1,800 visiting retail merchants from all parts of Michigan.

As a means of advertising our city and its resources the convention habit is a good one. There are other benefits, including the expenditure of money, while here, by the visitors; but the greatest benefit, even although it be intangible and esoteric in character, is the contribution made by each convention toward developing, expanding and making stronger the spirit of comradeship between the business men of our city and those from elsewhere.

If anyone questions the hotel men of Grand Rapids or Detroit or Kalamazoo or Saginaw as to the profit to them there is in having an increased number of guests for two or four days, they will tell you there is not much in it; the retail merchants in cities where conventions are held agree that they are not especially benefited thereby; but all admit that

the making of new friends and the strengthening of old friendships are worth the while.

CRITICS ARE ABROAD.

Believing what we read in the public prints nowadays, one can not but realize that our country is being swept by a great wave of ethical enthusiasm surcharged with civic pride, broad and fair forethought and just a dash of the aesthetic.

That such a revival of old time deliberation, loyalty to one's home town and appreciation of the beautiful as accessory to the utilitarian is on the way with constantly increasing impetus is beyond question and naturally it has a phase of incongruity in its makeup which is intensely interesting.

In nearly all cities where such organized effort is in operation are found men who are intensely materialistic in temperament, bent and practice and who are yet foremost as workers for the cause of civic righteousness. This fact has caused comment on the part of students of sociology, much of which is interesting. "There are men," says one writer, "at the head of altruistic movements as officers and leaders who are notorious as the owners of tenement buildings which are crowded to overflowing and which, in every particular, are unfit for human habitation. How can men who are receiving anywhere from 20 to 30 per cent. on such investments pose sincerely and truly as individuals desirous of bestowing benefits gratis upon others?"

Another comment is: "Frenzied Finance has revealed scores of very wealthy citizens who have not hesitated to bribe, coerce, steal and cheat; men who with their unlimited wealth, have successfully invaded the sanctity and rectitude of legislatures and courts, and who, let the newspaper writers tell the story, are models of public spirit and benevolent impulse. The inconsistency of such a coupling up of motives and actions is wretchedly apparent. How can the men who sanctify watered stock, who gain outrageous usury at the expense of others, who crowd their employes down to the very lowest limit of wages, expect to be recognized as men who are broad, fair and genuine as contributors to social reform?"

Such enquiries are natural, perhaps, but there is an additional and equally apparent aspect of the situation. For example, the son of John D. Rockefeller, who is best known in a general sense as a Sunday school teacher, is at once berated and called hard names by people who have no knowledge whatever upon which to base their opinions beyond the fact that he is the son of his father. Thousands of men, sons of men who gained their wealth as note-shavers, mortgage-sharks, and so on up the scale of avarice, have inherited their fathers' reputations. And no matter how greatly these men may have improved in a material sense beyond their paternal ancestors' records, they are almost invariably classified as being "chips of the old block."

And there is yet another view, and

a much better one, to the revelations being made by this almost National campaign of civic reform. Any number of men who were intuitively materialistic in their thoughts and aims, have, by virtue of the campaign, fully awakened to the merit of the thing and are earnestly and sincerely combatting their natural instincts and with unqualified success. These individual reformations will be permanent beyond peradventure and can not but be accepted as the most important and most valuable results of the great revolution.

John Scholl & Bro., New York dealers in butter and cheese, were the victims of a swindle last week that gave the operators a good profit and they may escape detection. The firm received from a reliable Iowa creamery nineteen tubs of butter, and according to custom a few were examined and found all right. The goods were sent out in small lots to grocers, and one tub was returned by the purchaser. It was examined by turning it out on the floor, whereupon, instead of butter, there poured out of the tub close to fifty-five pounds of soft coal cinders, such as can be found in abundance around any railroad depot. At the bottom of the tub were two or three good size handfuls of straw. On this a gunny sack and then a filling of cinders. Over these was placed a piece of rubber cut in circular form from some old coat, and finally about an inch and a half of fine creamery butter. The package weighed seventy-three pounds net. The buttermaker and manager of the creamery is one of the straightest men in Iowa, and the theft of the butter undoubtedly occurred after the shipment was left at the depot.

Edgar Dunham, of Marquette, a young man of 20 years, who has been out of employment for some time and has a widowed mother to support, accepted a place as errand boy at \$4 a week rather than remain idle. The outlook was rather blue, but a few days after he entered upon his duties at wages that barely prevented starvation, he received notice from an attorney at Ludington that he and his sister, aged 17, are the sole heirs to the estate of their late grandfather, Edgar C. Dunham, who had just died at the age of 89. The communication estimates the value of the property at \$200,000, of which some \$40,000 is in cash and the bulk of the remainder is represented by 720 acres of improved lands. Dunham has gone to Ludington to assume inheritance. He had known of his grandfather in Ludington as a man in comfortable circumstances, but his wealth and the way it was disposed of were a surprise. From an errand boy at \$4 a week to an independent fortune is a great change for a young man, and a little experience in poverty may be an advantage to him in prosperity.

Faith in God without friendship with man is like poetry without print.

It is better to give without thinking than to think without giving.

PRECEPT AND EXAMPLE.

It is safe to say that the scion of Old World aristocracy is not a party that has endeared himself to the better life and living on this side of the stormy Atlantic. Compared with the hither-ocean product he is not what he has been cracked up to be. The only real use to be made of him is as a refutation of "the claims of long descent" and as a warning against caste and all that comes of it. What makes him especially dangerous is the dreadful example and influence he exerts over our American product, an influence to be deplored all the more because he possesses that which the American can never possess, never wants to possess, would be miserable with it and yet is constantly longing for it—the title that comes from caste. The instances where the roundhead has bought with his money and his happiness the glittering bauble of the cavalier only confirms the wisdom of the founders of the Great Republic in rejecting the curse of caste, even to the point of believing that all that comes from it is just so much that should be looked upon and avoided as something of evil.

It seems, however, that good can come even from this Nazareth, and in lines which democratic America should be glad to see and to imitate; but which it is much to be feared will not find favor among us. The Crown Prince Frederic William, so says report, following the requirement of the house of Hohenzollern that each prince shall be skilled in some trade, is becoming an adept in wood-turning. A lathe has been set up in one of his bedrooms and he has been turning out chair legs, an employment which Grand Rapids heartily commends. The same item informs us that Emperor William is a cabinetmaker and that his father was a book binder.

Common sense the world over pronounces this as commendable and the same common sense says readily and heartily, that work and workman are worthy of each other—the contention of the ages and the foundation principle of the labor question to-day. If, then, royalty makes the lathe an implement of honor in the fatherland, it and the plane and the hammer in democratic America should lose nothing of the halo that respect and reverence gives to the carpenter's Son Who handled them and Who laid them aside only for the suffering which fitted Him for the Kingdom of Heaven. If, then, the kings of two kingdoms—the spiritual and the temporal—make a companion of work, is it not commendable that this same work should keep its place with the world's best, especially in this country, where a man's two hands are and ought to be his passport to everything that they with intelligence and skill behind them can attain unto?

The fact is, as labor becomes prosperous, it too often reaches after and gets the ideals that only its baser nature craves. It wants money to buy not the good things but the bad things of life, and when a competency is gained the carpenter's tools are thrown aside and "the revel of life"

begins. Unfortunately what such reveling amounts to the world already knows by heart. "Coal Oil Johnny" is quoted too often as the exception that confirms the rule. Is it? Is the prodigal son an exception? Is the millionaire and the children of the millionaire the class in America that are most bent "on toiling upward in the night" for the doing of grander and so of better things? If "from shirt sleeves to shirt sleeves" is only a matter of three generations is not the result due to the methods producing it and, granting that, ought not these to be changed? As an experiment only why not put aside our democratic prejudices against caste and kingship and, imitating the Emperor's example, go to work with plane and hammer and hoe and train the boys to work with them, not as playthings, but as a means of livelihood and of distinction? For a generation at least let the boys and girls be taught to work and to consider excellence in the work their hands have found to do as the highest hope to be realized; and then, after the third of a century of such endeavor, let it be seen whether the accumulation of dollars and the excesses the money can buy still stand for the learning and the culture and the best citizenship which they stand for to-day.

It hardly need be said in conclusion that the example of the Kaiser can be followed with advantage by the casteless citizens of the United States. Let the boy and his sister know early that having a good time is not the end and aim of life unless such end and aim tend to the betterment of society or individual. Work and the thorough doing of it is what after all constitutes all that happiness covers, and if that standard be lowered suffering follows. So the lawnmower and the dishpan are the means of happiness—of "a good time"—if the work attending each be done as it ought to be done, and prince or peasant or boy in the United States should be taught to regard work and its implements as the main means of securing that happiness. "Hoch der Kaiser" and to the nation either side of the great sea that copies his worthy example.

REFUGE FOR CRIMINALS.

London is a city which has in its population more Anarchists and Red Revolutionists than any other on the globe, and yet they give no trouble, because they have complete immunity from interference and protection from extradition for trial in their own countries, on condition that whatever plotting they may do against the rulers and institutions of other countries they shall scrupulously respect and protect those of England.

Thus London is the world's greatest resort and stronghold of radical revolutionists. Virtually, there is a solemn pact or treaty of mutual protection between the London authorities and the vast numbers of German, French, Russian and other continental revolutionists that have found homes in the world's greatest city.

Switzerland is a country which has

long been a home for the Anarchists that have fled from other countries, but these refugees have grossly abused the hospitality and protection given them by the Swiss government in various acts of violence and disorder, prominent among these being the atrocious and unprovoked assassination some years ago in the streets of Geneva of the Empress of Austria. Switzerland is a little country existing under sufferance of its powerful neighbors, and the foreign revolutionists that swarm in its cities seem to think that they can abuse its hospitality with impunity.

But for the nearness and convenience of England and Switzerland, enabling the revolutionists to remain near their native countries while working out their conspiracies, and if asylum had been refused them, they would in all probability have come to the United States. However, there is reason to believe that not only are large numbers of them domiciled in this country, but that many of their plots have been worked out here.

Recently it has been given out that the United States Government has taken measures to look after the refugee revolutionists in the Union, and now the news comes that Federal officials are astounded at the numbers of these people in this country. It is stated that groups of Anarchists have been found in almost every State in the Union and in the most unexpected places. Detailed information concerning their location and numbers was refused by high officials to the press, but it is known that steps are now being taken by the Government to get acquainted with the various groups and their individual members and they will be kept under strictest surveillance hereafter.

The clew to the location of the Anarchists is said to have been furnished by a list containing the names of several thousands which recently fell into the hands of the Government. Tracing down the list, it has been found that for every name on it there are several Anarchists, ranging from two or three to an entire group of ten or twenty, or even more, living in the same town. Many of the addresses were in rural districts where foreigners have settled within recent years. As a precautionary measure the Secret Service is understood to be guarding high officials of the Government with care. Many highly inflammatory and threatening letters have reached the members of the Cabinet within the past few weeks, and it is said reliably several such letters, addressed to the President, have been confiscated by the Post-office Department.

The rule has always been that political criminals, those persons who take refuge in this country for complicity in plots and conspiracies against foreign governments, are never given up when claimed for trial and punishment, and thus it is that criminals of every sort come here, knowing that their own outraged authorities will never follow them or seek to carry them back, being only

too glad to get rid of them at so little cost.

But not only are these imported criminals secure from extradition and retribution in their own countries, but they have found out from experience that they are in little danger of punishment for crimes committed here, and the result is the levying of blackmail under threats of assassination in default of such payment, and assassination on other accounts are among the most common of crimes in this country. We have no treaty of mutual forbearance and protection with these foreign criminals as they have in England, and in default of it there are prospects of much trouble.

Our people seem to think that universal public education and the prohibition of the liquor traffic will regenerate our entire population and obviate the necessity for a powerful movement against violent and atrocious crimes. Let us hope the enthusiasts in the premises are not mistaken.

In commenting upon the production of lithium from copper as effected by Sir William Ramsey some weeks ago we said that the contemplation of this work "leads inevitably to the conclusion that the elements of greatest atomic weight exist in a state of unstable equilibrium and have a tendency to resolve into simpler substances." Prompt confirmation of the tenability of this view of the case comes in the news that Dr. Theodore Grosse has announced in the Chemiker Zeitung that by a combination of physical and chemical forces he has brought about the decomposition of platinum, which has hitherto been looked upon as an element. The methods pursued in this transmutation are complicated and expensive and offer no prospect of commercial advantage, but the discovery that such changes can be effected in the elements, or what we have hitherto considered the elements, opens up an interesting line of research and throws a bright light on tations. The most hopeful view of the situation is that set forth in the note referred to above, namely, that where the chemist can break down a body which has hitherto been looked upon as an element it is reasonable to hope that some time he may learn to build it up. If this view of the case be admitted to be reasonable we may therefore hope that some day the world will be startled by the announcement of the synthesis of platinum.

"A penny saved is a penny earned." It is unnecessary to throw away that which may be used to the profit of the institution. Of course, it is unwise to spend 10 cents' worth of time to save a penny's worth of string or paper, but where it can be done without a loss of time it is well to do so. You have lots of odd moments during the day that you are not occupied, and that is the time to do it. Economy is not parsimony but efficient administration.

It's hard climbing to heaven with a load of hatred in the heart.

SUCCESSFUL SALESMEN.

S. Goldsmith, Representing Becker, Mayer & Co.

Of the numerous elements which enter into the making of a successful business man none are more vitally important than enthusiasm and confidence in his own undertakings. Particularly is this true of the man whose success depends upon his salesmanship. There may be isolated cases where the salesman's confidence in his wares is not reflected in the results he produces, but as a rule it is impossible to inspire in another that which one does not possess. As for enthusiasm, frequently it is difficult to tell whether it is a product of energy or whether energy is developed from it, but certain it is that the two are so closely linked together as to make it undesirable to attempt separating them. Moreover, it is doubtful whether any substitute can be found in theoretical salesmanship for these two attributes; neither can they be supplied to a man who lacks them. In fact, the core of the argument is that salesmen are naturally endowed with their ability rather than made able by any artificial process. On the other hand, it is equally true that the man who has these natural endowments, but who neglects the practical education which enables him to apply them to the best advantage, may fail utterly.

Probably the most valuable natural endowment is a happy combination of these qualities, combined with enough conservatism to prevent the taking of any false steps. When a man is found to be possessed of these things it is usually possible to trace them to some hereditary source, and such is the case with the subject of this sketch.

Samuel Goldsmith was born in Frankfort-on-the-Main, Germany, Aug. 22, 1857. His father was a merchant, being the owner of a large department store. He attended school and college in his native place until he was 13 years of age, when he came to this country, landing in Baltimore, where he lived two years with an uncle, working in the uncle's wholesale clothing house daytimes and attending night school evenings. In 1873 he was smitten with the Chicago fever and became a resident of the Windy City. His first employment was with M. Selz & Co. as office man. A year later he entered the employ of M. Meyer, clothing dealer in Goshen, Indiana, with whom he remained several years. When the new town of Nappanee was founded Mr. Meyer sent Mr. Goldsmith there to open a clothing store, which he conducted with signal success for about two years. He then removed to South Bend, where he took a position as salesman for Meyer Livingston Sons. He remained with this house until the spring of 1881, when he returned to Chicago and accepted a position as traveling salesman for Cahn, Wampold & Co. He was assigned Michigan and Indiana as his territory and he undertook to see his trade from two to four times a year. When he first started out Chicago was not as strong a clothing center

as it is to-day and the clothing dealers very generally handed him out solid chunks of laughter and ridicule, but he gave them as good as they sent and has the satisfaction of knowing that he played no small part in creating sentiment among the trade that Chicago is one of the great clothing centers. After putting in three years with this house he transferred himself to Strauss, Yondorf & Rose. Just before the panic of 1893 he entered the employ of Ederheimer, Stein & Co., but was compelled to relinquish this line on account of its being too high-priced to handle to good advantage during a period of depression. He therefore identified himself with the house of Becker, Mayer & Co., with whom he has been connected ever since. When

has been their home for the past twelve years.

Mr. Goldsmith's principal hobby is business. He attributes his success to honest dealings with his customers at all times. He is a base ball fan and enjoys pinocle. He is on the road five months of the year and in the house the remainder of the year from 9 o'clock in the morning until 5 o'clock in the afternoon looking after the interests of his customers. He has a fondness for good stories and his reputation as a raconteur extends from ocean to ocean.

Mr. Goldsmith is a man of quick, nervous temperament and of great mental alertness. He is a born fighter for business, but a fighter "on the square," as the sporting fraternity term it, and retains his happy smile



Samuel Goldsmith

he went with the house it was a small concern, but it is now one of the largest houses in the country and Mr. Goldsmith may honestly feel that he contributed in no small degree to its success.

Mr. Goldsmith was married Sept. 7, 1881, to Miss Josie Steinfeldt, of Columbia City, Ind. They have three living children—Herbert, aged 23, who is a book-keeper in Chicago; Sidney, aged 19, who is traveling for Becker, Mayer & Co. in Indiana under the direction of his father, and Hazel, 14 years old, who is attending a Chicago high school. They also had one other daughter, who would have been 25 years of age if she had lived, but who died when she was 12 years old. The Goldsmith family resides at 3645 Forest avenue, which

whether giving or taking hard blows, providing they be above the belt.

Weather Prophets of Old.

Meteorology as a science is in its infancy, but as a branch of knowledge it is perhaps as old as mankind. The beginnings of meteorology are to be found at the origin of civilization. It would be error to imagine that the rich weather lore found in the Bible, especially in the book of Job, and in the poems of Homer and Hesiod, originated them in Palestine or Greece. On the contrary, the familiarity of the people with the sayings and rules concerning the weather revealed by these writings show clearly that they must be considered as a primeval stock of the culture of that time. There is

reason to believe that the origin of much of modern weather lore can be traced to its Indo-Germanic source. The Greeks as far back as the fifth century B. C. were the first to make regular meteorological observations, some results of which still are preserved. Their great capacity for pure science induced them to propound meteorological theories. At this time they used wind vanes and in the first century B. C. they built the Tower of the Wind at Athens. The first quantitative observations—that is, the measurement of rain—were made in the first century A. D. These were made in Palestine and their results are preserved in the Mishnah. Meteorology made but little progress among the Romans. The barbarous state of Europe after the fall of the Western Empire was not adapted to the furtherance of science, which was barely kept alive within the Christian church. The fathers of the church, writing commentaries on the week of the seven days, often took occasion to insert long elaborations on the atmosphere and its phenomena. The revival of experimental science in the thirteenth century led to the development of regular meteorological observations in the fourteenth century. It was only during the latter part of the nineteenth century that meteorology became partially an exact science. Even yet in popular estimation prophets of the "goosebone" variety are considered almost as reliable as the Government observers.

A high aim may fall short, but it never fails.

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.



TRADE MARK

Ground

Feeds

None Better

WYKES & CO.

GRAND RAPIDS

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

Girls And Their Wardrobes.

The girl who selects her own things, makes many of them, and keeps a dainty wardrobe up in the nice shape that it deserves with her own fair fingers has need of enough knowledge of different ways of doing things to make a whole library if it could be gathered together.

Did you ever try to wash and iron your dainty French lingerie frock yourself so that it would escape going to pieces in the hands of the wash-woman? If you did you probably were "fussed" by the way it strung down in the soap suds and by the alarming weight it developed when you tried to lift it up with a stick out of the bottom of the boiler. A girl who is a regular scientist at this sort of thing said she always washed hers in a thin cheesecloth bag.

"It is the only way you can be safe from its tearing by its own weight," she said. "I just shake it up and down in the suds and again in the boiler and put it through two or three rinse waters and blueing water in the same way. Then I hang it on the line over some cheesecloth and iron it before it gets dry."

This same girl told of her hat trimming methods. "Were you ever rash enough to get the trimmings all pinned on your hat before you put the facing in the brim?" she asked. "I always trim my hats backwards. I can't wait, but must get the outside fixed while I have the inspiration. If I do take the trimmings off I never get them back on quite as well as they were before. So I just take an old handkerchief or thin piece of cheesecloth and pin over the whole outside of the hat after sewing them just as they are. Then I tack in the facing and the trimming isn't hurt. I know this would not appeal to a milliner, but when amateur trimming is successful it is so often because it is a lucky 'hit' and because you do it just when you feel like it. You couldn't do it again the same way, as a milliner could, to save your life."

Another girl who is a famous dress artist revealed some color principles which are really priceless the other day when she was showing a group of friends a chain of Japanese coral beads. They were dark red corals, worth at least \$500. The girl to whom they had been given is of a blonde type without a great deal of color and with pretty soft, light hair that suggests gold rather than being really gold colored.

It would have seemed that the beads were just the color for her. "I can't wear them now at all," she said, "because I haven't been well and my skin is not in good order. The red brings out humps and bumps all over it."

"One bad thing about red is that it always brings out any latent sallowness you may have about you. Blue covers this up. Blue as a rule will deal more kindly with the girl who is past her first freshness than red will. And as to the gray haired woman, she should not wear red unless her complexion is still rosy and beautiful. Red will bring out the color in a fresh

skin, but as a rule the gray haired woman looks better to accentuate her hair instead of her skin. She can bring out her hair with the blue and she only makes it look like an ugly daub and brings out her complexion—which she should not—with the red. If one really wants to kill the yellow in themselves, let them try orange. It is absolutely effectual and better than a bleacher any day."

Marking Nut Produces Ink and Varnish.

The Indian marking nut is a fruit which long has been used as a natural vegetable marking ink, the characters made with the juice being remarkably permanent. The juice is mixed with quicklime, while the dried juice is extensively employed in the manufacture of a black varnish. The juice itself and the fumes given off by it in roasting the nut have a curious irritant action upon the skin, causing a temporary eruption. The black juice surrounding the kernel has a characteristic aromatic odor and produces a light brown stain which gradually becomes darker on exposure to the air. A secretion of the crushed nuts in boiling water makes alkalin; with ammonia it yields a dark fluid which produces dark brown stains on paper or linen. These stains are remarkably permanent and resistant to the action of reagents. They are not bleached by bromine, oxalic acid, or hydrochloric acid, and are rendered darker by alkalis. They are easily removable, however, by treatment with ether. The cashew nut has properties similar to those of the marking nut, the juice producing a permanent dark stain upon linen, which does not darken, however, to the same extent, on exposure to the air. The milky juice in the stem of the tree becomes rapidly oxidized and dries, forming a hard black fluid. It is used as a varnish in the West Indies and the tropical parts of South America. The marking nut also is found in the West Indies and in North Australia, where the ripe fruit is used by the natives as food. In 1859 Kindt described a method of preparing a marking ink by extracting the nut with a mixture of alcohol and sulphuric ether and evaporating the extract to the recognized consistency.

Huge Icicles Stored Up for Summer.

South Germans produce ice from pure water in winter. They use a large wooden framework in two stories, about six yards square and six yards high. Each story is covered with a floor of eighteen parallel beams, in the center of which a tube incased in wood rises beyond the upper floors. This tube is connected with the water main and the water issues through a rotating disk, which sends a moving spray on the beams. As the water drops from the beams icicles are formed, which reach the middle floor and finally the ground. The volume of water is regulated according to the temperature of the ice. As the ice retains the shape of isolated columns, it is broken up easily and removed. The ice is then stored for use in summer.

Let the Ben-Hur Cigar Bring Trade Your Way

Here is a point you want to keep in mind, that **Ben-Hurs** untie tight purse strings and keep them loosened. There is too much real economy and genuine satisfaction connected with smoking the **Ben-Hur** for men to cut this brand out in their efforts to save a little here and there. The path blazed by this splendid 5c cigar leads straight to a better cigar business and more of it. It has the unusual quality of pleasing all qualities of men and holding them as your steady patrons.



dryest of climates.

We would appreciate a trial order through your Jobber.

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

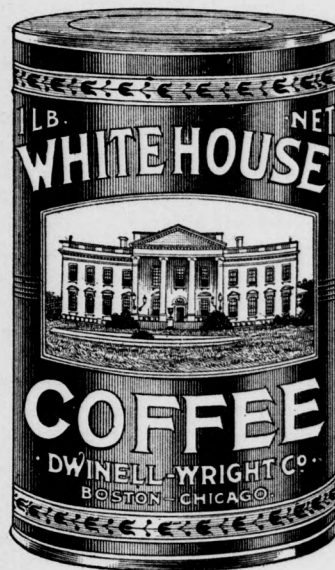
WORDEN GROCER CO., Distributors, Grand Rapids

Just a Word About Our New Package

Ben-Hurs can be had now in our new Hermetically Sealed Glass Jars, as shown in cut. It's a decidedly advanced step in practical merchandising methods, and **Ben-Hurs** will always be found closely associated with any new idea which tends to make as good a cigar as the **Ben-Hur** is, a little better. This new package will keep cigars in absolute perfect condition for any length of time in the

Symons Bros. & Co.

Saginaw

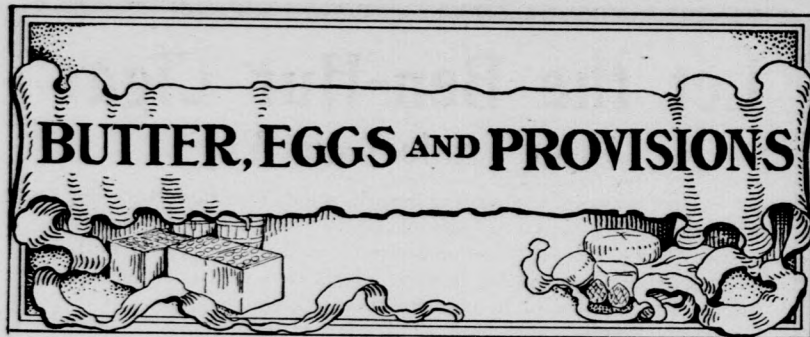


recommend the purchase of the reliable old

White House Coffee

simply because experience has taught that this superb brand never disappoints anybody.

"White House" is a sort of peacemaker in the family and a "soothing syrup" to the worried head of the household and a blessing to the cook, who is proud when she "hits it off" just right.



BUTTER, EGGS AND PROVISIONS

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 25—Jobbers all report only a very moderate movement in coffee and say that buyers simply take enough to keep up assortments and can not be interested in anything further. How long this condition will prevail remains to be seen. Supplies are quite large, as the amount of Brazilian coffee in store and afloat aggregates 3,607,515 bags, against 4,606,439 bags at the same time a year ago. At primary points the receipts amount to 9,401,000 bags, against 17,103,000 bags at the same time last year. At the close Rio No. 7 is firmly held at 6@6½c. During the fore part of the week some good transaction in mild grades took place, but trading at the moment is quiet. Prices are steady and practically without change.

The grocery trade at large is said to be pretty well stocked with sugar, and for a day or so the market has been rather tame. Buyers anyway are not willing to take large stocks at the advance, although they may have to pay even more later on. Consumers are loudly protesting to the retailer, but they will find that the law of supply and demand overrides all protests.

There is said to be a little better feeling in the tea market, but sellers say there is much room for improvement yet. Prices are usually called steady and it is not thought that new crop teas will show any noticeable decline from those now prevailing. Of the market generally it is reported that Japans are moving best.

With the advancing season there is a better call for rice and buyers all want their orders filled "immediately." Quotations are firmly adhered to and buyers are not inclined to seek for job lots, knowing that time would be wasted. Good to prime domestic, 5¼@57½c.

Spices are dull. Jobbers are selling only small lots and little interest is shown by buyers or sellers. Prices are steady and this is the one redeeming feature of the situation.

Stocks of molasses are moderate and holders are very firm in their views. While the demand is not especially active, there is still something doing and sellers profess to be quite content with the outlook. Prices are practically without change, good to prime centrifugal being held at 22@30c. Syrups are steady and unchanged, with stocks light.

Canned goods move along about as usual. Buyers want a rate rather lower than the lowest and, if they

hang on long enough, they are quite apt to receive some concession, although the good old staple, tomatoes, is bearing up nobly. Railroads down in Maryland have decided not to return empty baskets nor to receive tomatoes which are not covered. This will so increase the cost to the grower that profit is entirely eliminated and it is thought there will be a decided reduction in the acreage, as farmers will raise other stuff. Farmers want \$8@8.50 per ton, and jobbers say they will not stand for the cost of canned tomatoes when the raw stock is so high. And there the matter stands. Spot standards are about 75c f. o. b. for standard goods, although, of course, goods may be found that grade as standards above and below this figure. Other goods are about unchanged. Canned fruits at the moment are rather unsteady. Mr. Durney, of Grith-Durney Co., of San Francisco, is here and confirms the reports of bounteous supplies of everything on fruit trees in California except prunes, and even of these he says, "There will be prunes." He thinks there will be some decline in the level of California canned fruit generally, but that it will not be especially marked.

Warmer weather has had an effect on the butter market and a decline has taken place—not much of a one, but the tendency is to a lower range. Creamery specials, 29@29½c; held stock, about 26@28c; Western imitation creamery extras, 24@25c; firsts, 22@23c; Western factory, firsts, 21c; held stock, 19@21c.

Stocks of late-made full cream cheese are pretty well depleted, but there appears to be enough to meet requirements. The general situation is just "comfortable." No further decline has taken place and full cream is held at 15¼c.

There is some accumulation of eggs, and this fact, taken together with the almost midsummer weather now prevailing, has had a demoralizing effect. The very best grades are pretty well sustained at 17@17½c for Western storage pack, firsts to extra firsts regular pack, 17c.

Beet Sugar Acreage Largest in History.

Saginaw, April 28—The sugar beet season commences this spring with the brightest outlook in the history of the industry.

Planting is already well under way throughout the Saginaw Valley, several hundred acres having been put in during the last week. This is about the record for early planting in Michigan, and is from a month to seven weeks earlier than the seed-

ing of last spring, which was greatly delayed by rains and unfavorable weather. The company at Carrollton hopes to have more than a thousand acres of its contracts seeded during the coming week, which will enable it to commence the sugar

Morris Kent Co.

Kalamazoo, Mich.

Wholesale Grain and Produce

Potatoes and Beans a Specialty

We Can Supply You in Car Lots or Less

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.

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

campaign next fall very early and give the factory a longer run. Weather conditions have been ideal for sugar beet growers. The early spring quickly took the small amount of frost out of the ground and the high temperatures of March and April have dried the ground thoroughly for plowing and seeding. Beets now in the ground will be up in two weeks and they will then be past the possibility of injury, either by frost or rains. Continued rains and cold weather just now might rot the seed, but after it once germinates it is safe and nothing stops its growth.

The Michigan Sugar Co. shipped in eight carloads of seed for its half dozen factories, which has practically all been distributed and this, with a large supply on hand from last season is now in the farmers' hands. All of the Michigan Sugar Co.'s plants have contracted the largest acreage in their history; in some cases 10 to 20 per cent. larger than last year. The same is true of all other factories in the State, according to reports received here. At Caro 8,000 acres are already under contract, with the prospect of 500 more within the next three weeks, as against a total of 7,000 acres last season. Four carloads of seed, averaging 300 bags each, are being distributed from that point, and by the middle of May, or earlier, it will all be in the ground. The companies are also laying in their supplies of coal and limestone, giving employment to several hundred men and making the factories busy places even in the midst of the "dull season."

Each succeeding year, with one or two exceptions, has shown a substantial growth in the sugar industry, with the beet acreage expanding over an increasingly large territory until last year more than 110,000 acres were put in. The beet and sugar outputs were reduced by poor weather conditions, the wet spring and prolonged drouth in the summer and early fall damaging the crop greatly and lowering its sugar content. As a result the sugar product remained at about the same figures as the year previous, when it was 175,000,000 on much less acreage. This year it is believed the beet territory will reach 125,000 acres, and produce under the favorable conditions that now seem probable a crop that will yield sugar worth \$10,000,000, the coveted mark striven for by the manufacturers, which is nearly \$2,000,000 higher than the value of any previous output. Sugar manufacturers are in high spirits this spring and predict that their industry will make the greatest stride in 1908 ever known in any state. They are on excellent terms with the farmers and all differences that threatened to cause trouble last year have been adjusted.

Queer Tricks To Raise Taxes.

Some queer expedients have frequently been adopted by the European government to tax their people. The method usually devised is some so-called "public safety" measure, which will bring in money if it is followed and will still have the same effect if it is disobeyed.

In this class was one which the German government utilized at one time. It sent out charwomen with instructions to inspect and clean the houses of everybody. If the people objected they were fined, and if they didn't they had to pay a charge for the services thus rendered. Altogether the national funds were augmented by \$5,000,000 in this way.

On another occasion only a certain kind of tooth powder was allowed to be sold in the stores—that kind made in the government factories. Rather than pay the high price demanded, the people preferred not to use any dentifrice at all, and the tax failed in its purpose.

Austria is another country that has succeeded in raising money by forcing cleanliness upon its people. Under a penalty of \$50 Austria demands that every householder shall have his chimney swept at least once a month for fear of fire, the work to be done by the government sweep. She found the measure most lucrative, as she charged a tax of 45 cents for every chimney cleaned.

Italy has a plan for raising money that has been called "a tax on imbeciles." This is the State lottery, from which she raises a considerable sum. Out of the numbers from 1 to 90 every Saturday night five winning numbers are drawn. For the player to win it is necessary to draw one or more of these numbers. If you draw one right you gain fourteen times what you paid—that is, eighty-five probabilities in favor of the government. If you draw two numbers you gain 250 times what you paid, but you have only ten probabilities in your favor, while the government has 3,250. If you draw three you gain 4,250 times what you risked, but while the probabilities in your favor are still ten, those of the government are 117,470, and the same proportion is maintained if you draw four or all of the numbers.

France succeeds in raising \$140,000,000 yearly out of stamp duties. When you visit gay Paris your hotel bills come to you with a stamp on them. Every check drawn bears an extra receipt stamp, across which you must sign your name. Theater tickets must be stamped. Even posters on the boards are stamped, the value varying with the size of the bills.

For municipal purposes its towns also adopt queer expedients. Every morsel of food, drink or fuel must pay a tax, while Paris puts a tax of one penny on all spirits, besides mulcting landlords with a 2½ per cent. and tenants a 1 per cent tax.

Holland has similarly levied several queer taxes. Besides imposing a duty of 2 cents on every person who enters a tavern before noon, she used to levy taxes on those who visited places of entertainment, on marriages and on many other things.

If a person were buried out of the district to which he belonged his nearest of kin would have to pay twice the amount that would have had to be paid had the burial taken place in his own district. Even boots and shoes were taxed, regulated by

the size of the article—the smaller the shoe the smaller the tax.

In Switzerland, to be exempt from military service, one must pay a tax of \$25 a year, no matter whether one be a cripple or an invalid. And if the bill is neglected the Swiss is prohibited from entering any beer garden or public entertainment until the full sum is paid.

Greece attempted to raise money by making every smoker take out a license, but as the smokers objected in such strenuous manner, causing riots in the streets and in other ways embarrassing the government, the plan failed. But she compelled her people to purchase the national emblem in the form of a flying swallow. These she had manufactured in bronze in large quantities, charging a few cents for them. Any person not having one in his or her possession was liable to a penalty.

You are not booked to heaven simply because you are versed in the heavenly book.

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

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

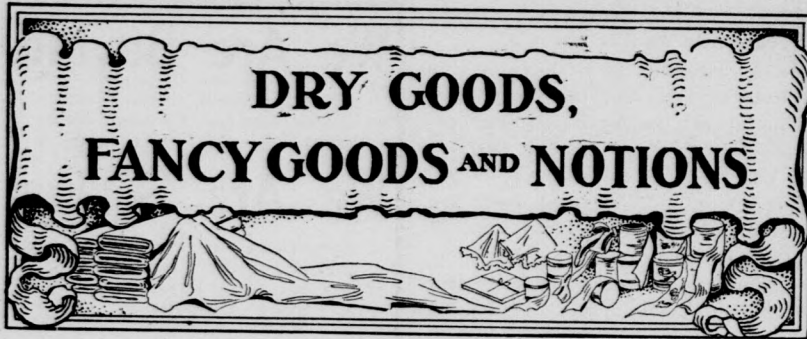
EGGS

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.

Printing for Produce Dealers



NATURE FAKIRS.

Milliners Who Use Green Owls and Black Parrots.

The hen that lays the Easter hat is the important bird of this season. She has been called upon to furnish great quantities of materials to take the place of feathers formerly contributed by rare exotic birds. Now that trade in skins of winged creatures is so rigidly prohibited by law, all of the fowls of the farm yard are needed to complete the supply—ducks, geese, guinea hens and even swans being sacrificed.

There never were so many varieties of feathers seen on hats as there are this spring, and the milliners tell us that much of this wonderfully colored plumage comes from the farm yard. They are quite as beautiful as the trimmings formerly seen, even although the trade in skins of birds of plume and song has been almost entirely stopped. What we have lost from this source has been made up by the ingenuity of manufacturers of millinery materials, who, with the aid of the dye pot and a few clever expedients, now are turning out new and splendid species of birds to win our fancy, although working with nothing but domestic poultry supplies.

Create New Species at Will.

Being restricted by no hard and fast ornithological rules, the manufacturer is able to give us a wonderful collection of birds, the like of which never were seen on land or sea. That they shall be pretty and pleasing is the only rule to which he adheres. The makers of these new feathered creatures are the boldest of nature fakirs, and they do not hesitate to create a new species whenever the fancy happens to strike them.

The colors are influenced by the prevailing fashionable shades, but anatomical details are arranged to suit the taste, and hardly any departure from versimilitude in this line is considered too radical, if the effect produced when the bird is placed upon the hat is smart.

Many of the Easter hats are trimmed with little owls' heads. Some are white, others black and yet others vivid greens and yellows. They are wonderfully chic and when three or four of them are bunched together they are perfectly fascinating with their bright, wild eyes and dainty feathers. These are entirely new and original species of owl created by the clever manufacturer. No such things as green owls were ever seen except, perhaps, by Johnny, after he had eaten too much plum pudding, but real-

ism plays no part in the milliner's art.

Turkey Feathers High Priced.

Turkey feathers and peacock feathers are in high favor just at present and fetch a good price, being found useful by the manufacturers for making artificial birds. There is not a bird of the air of which there is not a creditable counterfeit, even the cunning little humming bird being reproduced most successfully. The bird of paradise is replaced by a creature which is remarkably like the original. Black parrots are anything but natural, yet milady may trim her hat with one if she happens to be in mourning, or, if she is wearing gay colors she may have one of any shade to match her frock.

These fetching parrots really are not parrots at all. They are not even birds. But they are startlingly like parrots, and that is all Dame Fashion requires. Upon examining them one finds that they are made of cloth upon which feathers are cleverly sewed. Even the heads are artificial.

To a scientific ornithologist the "avifauna" of a fashionable millinery shop is highly amusing and even interesting, for the ingenuity displayed in the production of feathered counterfeits is really remarkable.

Ostrich Plumes Pieced Together.

The latest idea in ostrich plumes, while admittedly a nature fake, is not made "out of the whole cloth." The plume is a real ostrich feather, but it is far more elegant than any plume that ever grew, for the "flues" are three times the usual length. Each "flue" consists of three "flues" tied together. The work has to be done by hand and such a feather, which represents at least three fine ostrich plumes in one, costs from \$25 to \$50. Another artifice of the milliner is to make these artificial ostrich feathers of great length by fastening the quills of several together, the work being done so artfully as almost to defy scrutiny.

But the most artistic work of all is done on the wonderful "breasts" which are used to trim hats, and are sometimes made into muffs. They are designed to represent the breast of some magnificent bird, such as the wild swan, and so cleverly is the work accomplished that they are beautifully smooth and delightful to the sense of touch.

Yet they are made from the body feathers of the domestic goose.

Many of the feather boas which are so popular with the woman of today are made almost entirely of the body feathers of chickens. Big chicken feathers are used in enormous

quantities for hats. Goose feathers are more expensive than ordinary chicken feathers, being much used for making breasts and artificial birds.

Ducks also are important contributors of raw material for the millinery trade. In this country there are a dozen big farms which turn out 20,000 or more ducks every year, hatching them in incubators and selling them at the age of ten weeks, when they average five pounds apiece. Ten ducks yield about one pound of feathers, which sell for 30 cents.

Georgietta Beagle.

Even His Temperature.

A Peruvian Jew at Johannesburg was so ill that a trained nurse had to be sent for. When she came on duty

her first remark was: "Now I'll take your temperature." To which the Jew replied: "You can't; everything is in my wife's name."

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.

CASH CARRIERS

That Will Save You Money
In Cost and Operation

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

CURTIS-LEGER FIXTURE CO.
265 Jackson Boulevard, Chicago

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

Our Spring Lines

are now

Ready

for

Inspection



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

DRESSING SACQUES.

Consult the Physical Characteristics of the Patron.

Written for the Tradesman.

In selling flannelette or other dressing jackets the clerk should be careful about the pattern and the shape.

I was with a friend, the other day, whose trade was well-nigh lost to the store by the attempting to foist on her, by the indiscriminating flibbertigibbet in charge, dressing sacques which made her look more tublike than was necessary, even in these nondescript garments.

Take a thin person—one of the "Starving Cuba" variety—and the cut cuts no ice especially, just so that the sleeves are long, loose and full enough to hide the arm bones and so that the around-the-trunk part is sufficiently voluminous to conceal the necessity for eating more and oftener the fat-producing foods.

Well, my friend tips the scales at the good round sum of 203 pounds. She hasn't a bad figure for such a bulky woman, but she has to observe discretion as to the "lines" of what she wears. I often think if all fat ladies were as cautious as she in this important regard they wouldn't go round looking like a giant oak so much as they do. By judicious selection this friend of mine passes for a "large" woman but not a "mammoth" one—there's a difference in looks of about fifty pounds, more or less.

That misfit in the dressing jacket department wanted to sell "any ole thing," apparently, just to make a sale. Bless her muddled pate, she doesn't know enough to take her three blocks! She had the then customer remove her wrap and she proceeded to try on some awful things that were never "made for" the patron she was waiting on. In the first place, she seemed not to take into the slightest consideration any of the bodily characteristics of my friend, neither contour, complexion, nor age; seemed to go on the principle that these items are ever X in a sale. And they were, so far as her perceptions were concerned.

She put on my friend's fat shoulders a jacket that had good stripes, but the yoke was a high round one that came just where it shouldn't on a lady who carries around with her all day long 203 pounds of flesh plus bones. My friend knew a thing or two if the salesperson didn't, so doffed the offending garment in a jiffy.

"Not for me!" she emphatically asserted.

"How's this?" asked the clerk, drawing on a gloomy and fuzzy jacket made up in brown and black geometrical figures four or five inches across and that made the present wearer look like the side of a house.

"Nein, nein!" sprach the displeased customer.

Then followed a fitting—or, rather, non-fitting—of perhaps a dozen of as ugly house jackets as the clerk could possibly have picked out of the bunch. Among piles of them that brought the visible stock up to possibly 150 that girl obviously picked

out the worst ones she could find—absolutely lacking in penetration when it came to finding a suitable jacket for a bulky customer.

I disliked to "butt in"—how I hate that slang expression, but it fits in often where an elegant one is weak—but really I felt called upon to say a little of protest and advice. Consequently, I suggested so-and-so as being likely to be satisfactory.

The clerk then put her skates on and hunted industriously for what I proposed and, on unearthing a garment tallying with my description, a trial of it over my friend's ample avoirdupois resulted in something appropriate in every way.

Customer and clerk thanked me for my assistance and the former left the store contented with the last garment tried on, that might just as well have been the first and saved a deal of vexation and delay.

Moral: In the dressing jacket department first make a little study of your patron's physical peculiarities, then go ahead and dig out something that you can sell for a dollar or two without making the buyer thereof look like 30 cents. O. I. V.

Freaks and Marvels in Hats.

Certainly no one can complain of monotony in color, shape, or fabric in the millinery worn this spring. There are shapes to suit every face, and never has there been more latitude in choice. There are wide brims, narrow brims, no brims at all. There are high crowns and low crowns. Trimmings are built up in imitation of Chicago's highest buildings. Again they are crushed down in a way that suggests Brother John sat upon sister's new spring headgear.

The much heralded high crowned small hat is with us, but so also is the Merry Widow sailor with the twenty-one inch brim and low, round crown.

Almost without exception the new hats, be they large or small, roll at the left side. The exceptions are the straight brimmed sailors, which promise to become dreadfully common before long, and the fascinating Charlotte Corday hat—that coquettish confection of mob crown, plisse ruffles, and nodding plumes. This style of hat is charming when worn above a fresh, youthful face and is made of a variety of materials, such as nets, tulle, and other diaphanous stuffs, built over a wire frame.

Ruffles Held Out by Wire.

The down turning ruffles are held out slightly with an under brim of wire, so that they do not hang perfectly flat against the hair. The crown is puffed up daintily, caught invisibly here and there and encircled by a band of ribbon ending in a lovers' knot. Sometimes bunches of tiny flowers are tucked in around the crown. Sometimes two short, back turning tips nod in front.

Picturesqueness is the predominant feature of most of the new models. One imagines the fashionable milliners studying the old masters, suddenly seizing an idea, and then hurrying back, copying, modifying it, and bringing it up to date. One of

the results is the Rommey hat, which, slightly changed, is one of the spring's smartest productions. The little frilly nightcap effect under the brim, which made its appearance in Paris last winter, now is being introduced in this country. The Gainsborough is in high favor, but the lines have become so generous and the profusion of plumes so great that one hardly would recognize this old favorite. The milliners say that we are indebted to the empire period of dress for the quaint little high crowned hats with little or no brim and all the trimming placed flat against the crown.

Brimless Hats With Tailored Gowns.

These small, brimless hats are the "latest thing" and are considered good style for tailored gowns. But for afternoon and evening wear American women still are clinging to their picturesque broad brimmed hats. Hats are crammed down on the head farther than ever. Some small women almost disappear under their spring headdress and peer out from under the fascinating but extinguishing brim in the eeriest sort of a way. Bandeaux are quite out of vogue except for giving the smart tilt at the left side.

Boat shaped hats, narrow at the sides and projecting front and back, are found in smart shops. These necessitate wearing the new coiffure of Grecian outline to support the back brim. When properly worn by the woman with a certain amount of chic they are wonderfully attractive.

Although there has been a great deal of talk about hats being smaller this spring, the prediction was anything but well founded. The smart hats are nearly all of perfectly astounding dimensions, either in width or height. A French hat with a fascinating drooping brim measures thirty-two inches wide and thirty-six inches deep. A Devonshire model of moderate proportions is thirty-two inches in width. The Charlotte Corday hats rarely measure less than seventeen or eighteen inches in height. The "small" hats of unusual shape and design are about seventeen inches deep and nineteen inches high.

We never are ready to be lifted up until we have been thrown down a few times.

Bits of Business Wisdom.

It is not half so hard to get trade as it is to retain it.

What an advertisement sets forth the advertiser should bring forth.

Don't jar the "funny bone" too much. Business is a serious matter.

Every advertising man who lives in his profession is an advance agent of optimism.

A customer dissatisfied, either in his purchase or by the service rendered, can be marked non-returnable.

There are some unforgettable words and sentences, or phrases that stick to the memory. And they make an advertisement doubly effective.

Most men do not possess the knack of charging themselves with enthusiasm; they have to be attached to another man's dynamo at frequent intervals. The person who can "charge" men with enthusiasm and selling energy quickly becomes a leader among his fellows.—Printers' Ink.

A Great Invention.

"But that umbrella looks so awfully cheap and common," said the customer. "The price you ask for it is preposterous."

"That's the beauty of that umbrella. It's really the very best quality, but it's made to appear cheap and common so no one will steal it."

It is a good thing to watch the man who is over nice about indifferent things.

Errors

are rectified—yes, and often prevented—by the use of the telephone.

No business man can afford to be without one.

"Use the Bell"

IT
PAYS

CALL
MAIN
330



We never are ready to be lifted up until we have been thrown down a few times.

Boss of Michigan

Is our brand on overshirts and means just what it indicates.

Can't be beat in quality, make-up or price.

We carry a complete line in boys' and men's plain black sateens, plain black ducks, stripes, dots and figures.

Negligees with attached and separate cuffs. Can fill orders promptly for any quantity.

P. Stekete & Sons

Wholesale Dry Goods and Furnishings
Grand Rapids, Mich.

CHUNKS OF WISDOM

From the Pen of the Minneapolis Philosopher.

We had a neighborhood mass school meeting in our district last week. The proposition was to vote a tax for certain school betterments. To such a meeting many cities come loaded and primed, some for big game and some for smaller fowl. If it develops that the game is something altogether foreign to what they have prepared to shoot, a large part of them will take aim and shoot off their charge at the imaginary game just the same. It is an interesting psychological study to watch these people perform. Let the proposition before the house be stated ever so clearly, a certain percentage of the people will understand it according to their preconceived notion, and long reiteration only can correct them. The alderman of our ward says that this human weakness is very apparent in many men who come to argue their cases before the council committees. Even although the committees may have passed, in the presence of the petitioner, the exact measure he is asking for, not seldom the man will rise and deliver himself of his petition. The psychological explanation of this seems to be that the petitioner's head is so filled with his petition that the committee's action passing before his eyes and ears does not enter his consciousness.

I once had a neighbor who had a most fearsome grouch against me. He nursed this grouch to the exclusion of much good mental activity. He ate, drank and slept with it; and when he fell in with a neighbor, he invariably pulled it out and aired it. Knowing that his complaint was wholly born in a misconception, I took him apart and explained the matter step by step, showing him his error, and getting his admission to the truth of my statements. The conclusion was foregone. It concluded itself, as I showed him, and expected him to admit. Did he admit it? He sat silent a moment as though confused. Then he asked: "But why didn't you do thus and so?"—the very point I had first proved (and he had admitted) that I had done. His mind, while having been lifted by steps to the final landing, had suddenly flopped back by force of gravitation to the old hole from which I had pulled it.

This mental manifestation indicates the one-idea man. Such a person never cuts a wide swath. The man with one good idea may cut a deep trench; but he of the one small idea will hardly make a trail in the dust of the highway. Forgetting forgetworthy things is an art, a science and a benediction. Once you learn it, it clears the way amazingly for important present-hour work. It gives mental grip on greater things; it gives better, farther vision for future activity. You may set down, as one of the human trifles, the man who can give in detail the "says I" and the "says he" of a personal quarrel of forty years ago—or of

last week, if the telling is not pertinent to some present truth. Nursing ill-will musses up the mentality and clogs clean action. As a rule, a man in a cheerful mood will clean a stable, or curry a horse or drive a locomotive or teach mathematics or preach the gospel or sell life insurance better than the man of surly temper. A surly spirit is a standing advertisement that the man who possesses it has his thinking machine all gummed up with nasty little forgetworthy trifles that should have been carted off to the scrap basket of oblivion long, long ago.

Almost all disagreeable happenings are best forgotten. This does not apply to disagreeable facts like private and public corruption, cruelty and greed in active, present operation. These are to be remembered and cheerfully fought and beaten. But the mean things people have said about you; the hateful things they have done to you, can hurt you only as you keep them in mind to the poisoning of your good will and to the exclusion of large, beneficent thinking. You might as well pick up and carry garbage around in your pockets when good, red apples are plenty, as to carry ill memories when the world is full of good ones and humanity is hungering for will.

Last week I was in the home of a Minneapolis foundry worker, a man whose family consists of six boys and a wife. The father had just come from a visit to the home of a workman—a gasfitter—who was in want. The gasfitter was out of work and had been for several months. He had pawned the most of his pawnable things and had had for food for himself and wife for the last three days but two loaves of bread. The foundry worker had himself been at work but one month after an enforced idleness of three months, but he had taken food and a little money to the gasfitter and his wife. In the home of this man I heard of not a few cases of want in this city among men out of work—men who had tramped the city over and had worn out their shoes in search of work, pawning their tools and extra clothes for food and lodging during their quest. But in no case did I find that any one of these searching, suffering, starving mortals had looked or even dreamed of looking outside the city's limits for aid. They had tramped round and round within the corporation lines as though they were impassible walls beyond which was never a hope for them.

The foundry worker's wife said to me: "We lived for five years at B— (a manufacturing suburb) and we rented half an acre of ground for a garden. We had to pay cash for the rent of the ground and for the plowing and dragging. Him and the boys and me did the garden work when we didn't have anything else to do. And how much do you guess we got off that little patch? Just the sweet corn I picked and sold paid for all the rent and the hired work, and we had all the corn left we wanted to eat and put up. We had all the tomatoes and onions and radishes and lettuce and carrots and cabbage and

peas and beans and everything you could think of in the way of garden vegetables—all we could use and lots to give away. And potatoes! My land! We always had all we wanted all the year round and we supplied my two married sons' families with all they wanted, too. We come nigh making our whole table board off that little patch. And it didn't cost nothing, you might say. Now here we come into the city and we have to buy every little stinky thing we eat, at big prices, too, and not half as nice as that we raised. and him a tramping and sitting round here out of work three months! I say a man who'll starve in the city when he can live fine in the country is a fool! Just nothing but a fool!" As the foundry man was sitting by I didn't loudly applaud the lady, but I didn't discourage her at all.

As population and modern conveniences increase, people tend more and more to huddle up. Even although the huddling smothers their babies and cuts the family loaf in two, they continue to huddle. Once a man gets the huddling habit he is almost a goner. He and his race are destined to peter out soon. In New York City it is found that in eleven blocks the population is 1,200 to the acre; and in the entire Manhattan borough it averages 150.4 to the acre. In these dense spots the babies die like flies—in some quarters at the rate of 90 in the thousand per annum; while in the densest spots not over half of the population born lives to maturity. In the writer's childhood home there was a population of one to forty acres; and the whole batch of nine children lived to full manhood and womanhood, with but two calls for the doctor in twenty-five years, and those for broken bones. People with room like this and decent habits never enjoy leaning on other people. Bring up a boy in the middle of forty acres, where he has to go forty rods to get a fence to lean on, and he will generally stand on his own feet the rest of his life. In our great rural Northwest, where liquor has been cut out, you will find whole counties with not a pauper and only now and then a criminal, and never an out-of-work.

The degeneracy due to huddling is clearly and painfully shown by the offer of a world-renowned manufacturer and philanthropist of St. Louis, who has a standing offer to the unemployed of St. Louis to furnish any family who will accept it, what land they can cultivate, already cleared and fenced, with a house, a horse and a cow, free for one year, and thereafter to only pay the natural wear and tear on perishable property. And this offer has no takers! For years he has had the offer widely advertised in country and city that he will pay for good tracts of farming land, divide it among settlers, charge them the cost price and give them from five to ten years to pay for it, with little or no interest—and this offer has no takers! The huddled man is afraid of the cold, the lonesomeness, the responsibility of farming. The

man of this type has huddled up so long that he will fall down when he steps out of the huddle. By these presents we shall know that his tribe is fizzling out.—Sharpshooter in Commercial West.

Welcome the Possible Order.

Did you ever go into a machinery house and stand around the office waiting for somebody to wait on you, until you thought you were a wall flower and no account anyhow? I was warming a chair waiting for something to turn up, in one of the machinery houses west of Chicago one day, when I noticed an elderly gentleman wandering about aimlessly as though he was lost. Now, it wasn't the man's fault, I suppose, but no one in the establishment paid the least attention to him, and after awhile he wandered out, says "Western Machinery." About a week later I was in another machinery house, and was surprised to meet my elderly friend again, but this time he was the center of an animated group, and evidently was "some pickles." And to be sure he was "it," for he had just signed up a contract for a complete air plant and drill equipment running into several thousand dollars. Now, what was the matter in establishment No. 1? It was a very large house, and seemingly was in business to make money—yet here was a five thousand dollar customer, who never received even a "howdy do!" And, friends, this doesn't happen once in a year or two years but frequently. I say, therefore, pay more attention to the gentleman who floats in and looks around. The men from the hills are due every courtesy that may be extended to them, and if all do not buy, a little attention and consideration costs nothing, and every man in business should be a dealer in politeness and courtesy to everybody who favors him with a call.—Stoves and Hardware Reporter.

Reasonable Store Policies.

Success in retailing depends in no small degree upon the habits or customs the merchant establishes among his customers as he does business with them from year to year. With the proper determination it is possible to put into effect any reasonable store policy. It is just as easy to get the customers used to good business habits as to bad ones. Once a merchant makes concessions to a customer from the regular policy and principles of the store the customer is never satisfied afterward unless any concessions he asks are granted. He gets the idea that if he is getting such concessions others are getting concessions of other kinds and he thinks no deal is complete until he has worked for all the concessions he can think of. On the other hand, if the merchant stands pat on a reasonable policy, he soon gets the enviable reputation of dealing with all people alike. Then he is in a position to be absolute master of his own business and more of a master of his own destiny in that community than would be possible otherwise. And this is not so difficult as many merchants think.



THE BEST TEST

that MALTA-VITA CORN FLAKES are better than all others is *proved* by the Grocer who *knows* "the good things" and selects them for his own family use.

If you haven't tried them, do so—the difference is so marked you'll notice it.

THE BIG FREE DEAL

CLOSES MAY 15

Get your order in to your jobber now. "Make hay while the sun shines."
Buy while you can buy to an advantage.

1 FREE WITH 7

Order 7	cases and get 1 case free
" 5¼ "	" " " ¾ " "
" 3½ "	" " " ½ " "
" 1¾ "	" " " ¼ " "
" ¾ "	" " " ⅛ " "

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

Write us direct for free samples to distribute—they'll be sent express prepaid.

Malta-Vita Pure Food Co.,

Battle Creek, Mich.



Conditions Existing in the Glove Trade.

There are a great many retailers who are still vigorously working to reduce last winter's stock in order that as little as possible may be carried over to next fall. The suggested possibility that there may be another change in the price level of cheaper lines of leather gloves appears to be adding to the anxiety to be rid of all that were bought at the old high prices. While many merchants got rid of the winter goods early enough to lay in spring gloves and made good therewith, there were many who did not reach so desirable a goal and are now doing their best. Naturally this move is entailing more or less price cutting.

Some merchants, it is known, are intending to reduce the number of lines they will carry next fall, evidently with the idea in view of concentrating their purchases into narrower limits. Whether this will work for the best is considered doubtful by many clever buyers, notwithstanding that the object of the movement has for its basis the carrying of less stock so that more money can be left free for other purposes. Manufacturers and their salesmen are against this theory. While all would like to have their line the only one carried by the retailer, it is considered far preferable to get a representation than none at all, and the idea is extended to the retailer, in the assertion that he stands a better chance of getting and holding trade by full assortments. This last view is held by many as being fully as important as that of tying up less money than in recent times in the stocks.

While the boys on the road are doing considerable business, they are not getting what they should, nor as early as they should. Many retailers are postponing buying for one reason or another. Of course, where the merchant has the opportunity to go to market later this may not work him the injury that the retailer who has to depend for his market on the travelers sustains. In fact, the most business is being obtained at present from the latter class. Many smart buyers are buying conservatively, but are nevertheless getting in some kind of an order so as to protect themselves and insure their getting enough merchandise in time to show goods before their trade opens. They appreciate the loss of sleep and profits resulting from shipments delayed until after the proper opening time, when the trade has been satisfied elsewhere. Many of these, as stated, are going slowly in order to be sure of their steps, leaving the full balance of their orders to be sent in after spring business is over and when more complete returns have been had of this season's trade. This, while not agreed to by all as thoroughly wise, is the policy outlined by a number of buy-

ers who see no other way of giving the manufacturers enough business to start on, of being sure of getting early deliveries and yet not overloading in case what they now have on hand does not go out as they anticipate.

Many buyers would have preferred the salesmen waiting until after they had a better line on their spring business and knew exactly how much they are going to carry over, but, obviously, this was not feasible, as to delay so long would have made it impossible to get out enough goods to fill all orders. As it is, the compromise should meet all demands, insure prompt and early deliveries of sufficient merchandise to open the fall season with and protect both buyer and seller.—Apparel Gazette.

Black and White Stripes Popular.

French women as well as English and Americans shopping in Paris last spring went wild about black and white stripes, two-thirds of the gowns worn driving afternoons in the bois, seen in the fashionable tea-rooms, and at the races being of this design. This spring they are as fashionable in this country and black and white and plaids play an important part in most women's wardrobes.

One smart model is made of mohair in narrow black and white stripes. The coat is a three-quarter length of the new modified empire. It has a black and white belt extending across the back and assimilates being drawn through slashes at the sides. The fitted kimono sleeve is in one with the coat and has a double cuff of the stripe material. Over the sleeves are draped half circle caps, the points of which are finished with black braided ornaments. The skirt is princess, with plaits of black and white stripes on the side and an inverted plait in the back.

Nobby Suit of Mohair.

Another nobby suit is a white mohair combined with plaid material. The coat is a cutaway, made of the white material with a vest of black and white plaid, closing with two large covered buttons. The upper portion of the sleeve is white trimmed with a triple cuff effect of black and white. The skirt is a plain circular round skirt of the striped material combined with points of white mohair.

Some attractive gowns are made of black and white silk checks. In one costume the skirt is lapped to one side and is stitched on the edges in a deep tuck. The skirt is made to resemble a tunic. The lower part is attached to the upper part under a deep tuck. The skirt is full in the back and front from the waist line. The short corsage is slightly shirred on each side of the front and is made on the bias of the silk, the same as the skirt. The corsage is made with a seam in the center. The neck is outlined with a band of black satin, and above the band with a band of figured cretonne. The small yoke and standing collar are of white net. The corsage is completed with a band of black satin finished in the back with a rosette and sash ends of satin. The corsage and sleeves are

cut in squares, one fitted into the other and piped on the edges with the black and white silk the same as the dress.

The skirt is trimmed with a shaped fold of the material; the fold hangs loose at the lower edge. The skirt is long and is trimmed with a triple hem.

Dotted Foulards Are Jaunty.

Gowns of black and white dotted foulards are jaunty and are even being worn by young girls. An attractive style is a full skirt trimmed with insertions of baby Irish lace.

The black and white stripes and plaids are just as popular for tailor made suits. A nobby design is a new redingote of plaided mohair. It has a plaited front and back and circular sides. The collar and cuffs are mounted on taffeta.

Another suit is of striped worsted. It has a gore plaited skirt bordered by a band of moire. It has a semi-fitting jacket slashed at back and sides and trimming to match skirt. The collar is of tinted cloth ornamented with satin buttons and edged with moire.

A new Paquin model is a skirt of checked eolienne cloth. The coat is of fancy silk trimmed with rows of braid and metal buttons, ornamented with a jabot of Mechlin lace.

The striped and plaided voiles are much in use for evening gowns. A pretty model is a striped voile trimmed with bands of black cashmere. The tunic skirt is raised at the hip line by three plaits. The rest is of all over embroidery, and the waist is made more dressy by the ladder sleeves.

Do Women Go Crazy Over Hats?

"When hubby raves about the millinery bills and says they are out of all proportion," said a saleswoman in a millinery department the other day, "does it ever occur to him that his wife is really not quite herself and not responsible when she is going through her spring struggle for a hat?"

"If he would handle her with as much care and patience as the shops do and take a hint from the attitude of the best trained salespeople, he might not always find himself so unprepared for what she may do.

"One proof of her complete obsession is the way in which she trims her hats in public. I have been in one of the ready to trim departments for four years, and more women every day are not only becoming their own milliners, but are trimming their hats before an admiring crowd, which would have disconcerted a refined woman a few years ago.

Becomes a Funny Sight.

"Women who never would have dreamed of trying on a hat anywhere but behind the most secluded millinery screen now will stand before the mirror in the public parts of the store and balance things on their heads in a way that is extremely funny to the critical eye. A woman gazing anxiously into the mirror while the wings and things that she is trying to hold on top of a stiff sailor are slipping to the floor faster than two or three saleswomen



TRADE **IDEAL** MARK.

"Always Our Aim"

To make the best work garments on the market.

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

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

Write us for samples.

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

HATS

At Wholesale

For Ladies, Misses and Children



Corl, Knott & Co., Ltd.

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

PILES CURED
...without...
Chloroform,
Knife or Pain
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

can pick them up—well, a woman in that position is a comical sight at best.

"But one proof of her irresponsible state of mind at this time is that she does not know that she either is funny or conspicuous, and the women that crowd around her are as much in earnest as she is. So pathetically hungry are women to learn how to find something pretty and becoming that they can afford to buy that they eagerly will crowd up to absorb any possible idea which some other woman is unconsciously demonstrating. This idea may be anything but a good one. I came across a little woman with spare hair brushed tightly up on her head, trying on a big English walking hat the other day—it was one of the new and enormous stiff ones. I suggested that she try a smaller one, which she did, but she looked longingly at the big one. 'I wish I could wear that,' she said, 'those are so fashionable.'

Hat Aisle Draws Like a Magnet.

"The taste and patience of the saleswoman have a fine opportunity in these cases, and one chance she is obliged to take is that while the hat customer may appear to be pleased, her work may turn out to be all for nothing. There is plenty of evidence that lots of women who haven't any money at all, or whose husbands are tight wads, buy hats that they never expect to keep or pay for. They are drawn to the aisles where the hats are being sold, just as men will turn out of every course they happen to be going in to watch a spring ball game.

"They see other women selecting and pinning things on their hats, and they look, and want and want and want, until the first thing they know they are picking out a hat. They will go to the most elaborate pains in getting flowers and wings and things to put on it. They will be eager and delighted about it and so anxious to get it right that they will take up an enormous amount of time. Finally they have it sent C. O. D. Occasionally the sale will go through either as it is, or with only part of the things returned. But more often the whole box will be sent back just as they bought it.

Return Them After Buying.

"A new salesgirl came to me the other day with a box in her hand and tears in her voice. She pulled out a black straw with pink and lavender and white lilacs attractively pinned to it. 'I worked a whole hour to get those things together for that woman, and to get just the right amount of foliage in with the green stems,' she said. 'I even told her how to twist a white or a green ribbon in and tie it in a hard little knot at the back. She looked lovely in it and she said she was perfectly delighted. Now, why should she spend all that time if she was going to send it back? I have had two or three that did that way—now, what do you suppose makes them do it?' she said pathetically.

"When you have been in the business as long as I have, my dear, you will discover that some people just

have to go through the form of having a hat, anyway, whether they can keep it or not,' I answered.

"A pleasant side to the hat madness comes out once in a while, though. A pretty young married woman, whom I know slightly, came in here the other day with a friend. 'I've brought her along to help me pick out a hat,' she said. They looked for a little while, but the only hat which my acquaintance liked was one which wouldn't do for her own style. 'I couldn't wear this, but it would look lovely on you, Marie,' she said. 'Try it on and let's see how you look in it.'

Took Hat for Her Friend.

"As I have only got \$3 in my pocket and that is for the gas bill, there isn't much use in my trying it on,' said Marie, dolefully. Nevertheless she took out the pins and brightened up at her own artistic effect. With that my little friend got a \$10 bill from one place in her purse and a \$2 bill from another, and laid it down—\$12 was the price of the hat.

"You may just make out a check for that,' she said, and she gave me the address to have her friend's old hat sent home. 'I don't seem to look good in anything to-day anyway myself. I'll wait until some other time,' and she went away beaming and watching her friend. I don't know much about other husbands, but I have an idea that he is a good sort, who will be just as much pleased when he hears about it as she was.

"One of the funniest things that women do in hat time is to pick up somebody else's old hat, which she has laid down among the new ones. There is something about the old chapeau that always attracts attention and it gains prestige just because it is so different from the new ones. It never fails that when one is laid down in this way another woman will come along and grab it up and begin to turn it around and look at it eagerly. Instead of this making the rightful owner mad you would think she would be complimented. But she generally rushes over as if she thought somebody was trying to steal her hatpins or something.

Heedless of Staring Crowds.

"One woman rushed in here the other day and took the hat off her head and tore off the flowers which she evidently had only pinned on. She picked out some wings, asked for pins, and began to trim it then and there.

"People stopped and watched her and the truth was that the girl was in a real fix—she had gotten the trimming off her hat and she couldn't get the new things on. She got a little bit red in the face and for a time it didn't look as if she was ever going to get out of the scrape. But she kept her nerve and finally she got it the way she wanted it and walked away triumphantly.

"There, do you see that woman over there?" continued the saleswoman, pointing to a "hat trier" sitting down in front of the mirror. A girl was standing by her holding long white plumes and white aigrettes against a black straw walking hat.

"Well, that is a regular customer, who has stacks of money. She comes and buys her hats this way because she can get her feathers cheaper than she could on a ready trimmed hat. She will buy \$30 worth of these plumes, probably, and it never occurs to her that she could go and get a French model, which really means something at the same price. It is that kind of people that keep our department going, however."

Grace Clarke.

New Public Observatory at Zurich.

Urania is the name of a new observatory at Zurich, erected chiefly for the people, but adapted also for private scientific research. The establishment is open every evening in which observations can be made, and for this only a small fee is collected. The building is handsome, the lower stories are rented for different purposes, and the upper part rises in a tower and lofty dome, the observatory proper, whence may be had a fine view over the town, the Lake of Zurich, and the magnificent panorama of the Alps. The telescope embodies many new features, also the clockwork which drives the telescope. Aside from its astronomical service, the telescope is popular as an observatory of the surrounding landscape, including the Alps. In order to carry out this to the best advantage, Dr. Konig, of Jena, has designed a new apparatus whereby the images are not only thrown upon a screen, but are reversed and thus can be seen in the upright position. The observation of the mountains under these conditions is thus agreeable and their varied details are clearly brought out. The observatory is equipped with a time ball, which indicates exact noon for Central Europe.

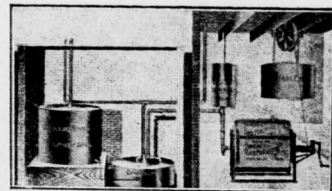
Save Your Money

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

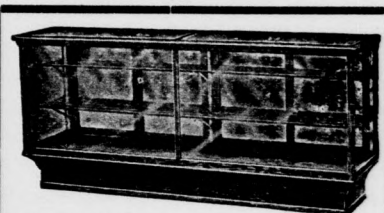


American Gas Machine Co.
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LIGHT ECONOMY



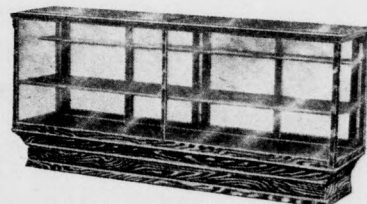
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is precisely what its name indicates. Honestly made, exactly as described, guaranteed satisfactory. Same thing holds on our DEPENDABLE FIXTURES.

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42 STATE ST., CHICAGO

LURE OF THE CITY.

Revival of Local Spirit, the Only Remedy.

For a full half-century the American people have been money-mad. Everything has been sacrificed to the one idea of accumulation. The dollar sign has become the sole badge of honor, and a man's success is measured, not by what he has made of himself, not by what he has accomplished for his fellows or the world at large, but by the size of his pile. This standard of success has warped the imagination of the whole people. The merchant and professional man bend every energy to the piling up of gold bricks. And as this piling process is supposed to be less arduous in the cities, every foot that can choose its path turns toward Rome.

Under this stimulus the growth of our cities has been abnormal—aided no doubt by an abnormal transportation condition. "To him that hath shall be given, and from him that hath not, even that which he hath shall be taken away," has been the working policy of modern transportation companies. The small town has been sacrificed to the city. This was the natural result of the abnormal conditions of competition. In centers where numerous railroads meet, low rates are given to both in-going and out-going freight, but where there is but one road the traffic is taxed "all that it will bear." This commercial condition has had the tendency to draw the manufacturing interests into the great transportation centers. The tide has flowed strongly toward the cities, and the small town which fifteen years ago had ambitions and prospects has had a hard struggle to hold its own.

So strong has become this movement toward the city that the rural home life, including the home life of the village and small town as well as that of the farm, is in serious danger. The young man of the farm longs to get to town to taste the sweets of a life that he feels is filled with excitement and opportunities. He belittles the wholesome life with which he is familiar and looks forward to the time when he can enter business in his country town.

The ambitious inhabitant of the country town in turn feels that his sphere of activities is limited where he is, and looks to the city for an enlarged field of business for himself and for better social opportunities for his family.

This lure of the city is not confined to individuals—it has caught the imagination of the great mass of common people in every walk of life. If they can not live in the city, they will trade there. Attracted by the glittering show they pass up the home merchant, with whom they have traded for years, and go or send to the city for even the necessities of life—things that they could buy more cheaply at home.

This tendency is not only driving the local merchant to the wall, but it is rapidly paralyzing the spirit of loc-

al enterprise. The excitement of the seething, bustling city seems irresistible. Where will it end? Every one who knows the tendency of city life—who has witnessed its deteriorating influence—realizes the grave danger of the present situation.

Commenting on this subject a forceful writer says: "I believe that the slums and tenements and congested centers of population in the cities are a savagely deteriorating social, moral and political influence, and that a great public movement should be organized and the whole powers of the state and nation exerted for the betterment of all the conditions of rural life, and to create and build up centers of social and civic life in country and suburban towns and villages where trade and industry can be so firmly anchored that they can not be drawn into the commercial maelstrom that is now steadily sweeping industry and humanity into the vortex of the great cities."

What is the remedy? There is but one remedy. The local spirit must be aroused, and by organization local industries fostered and local business protected. In short, the village must compete with the city on its own ground—must fight it with its own weapons. Civic pride which is latent in every community must be aroused and the home surroundings so improved that the lure of the city will lose its force.

Good roads must be built connecting the surrounding farm districts with the villages; streets must be improved; parks must be laid out and the village home beautiful. Village life must be made attractive, both physically, financially and socially, if the tendency toward the city is to be checked. The principle of home protection must be strictly adhered to; local pride must be touched and a generous public spirit created. The local citizen must be made to see that it is to his interest to stand by the local merchant, and both must stand by the town, to the end that the town be made a pleasant place to live in. This home protection is but one phase of our national policy. The small town needs more protection against the city than do our industries against the competition of cheap foreign labor.

To accomplish anything of a public nature there must be organization. Every village should have an association devoted to the policy of home protection and village betterment—an association for the molding of a public sentiment that will carry into practice the theory that "Business, like charity, begins at home."

The prophet is without honor in his own country. So the village and small town are without confidence in their own resources. We get so familiar with the things about us that we are apt to underrate their value. It is often necessary for a total stranger to come along and show us the neglected opportunities that have been under our nose unseen for years.

The writer while pursuing some industrial investigations had occasion to visit a thrifty little city in the

Southwest. It is an old town that has literally been forced to the front by the pressure of development and northern energy. The place has five railroads, a population of 30,000, and a number of modern buildings. Still the natives have not yet fully realized the change—they still are doubtful and suspicious. About four years ago, before the tide of immigration and capital set in toward the Southwest, a stranger from the North drifted into this particular city. He was just "looking around" with no special purpose in view. A curbside real estate broker had on his list a tract of bottom land, timbered, but worthless on account of the annual floods. This land he had hawked about the street for seventy-five cents per acre, but found no takers among the home speculators. The tract was "no good." It was offered to this stranger for one dollar per acre. Would he look at it? Yes. He looked it over, examined every acre of it—came back to town and handed over \$10,000 for the worthless tract. Great was the joy of the natives who were lined up at the various bars to drink to the health of the "sucker." But the sucker returned in about a month with another capitalist from the North and sold this worthless

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Send us Your Surplus or Trust Funds
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tract for \$30,000. But this was not all. Within ninety days the second sucker brought a third and sold him the timber alone for \$50,000. And then the local bankers and conservative capitalists kicked themselves for not thinking of it.

This is but one illustration of the lack of confidence found in many communities. It is that lack of confidence, or, perhaps better, a lack of a knowledge of familiar things, which has enabled the mail order business to gain such headway in the rural districts.

It is a recognized fact that the retail business of the country villages and the large towns, for that matter, is being destroyed. Year by year the once prosperous merchants are being forced to the wall—driven out by the mail order business. And this is taking place in face of the fact that the population and purchasing power of the country districts is ever on the increase.

What is the matter?

The mail order houses are drawing the cash retail trade from its natural channels to the cities.

The growth of this octopus has been phenomenal. From a jelly-like idea—without form—an experiment fifteen years ago, it has grown to proportions that threaten the extermination of the retail country merchant.

An idea of the way the money of the people is being drawn into this mail order trade can be had from the reports of some of these houses.

A certain mail-order house of Chicago which began with a few thousand dollars fifteen years ago now carries a capital stock of \$5,000,000 and has arranged to increase that stock to \$40,000,000. The monthly business amounts to \$5,000,000, with a yearly net profit of more than \$3,000,000.

This, mind you, is the record of but one institution. There are dozens of them in Chicago, little and big, and hundreds of them in the various cities of the United States. They are springing up like mushrooms every night. All that is necessary to start a mail-order business is a place to receive mail and money enough to get out the first batch of printing and for the first advertising campaign.

Like the patent-medicine business, the mail-order business depends on the gullibility of the general public. Thousands of people every week send in their hard-earned cash to some mail-order house in payment for goods that could have been bought cheaper at their home store.

Why do they do it? It is owing partially to the desire of the average person to be humbugged and partially to the effect of persistent advertising. The mail-order house sends out its attractive literature to every family in the country. In this literature, composed of well-illustrated catalogs and cheap magazines known as mail-order papers, the goods are set out in the most attractive manner. It is tempting bait, and the fish bite.

All of these millions come out of

the legitimate trade of the country merchant the man who has invested his capital, built himself a home, and been active in building up the town with the expectation that he would be allowed to do a legitimate business in a legitimate way. He is entitled to the trade of his town and the country adjacent. He pays his taxes and contributes to the support of the community. That community owes him a reciprocal duty—the duty to give him the preference of trade, everything else being equal. This is the theory of all organized civilized communities, beginning with the family and going on up through every organization to that of the state. Home protection from foreign robbers is the first duty of every good citizen. If the village and town life that has grown up under natural laws of trade is to be maintained, the retail business must be preserved against the unfair inroads of the mail-order business. And this can be done only by organization and education. Let the people know the facts about the mail-order business and the offerings on the altar of credulity will grow beautifully less.

Richard Hamilton Byrd.

The Butcher Wanted Cash.

A little girl went into a hardware store and said: "Ma wants a paper o' tacks and a hammer, an' says she will send a half dollar around when pa comes home."

"Very well," replied the hardware man.

"But," continued the child, "ma wants the change out of the half dollar, so she can get some pork chops for lunch."

The soundness of your virtue does not depend on the volume of sound you can make.

He Speculated in Coffins.

"Say," said a Detroit drummer as the boys were swapping stories in the smoking car, "I'm only ordinary. Lots of good things get past me. There are plenty of men on the road that can sell dollars to my shillings. I'm no hand at poker, and I never won a cent on a horse race. I simply blunder into good luck now and then and let it go at that."

"Any late blunder?" was asked.

"Well, about six months ago I was in a sort of dead-and-alive town in the Upper Peninsula, when I ran across an undertaker who wanted to sell out and get away. He hadn't made a dollar profit in two years. He had been obliged to take coffins from two country undertakers that owed him, and had then a stock of over 100 on hand. Think of a grocery drummer going into such goods!"

"Did you buy the stock?"

"I did for a fact. When it was offered me at a third of its value Providence told me to buy. They were to be left where they were for a month, and the undertaker was to act as my agent. He didn't have to, however. We had hardly closed the deal when two cases of typhoid were announced in town. By the next morning there were five. In two days it was epidemic. You may have

read of it. There were over a hundred cases of fever before they could check it, and the deaths numbered about eighty. After the first five or six cases the undertaker came whining around and after a day more I sold him back his goods and pocketed \$400 in the long green as my profits. Oh, no, I'm not a bit canny. On the contrary, I'm a regular Simple Simon, but as I said, Providence seems to be looking out for me a little, and I hope to make at least my clothes and board out of this business."

No Hindrance.

One day a celebrated advocate was arguing before a very rude old Scotch judge, says the Bellman, who pointed with one forefinger to one of his ears, and with the other to the opposite one.

"You see this, Mr. X.?"

"I do, my lord," said the advocate.

"Well, it just goes in here and comes out there," and his lordship smiled with the hilarity of a judge who thinks he has actually said a good thing.

"I don't doubt it, my lord," replied the advocate, "what is there to prevent it?"

Heaven measures our wealth by the love we invest in other lives.

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

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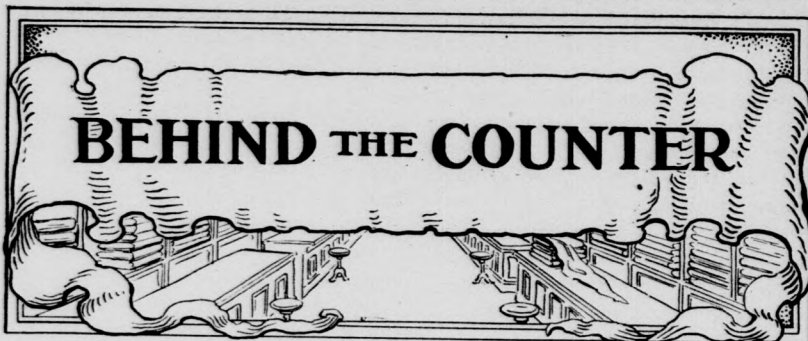
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HAND SAPOLIO

and you can not supply it, will he
not consider you behind the times?

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.



How the Clerk Is Ground Between Millstones.

On every side we have defenders and advocates of the great corporations and labor unions, but how little is heard of the clerk who is the medium between producer and consumer, on whom rest the details of accounting and marketing the product of the world's industries.

Crushed between stockholder and laborer, he has neither board of directors to protect his interest nor union to raise his wages or shorten his hours of labor.

Every fluctuation of the money market, every increase in wages of the laborer, and every raise in price of raw material tend to decrease his wages, augment the amount of work he is required to perform, or terminate his employment.

In order to uphold the market price of stocks it has become the custom to force down any natural increase in production, cost, or running expenses by reducing the size or the wages of the clerical force, this being the easiest method and causing no strikes. It is now considered first principles of good management to compare the office expenses of widely separated branch houses without making allowances for the difference between living expenses in one city and another; or to pit department against department, using volumes of business instead of character of business as a means of comparison; and any difference between one branch house and another or one department and another is counterbalanced by a reduction in size or wages of the clerical force, by lengthening their hours of labor, or by driving them harder.

The economist will say that this is only a temporary condition; wages are regulated by supply and demand and tend to equalize the cost of living. However true this law may be, it is controverted by other conditions.

Clerks Keeps the Books.

Specialization has increased step by step with the growth of corporations, and this is true of both office and factory. The book-keeper of former days has been supplanted by clerks, who each keep a part of a set of books, often so specialized that not even the debit and the credit parts of an account are handled by one clerk.

In the billing department one fills in the name of the article, another the price, and a third the extension. In the correspondence department letters are assorted according to subjects, and there is a clerk for each subject who answers letters by in-

terpolating a few different phrases in a stock letter, and adding a name and an address.

The book-keeper of to-day can not keep books, the bill clerk can not bill, the correspondent can not correspond.

Of course, there is one who is a book-keeper, bill clerk, or correspondent in each department, but in most cases he has been the book-keeper before the incorporation or consolidation of the company, or he has influence. There are instances where a young man works himself to the front in a large corporation, but they are rare.

The majority of clerical positions have become so narrowly specialized and so mechanical that they have ceased to need the broader brain of a man, a woman being generally better qualified for the work. Women, with their adaptability to detail work and constrained action, fill the modern clerical positions naturally, whereas men chafe and mold; and with their ability to work, in many instances, for carfare, lunch and dress we see women encroach each year on new fields.

Women Can Fill the Jobs.

In almost every city a census of the commercial district will show an enormous percentage of women employed, and the percentage increases steadily from year to year.

What avails the clerk who resists a decrease in salary or an increase in hours? Is there not a woman to fill the position at less wages? If he lose his position he must start over unless he is fortunate enough to find an opening in the same line of business and in a similar department. What value that he can write of cook stoves if the position is in the heating stove department? What value has he who has kept an "A" to "F" sales ledger when a stock ledger man is required?

Hemmed in on all sides, with women behind him, the increasing cost of living in front, and the lack of knowledge and experience in any complete vocation on the sides, his only chance of escape is by initiative ability which his training has robbed him of.

Led on by the stories of how certain men have risen from clerical positions to their present position of power and wealth, and not knowing or not considering that all these men got their start before the era of consolidation, the mother of specialization, every day we see young men eager to accept clerical positions in great corporations, although on their own merits and without influence it is almost a foregone conclusion that

they have no chance of making a success.

System in Mail Order Business.

Is not the modern system stifling ambition and consequently success by specializing each detail of production and distribution so as to preclude the learning of almost any business except by a favored few?

The mail order business could not exist if based on the system used by a small mercantile house, where the books are kept by a book-keeper, the correspondence done by a correspondent, the bill made by a bill clerk, the shipping done by a shipping clerk. Here is where specialization comes in.

In a great mail order house there is but one book-keeper and a hundred clerks, who write things in books which have no meaning to them on account of being so small a part of the whole. No matter what department be visited, similar conditions will be met with.

In the shipping department each class of merchandise is handled by a subdepartment. If it be shoes, one man opens the cases, another picks sizes, a third wraps, a fourth tags, a fifth writes freight bills, and so on. No one knows what the other does, and perhaps no one man can pick, wrap, tag and bill a pair of shoes for shipment.

Despite these conditions, mail order houses find little difficulty in securing employes. Drawing from the high schools young men, many of whom, with the proper training, bid fair to develop into good business men, they bind them to a minor detail in one of the fifty departments until, mentally paralyzed by brain inaction and close confinement in the jail of specialization, they are—although young—too old for the position they hold and incapable of filling a better one. This is where the army of young men, of whom we hear complaints that they neither can spell nor figure, is recruited. This is why the boy to whom the high school gave a good education goes to swell the ranks of failure.

Employment Bureau at Work.

To exemplify another phase of the modern system let us visit the employment bureau of a great corporation—for all great corporations have such a bureau on account of being always in need of employes, either to fill vacancies or to replace men who demand increased wages—that we may understand the method used to get experienced clerks.

You fill in a blank application for employment as book-keeper and correspondent. You ask \$15 a week—you believe you are worth more, but you need a position, and you are willing to sacrifice something to get one. You finally obtain an audience with the manager of the bureau and you hand him your application.

"I am sorry, but I just filled a \$15 position in the book-keeping department. However (here he becomes confidential—talks to you like a friend), there is a vacancy in the correspondence department and if I were you I would take it, for while the wages are only \$12 a week to start, the advancement is so rapid

that I would prefer it to a position in the book-keeping department at \$15."

You consider. You need a position. It is a "bird in the hand." You believe you will soon show them your value and promotion will follow. You fall. This is the system.

Easy To Cut Off Assistant.

Let us turn to another large corporation—another system. We pass by the book-keeping and correspondence department and enter the construction department of a public service corporation. Here the exigencies of the business will not permit as much refinement of specialization and there is still a certain amount of ability and ingenuity required in employes.

You start as an office boy; in five or six years you have become assistant chief clerk or an assistant to some important man, and you command a salary of \$75 to \$100 a month. You have a reputation as a hard worker, and you have initiated a good system and saved money for the corporation. Your immediate superior, and even the superintendent of construction, knows your value—your prospects appear to be fine.

The directors order retrenchment—the money market is stringent—the pay roll must be reduced. The general manager calls in the superintendents and instructs them to cut their pay rolls in half. They can not argue that to do so would mean the discharge of men that have worked faithfully for the corporation, that have given valuable service and would be hard to replace when needed; they must do as they are told—the board of directors' and general manager's instructions are final.

No Hope for Another Job.

The assistant chief clerk is discharged because the chief clerk or some other clerk can do his work by staying late occasionally, especially now that construction has stopped for awhile; and, besides, it is easier to cut the pay roll by discharging seventy-five dollar men than fifty dollar men.

Instances of this kind happen frequently. They are the rule rather than the exception. A board of directors has no compunctions in reducing a pay roll. To them a pay roll is an inanimate thing, composed of paper, letters, and figures. The clerk is unknown to any but his immediate superior. His services with the corporation were paid for each week. They give him a good letter of recommendation and they believe their debt is canceled.

The clerk seeks a position; but where in all the world is there a vacancy for an assistant chief clerk in the construction department of a public service corporation?

C. Mayer.

Making His Way Slowly.

Primus—That man came to this city forty years ago, purchased a basket, and commenced gathering rags. How much do you suppose he is worth to-day?

Secundus—Give it up.

Primus—Nothing; and he owes for the basket.

His Wife Says "No Waste"

"Not one crumb wasted when I use Lily White flour. Every ounce of it, though one is not an expert bread maker, makes the most delicious bread."

That's the testimony of a woman whose husband feels so good natured and grateful over the good bread he is getting, that he writes to tell us about it.

She further says that "even if it should cost 40 cents more on a 50 pound sack it would be cheaper than all the other brands in use."

That woman has the right idea and she'll be dollars to doughnuts ahead every year that she continues to use

Lily White

"The Flour the Best Cooks Use"

to the exclusion of the "other brands."

Of course, it **doesn't** cost so much more than other brands, but whenever a flour is offered to you for less money you may take our word, it isn't **worth** any **more** than you **pay** for it.

And don't let any one fool you with the statement that the flour they offer you for less money "is the same grade as" Lily White.

If it actually were, do you imagine they would sell it for less money?

Not on your life.

For sale by **your** dealer.

Valley City Milling Company
Grand Rapids, Mich.

Another One of Our Newspaper Advertisements. Shows What We Do for the Dealer.
Gets People to His Store.

THE CORNER CLUB.

The Mechanic Describes the Graball-Game System.

Written for the Tradesman.

When the Corner Club met at the grocery, Saturday night, the grocer was out chasing a former member of the organization who was trying to get out of town a few days ahead of the deputy sheriff who carried an attachment for a provision bill. By virtue of being boss of the premises and permitting the Club to meet there rent free, the grocer is continual grand of the organization.

The Mechanic was the first one in and he at once settled himself in the chair of state and took up the gavel of office, which is a hatchet with a broken handle. No one caring to throw him out bodily, he was permitted to preside over the meeting as long as it lasted.

It being a warm evening the alley door was open, and the delivery boy sat outside on a basket of turnips, his back against the building, and the noise of his slumbers was audible inside.

As usual, the Teacher was on his feet the instant the gavel hit the soap box, presenting the following preamble and resolutions in a voice which might have been heard across the street:

"Whereas—Half the elections are carried by fraud; and,

"Whereas—A large percentage of the people don't vote; and,

"Whereas—Many who do vote expect pay for their time; and,

"Whereas—Because of this fraud and criminal neglect, men whose past records ought to forever bar them from the public service frequently get office and bring shame and disaster to their towns; therefore, be it

"Resolved—That a man who accepts a bribe ought to be hanged; and be it further

"Resolved—That a man who remains away from the polls on election day ought to have his ears cut off and his taxes doubled; and be it further

"Resolved—That it is the sense of this Club that a campaign of education along the lines suggested ought to be begun at once, in order that voters may see what the fraud and ignorance referred to will soon do this fair land of ours."

"Fair land of whose?" demanded the Butcher.

"I don't know of any fair land that I've got," said the Hardware Man.

"And you won't have, either, if this Graball game goes on," said the Mechanic. "I've got a little patch of earth out here in a swamp, and it takes all my savings to pay taxes and special assessments on it."

"What is it about this campaign of education?" asked Mr. Easy. "Will that permit us to murder the Butcher when he lifts the price of meat three cents a pound whenever stock goes up a quarter of a cent on the hoof?"

"You don't see any butchers traveling around in red automobiles, do you?" asked the Butcher. "They're lucky if they get a car ride rainy days."

"When this hot air clears away," yelled the Teacher, "I'd like to say a word on the question before the house."

"You needn't trouble yourself," said the Chair. "Your campaign of education is going on right now, only the instruction is going the wrong way. Of course you infer that the workingmen of the country are the ones who require instruction as to the uses of the ballot?"

"If you'll saw off on that chintalk I'll tell you what I mean," roared the Teacher. "A man might as well try to talk in a boiler factory or a socialist convention."

"It is the working people who are being educated now, by the men high up in social, financial and official circles," said the Chair. "And they are being educated to hate all authority and to grab whatever is within their reach, whether it is an hour of the boss' time or a ten-dollar note."

"Speak for yourself," said the Butcher. "I deal with working people, and I find them honest. I think you'd better get down off that roost and put the delivery boy in as chairman."

"As I was saying," continued the Mechanic, throwing a potato at the Butcher and dodging when it came back, "the voters of the land are being educated, all righty. They are being taught to disregard the law, to despise all authority, by the men who betray trusts, who steal from their own banks, who bribe officials, who float worthless bonds, who rob people of franchises worth millions and then lie out of paying taxes on them. These are the teachers the voters have."

"If this is going to be a monologue," exploded the Teacher, "I may as well go home. You talk like a sausage."

"When the voter picks up his newspaper," continued the Mechanic, "he sees that some highbrow banker has stolen a couple of millions. He sees that some captain of industry whose employes are living in hovels and setting their children at work at the age of ten, has bought a duke for his daughter."

"You make me think of a phonograph with only one tune," said the Teacher. "You ought to go away into the desert and count yourself once in a while. Perhaps you ain't as numerous as you think. Am I to be permitted to speak to the resolution?"

"Every day or two," continued the Chair, "the working man sees that some city or state official has stolen the money poor widows and aged men and women have scraped together to pay taxes. He sees that men who rob banks and municipal corporations are put into luxurious cells and fed from high-priced restaurants, while the poor man who steals a loaf of bread or the boy who steals a ride is beaten over the head with a club by the arresting officer and thrown into a cell with murderers and toughs."

"Just before daylight," said the Butcher, "I'd like to get a word in here. The Chair is a little Solomon, all right, but there are others."

"As I was about to observe when interrupted by the beef-eater," continued the Chair, "the voter sees the the grab game going on everywhere. He sees men buy civic positions. He knows that if he doesn't vote with the machine he is likely to be put in the hospital. He knows that the machine will have its way at all events, and he naturally thinks that it will help some if he can get a five of the bloated capitalists' money. It is a small grab, but it is the largest there is in sight."

"I'll throw in a dollar to hire a hall for this orator," said the Teacher. "He ought to be in the weather bureau, marked 'hot waves.' When he gets done I want to turn his argument outside in."

"The voter," continued the Chair, "sees the machine marching through the streets with banners and drums, and sees the police clearing the way. He also sees men and women beaten with night sticks and trodden under the hoofs of officers' horses when they meet to listen to speeches not to the liking of the machine."

"You ought to have a couple of banners and a drum or two," said the Butcher. "You'd make a procession the boys would follow through the streets."

"And of course all this gives the ordinary voter a great respect for law and authority," resumed the Chair. "When he sees men with stolen millions in their clothes living on the fat of the land at twenty-five-dollars-a-day hotels and poor



The only System in all the world that both makes and saves money for its users.

SUPPOSE when Admiral Dewey, on that memorable May morning in Manila Bay, said, "Are you ready, Gridley?" Gridley had replied, "No. My guns are not loaded; I haven't any ammunition; my range finders are lost. I was ready last week."

But, Pshaw!

Why suppose such a foolish thing? Of course he was ready, and the words had hardly left Dewey's lips before the big guns, that were heard all around the world, were belching forth death and destruction to the Spanish fleet.

Mr. Merchant,

are your weapons efficient and ready? Are you "primed" for every occasion? Honest now! Do you stand ready:

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- 6th. To give your customer the amount which he owed when he came into your store, an itemized statement of what he purchased while there, and the total he owes you when he leaves your store?

If you are ready, you have An American, and you are an American Commander riding every wave, and you will certainly fly your flag in the Harbor of Success.

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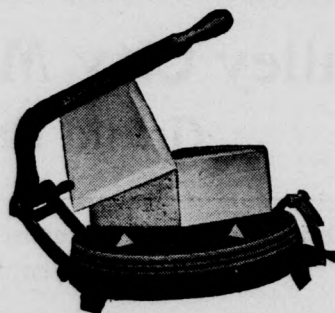
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men only accused of crime, not yet convicted, come battered and bleeding from the 'third degree' of bum officers and tossed into cells with convicts, he begins to think he had better look out for himself a little."

"Ring off!" yelled the Butcher.

"The source of the evils complained of is higher up than the average voter," said the Mechanic. "The grab game is over all. The working man knows it. Even the men the working men choose as their representatives fall by the wayside. Respect for law and authority is an unknown quantity in the ranks of the rich and highly educated. Is it any wonder that the average voter has a contempt for all laws and all authority? Is it any wonder that he votes for a price, or remains away from the polls because he knows the machine will have its way? Your campaign of education, Teacher, must begin away at the top."

"I'd like to have you bound in calf and adopted with the new constitution," roared the Teacher. "I'd like to see you worked through a few third degrees!"

Then there was no more talk. The delivery boy, waking from his slumbers on the basket of turnips, had caught sight of a policeman sneaking up to the back door of the saloon next to the drug store. Just as the copper was about to imbibe, the boy took him side of the jaw with a turnip and made for the store, locking the alley door after him.

The policeman came through the window and made a break to arrest the whole Club as a band of anarchists. The Butcher cheerfully slugged him one in the neck and ducked out the front door. While the copper, with the white bull dog at his heels, was chasing the Butcher, the Chairman descended from his chair of state and turned out the lights.

"Yes," he said to the Teacher, "if you want to see due respect for law and authority just go to the average voter! You know why. Beat it! There comes a wagonload of policemen."

And the membership of the Corner Club vanished in the darkness.

Alfred B. Tozer.

Saved Himself First.

Sam Porter and Hiram Brown were out rowing on the Merrimac, when the boat capsized, spilling both men in the water. Sam was a fine swimmer, but was not very bright, while Hiram was bright enough, but could not swim a stroke.

When Sam found himself in the water he struck out lustily for the shore, while Hiram clung to the overturned skiff.

As soon as Sam reached the shore he was about to plunge into the water again, when a man standing near said, "What are you going back into the water for? You just swam ashore."

Sam paused a moment, then said: "Wall, I hed to save myself first; now I'm goin' back to fetch Hi!"

And he proceeded to bring Hiram ashore.

IN ONE SEASON.

A New City Will Spring Up Like Magic.

Escanaba, April 21—The building of a city in one season is what is to take place this year at Gwinn, the Cleveland Cliffs Iron Co.'s new town on the Swanzy range. The company has already erected forty-eight double houses, each on two lots, and fourteen single houses, each on one lot. In addition to this the company has purchased five lots for the hospital, four for the hotel, and one for the bank, the contracts for which buildings have already been let.

A number of people will erect buildings the coming summer. The prices of the lots vary according to location. Those in the business district are selling at from \$300 to \$1,500, and the residence lots will bring from \$100 up. Those who do not pay cash will be given two years' time to complete the payments. One-third of the purchase price must be paid when the deed is secured, one-third at the end of the first year, and the balance at the end of the second.

In the contract are a number of important conditions. The first is that no intoxicating liquor shall be sold on the land, also that no disreputable houses be conducted. Another is that the houses constructed on lots sold for residence purposes shall be erected so that the front line thereon shall be parallel with and twenty-five feet distant from the street line of said lot, and no house shall be built nearer to the side line than a distance of five feet.

The business district will be in the southeast portion of the site and Pine street will be the principal thoroughfare. It will be 80 feet wide, with a plat for flowers and trees 10 feet in width in the center, leaving a driveway on either side. This street will be over 3,000 feet in length, extending from the east branch of the Escanaba River, or the southeast corner of the town site, to the county road, near the northwest corner. The other streets of the city will be 40 feet in width, with the alleys 20 and 30 feet wide.

The hotel is to be erected on the corner of Flint and Elm streets, and the bank building will be on the corner of Pine and Flint streets. The hospital will be three blocks distant from the hotel and bank and will occupy a raised plat near a number of the dwellings being erected by the Cleveland-Cliffs Company, at about the center of the town. Two church sites have been reserved, one in the northwestern end and the other on Maple street, near the hospital. The high school is to be located on the east shore of the east branch of the Escanaba River, in the eastern part of the town. The Marquette & Southeastern Railway station will be about two blocks distant from the bank and three blocks from the hotel. A number of the lots sold or optioned for business houses are in the block in which the bank and hotel are to be located.

Three iron bridges are to be constructed over the new channel of the east branch of the Escanaba River,

recently completed. The channel extends from a point near Granite street, passing within a short distance of the depot site, running parallel with the Marquette & Southeastern Railway, extending to a point near the south end of Flint street. There will be one bridge directly opposite Mineral street, another at Granite street and another opposite the proposed new high school.

The Cleveland-Cliffs Company is providing lot owners and prospective purchasers with a diagram of the townsite containing the names of the streets and alleys, the location of the more important buildings, etc. There are thirty-one blocks in the town.

Making It Clear.

A college professor, in company with his son, was enjoying a walk in the country, when he met an old farmer. It had been a very wet season, and the professor, thinking to start the conversation in a way that would prove interesting to the farmer, remarked:

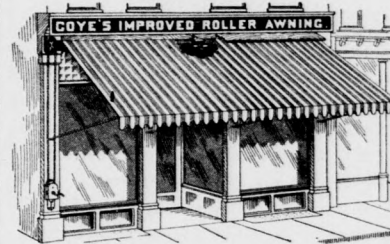
"There has been a rather abnormal precipitation of late."

The farmer seemed somewhat embarrassed, and the professor's son, who used a different vernacular, although he was a student in the college to which his father was attached, attempted to straighten out the matter. Drawing the farmer to one side, he said in a superior way:

"The governor means that we've been havin a — of a lot of rain."

Chas. A. Coye

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is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

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- 10,000—40 cents per 1,000
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Tradesman Company

Grand Rapids.

"RAKE-OFF" TO BUYERS.**New York Supreme Court Denounces It as Criminal.**

A decision handed down last month by the Appellate Division of the Supreme Court of the State of New York is of interest to every business concern in the country. Concisely stated, the case was as follows:

A New York department store, through one of its regular buyers, purchased a bill of goods, consisting of hosiery and wrappers, from a manufacturer of that State, the bill being \$1,555.81. The department store received the goods in due course, but refused to pay for them or return them to the manufacturer. Its ground for this unusual position was that the manufacturer had made a deal with the buyer, whereby the latter was to receive a 5 per cent. commission (or, in vulgar parlance, "rake-off") on the purchase price, and that after the delivery, he was actually paid seventy-five dollars. The department store proprietors claimed that this transaction was in direct violation of the law, and stood suit for recovery on that issue.

The lower court, however, sustained the contention if the manufacturer, holding that, while the agreement on the part of the plaintiff (manufacturer) to pay the agent of the defendant was void as against public policy, yet, inasmuch as the goods had been delivered, the defendant would not be permitted to retain the goods and decline to pay therefor." This judgment was affirmed by the Appellate term of the Supreme Court; but by leave it was again appealed, when the judgment was reversed.

The New York law, enacted in 1905, provides that "whoever gives, offers, or promises to an agent, employe or servant, any gift or gratuity whatever, without the knowledge and consent of the principal, employer or master of such agent, employe or servant, with intent to influence his action in relation to his principal's, employer's or master's business; or an agent, employe or servant who, without the knowledge and consent of his principal, employer or master, requests or accepts a gift or gratuity or a promise to make a gift or to do an act beneficial to himself, under an agreement or with an understanding that he shall act in any particular manner to his principal's, employer's or master's business; or an agent, employe or servant, who, being authorized to procure materials, supplies or other articles either by purchase or contract for his principal, employer or master, or to employ service or labor for his principal, employer or master, receives directly or indirectly for himself or for another, a commission, discount or bonus from the person who makes such sale or contract, or furnish such materials, supplies or other articles, or from a person who renders such service or labor, and any person who gives or offers such an agent, employe or servant such commission, discount or bonus shall be guilty of a misdemeanor and shall be punished by a fine of not less than

\$500, or by such fine and imprisonment for not more than one year."

In its decision, after citing this law, as well as precedents sustaining its fundamental intent, the Court goes on to declare that:

"The acts of the plaintiff not only offended against good morals and public policy at common law, but constituted a crime under the statutory law of this State, and he is here seeking the aid of the court to enforce a contract which he procured by violating our penal statute. Nothing could be more corrupting, nor have a greater tendency to lead to disloyalty and dishonesty on the part of servants, agents and employes, and to a betrayal of the confidence and trust reposed in them, than these practices which the legislature has endeavored to stamp out; and I think nothing will be more effective in stopping the growth and spread of this corrupting and criminal custom than a decision that the courts will refuse their aid to a guilty vendor or vendee, or to any one who has obtained a contract by secretly bribing the servant, agent or employe of another to purchase or sell property or to place the contract with him.

"If the court should lend its aid to the enforcement of this contract, induced by a 5 per cent. bribe of the purchase price of the goods, then tomorrow it may be called upon to enforce a contract induced by a bribe of 25 per cent. or even 50 per cent. of the purchase price, and it would thereby be indirectly compelling a master or employer to reimburse a party for moneys expended in bribing his servant, agent or employe in violation of the law.

"I am, therefore, of opinion that the defendant should have been permitted to prove the facts pleaded as a separate defense, and that if they be established the plaintiff will be shown to have committed a crime in obtaining the very contracts which he asks the aid of the court to enforce, and should be denied assistance.

"It follows that the determination and judgment should be reversed and a new trial granted, with costs to the appellant, excepting brief in reply to abide the event."

She Knew the Answer.

Teacher—Mary, please give me the answer to this sum: If your father owed the butcher \$7.58, and the baker \$1.42, and \$25 for rent, how much would he have to pay the butcher, the baker and the landlord?

Mary—He wouldn't have to pay anything.

Teacher—How do you figure that out?

Mary—We're going to move.

Took Him Literally.

"Ah, yes," said Senator Smugg, as he interlaced his claws in a self-satisfied way in front of his corporosity, "I got my start in life by clerking in a humble grocery store at a salary of \$3 per week, and managed to save money on that."

"But," replied the austere reporter, "that, of course, was before cash-registers were invented."

Eyesight of Animals Varies.

Puppies and their nearest of kin have poor sight. Dr. Alexander Schaefer has been investigating the vision of many species and has found that the size of the eyeball is the principal factor in acuteness of vision. The bovine species has the sharpest sight; the second place is occupied by man and the horse, which have nearly equal visual powers, the third by the sheep. Small and especially small eyed animals, whether mammals, birds, amphibia or reptiles, have exceedingly poor sight. Owls and buzzards are the only birds that possess acuteness of vision. The low positions in the scale occupied by dogs, cats, bats and many fishes which feed upon living prey are contrary to all expectation. In the case of dogs and certain fishes lack of sharpness of vision is due to the great size of the retinal elements—that is, the sensitive screen at the back of the eye. It has long been known that dogs have such indistinct vision that as a rule they are unable to recognize masters by sight alone. These results achieved by Dr. Schaefer emphasize the distinction between vision of motionless objects and vision of moving objects. The latter faculty is necessarily keen in all animals of prey. A cat is little affected by sight of motionless objects, but pounces upon a fleeing mouse or a trailed string instantly and with unerring precision. A trout will rise to the most impossible artificial fly if its motion resembles that of a living fly.

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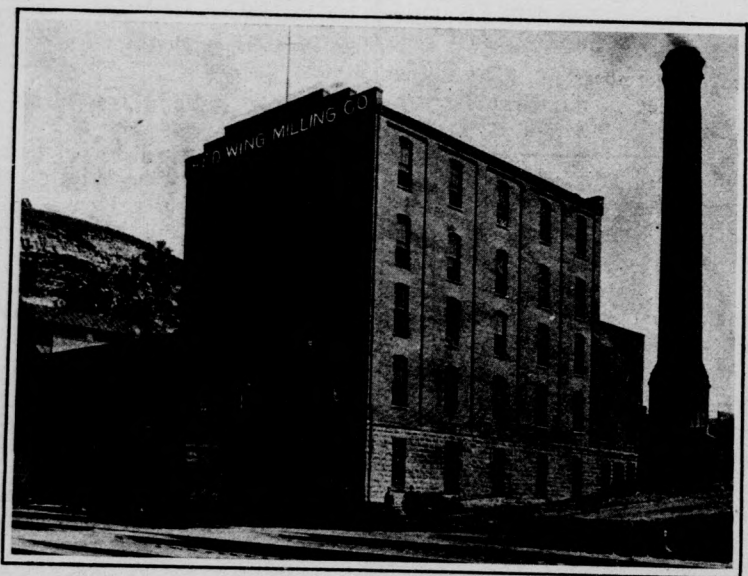
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PUT TO SLEEP.

The Hepburn Amendment To the Sherman Act.

Washington, D. C., April 28—It may be safely assumed that the fight over the so-called Hepburn amendment to the Sherman Anti-Trust act of 1890, which has been so bitterly carried on by the forces opposed, the American Federation of Labor on one side and the Associations headed by C. W. Post and James W. Van Cleave on the other since the bill was first proposed, is at an end, at least for this session of Congress.

This bill, which was the fruit of a conference of railway chiefs, labor leaders and publicists, was intended to carry out the ideas of the President, who, in messages and addresses for a year or more past, has urged a modification of the Sherman act so as to allow harmless or beneficial combinations and to prohibit those which are manifestly injurious. The immediate occasion for the presence of the amendment was the decision of the Supreme Court two months ago in the Danbury hat case, holding that, in the meaning of the Sherman act, the boycott was a conspiracy in restraint of inter-state commerce.

In an effort to engage the support of a large number of influential forces, the bill was drawn to deal with so many and such diverse interests that the elements which met with favor from each of the factions interested had an offset in some features undesirable to that faction and in consequence much of the support relied upon lacked fervor and wholeheartedness.

In addition to its failure as an effective bid for support, the bill, being hastily drawn, is marred with contradictions and equivocal language and might easily, if passed in its present shape, create legal and commercial situations which none of its supporters hoped for or expected. A number of organizations which saw in the bill at first glance a clause or clauses favorable to their interest immediately announced themselves in favor of the bill. Some of these, upon further consideration of the bill, have simply abandoned their support of it, while others, notably the Board of Trade and Transportation and the Merchants' Association of New York, have publicly announced that they have experienced a change of heart in the matter.

The Citizens' Industrial Association of America and the National Association of Manufacturers and the other one hundred and thirty national, state and local organizations which make up the National Council for Industrial Defense, represented at Washington by James A. Emery, have been tireless in their opposition to this bill and much of the credit for the present prospects of its defeat is due to them.

When the bill was introduced in the House by Mr. Hepburn, Speaker Cannon promptly referred it to the Judiciary Committee, which comprises the best lawyers in the House, although Mr. Hepburn made an ef-

fort to get it referred to the Interstate Commerce Committee, of which he is chairman.

In the Senate a bill practically identical with the Hepburn amendment was introduced by Senator Wm. Warner, and here, as in the House, in spite of an effort made by Senator Elkins, chairman of the Interstate Commerce Committee, to get control of the bill, it was referred to the Judiciary Committee. It may safely be predicted that neither in the Senate nor the House will the Hepburn bill be reported this session.

At another time, probably not very far distant, but at a time when the attention of the country is not occupied with the coming Presidential campaign, some amendment of the present Sherman act will be offered. The forces which have opposed the Hepburn amendment are not altogether friendly to the Sherman act as it stands, and, when another amendment is presented which purposes to correct the evils of the Sherman act, without aiming to secure to union labor the special privilege of exemption from the operation of law or to place in their hands for unrestricted use that most vicious enemy of industrial welfare—the boycott—the same forces which have been so successful in opposing this amendment, backed by the intelligent and fair minded citizens of the country, will probably succeed in doing what the heterogeneous White House conference, gathered in haste and working in haste, has utterly and deservedly failed to accomplish.

Automatic Milk Vending Machine.

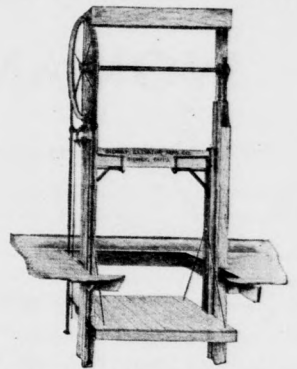
Press the button and be your own milk-maid. Thus they do in merry England. The customer secures his milk from the retail dairy without its being ladled from the supply pan, thus sending the milk direct from the cow to the consumer without intermediate handling. A novel automatic supply machine is used which can be fixed in any convenient position. On the outside of the machine there are a curved spout, under which the jug or pitcher is placed, a lever handle, which is pulled over at right angles, and a slot for the insertion of the coin, which in this particular instance is 2 cents, and which insures the delivery of half a pint of the liquid. The machine itself comprises a circular tank holding twenty quarts. The milk falls from this into a receptacle, the discharge orifice of which is closed by a valve controlled by the handle lever outside. The handle is moved by the mechanism set in motion by the coin. The reservoir is completely inclosed, so there is no risk from contamination by the air or other causes, and it can be quickly and easily taken apart for sterilization. In order to distribute the cream evenly, an automatic stirrer is provided; otherwise the cream would collect on the top of the liquid, leaving the lower part unduly thin. The stirrer is so designed as to prevent the risk of converting the milk into butter. A refrigerator is attached in summer. The reservoir holds enough to fill eighty coins'

worth. The apparatus is becoming popular among the poor, who buy in small quantities.

What the Stars Are Made Of.

The unknown become the known. A great philosopher sixty years ago cited the impossibility of man's knowing what the stars were made of as an example of the unknowable. The new astronomy concerns itself chiefly with the composition of the celestial bodies, what they were in the past, how they acquired their present forms, and what they will be in the future. Spectrum analysis and the application of photography have enabled us to essay these problems. No mineral in a state of incandescence gives a spectrum exactly like that of another mineral. That is why the spectra of the sun and other stars show what materials are burning in these bodies. In this way at least half the things of which the earth is composed have been detected in the sun's atmosphere, and probably the other half will be found to exist there after certain difficulties of discovery are overcome. Possibly owing to conditions which we do not understand the spectra can not reveal themselves to present astronomical processes. Different degrees of temperature, pressure and electrical excitement cause some elements to give out varying spectra, and other sources of perplexity are present. It used to be supposed that helium existed in the sun, but not on the earth. But Lord Rayleigh has found it here.

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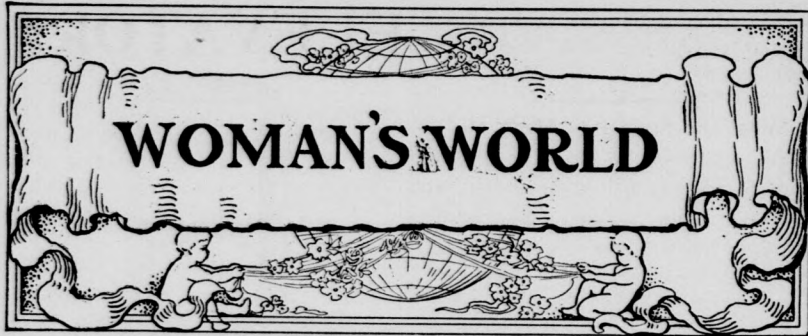
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TRADESMAN COMPANY, Grand Rapids



WOMAN'S WORLD

About Our Little Men and Women.

The Principal of the Dubuque high school has caused a sensation by a letter published in the local papers in which he warns parents of the evils that beset their children through the absence of restriction on the conduct of young boys and girls, and in which he complains that their studies are seriously interfered with by the spooning that goes on in school hours, and that he is helpless to suppress. "Our children ought to be children much longer than they are," he says by way of conclusion; "they begin to take on the airs of grown people all too soon, but until the parents become a little more sane in the matter, we teachers are helpless to remedy it."

If this is true of the condition of affairs in the North, it is doubly true of the South, where people mature earlier, and where one is sometimes tempted to think in watching the little manikins on our streets that they are no more children at all, only babies who step from their cradle into a terrible unnatural maturity. At an age when they should be as sexless as the air they breathe they have already begun to talk of sweethearts, to write sentimental notes, and to flirt over the telephone. Little girls of 5 are already connoisseurs in fashion, and have learned to value people by their clothes. Little misses whose wildest excitement should be playing with their dolls are confirmed matinee fiends. Little boys whose whole thought should be football and marbles are hanging over fences making calf love to little girls, and in every way they know imitating the follies of their elders.

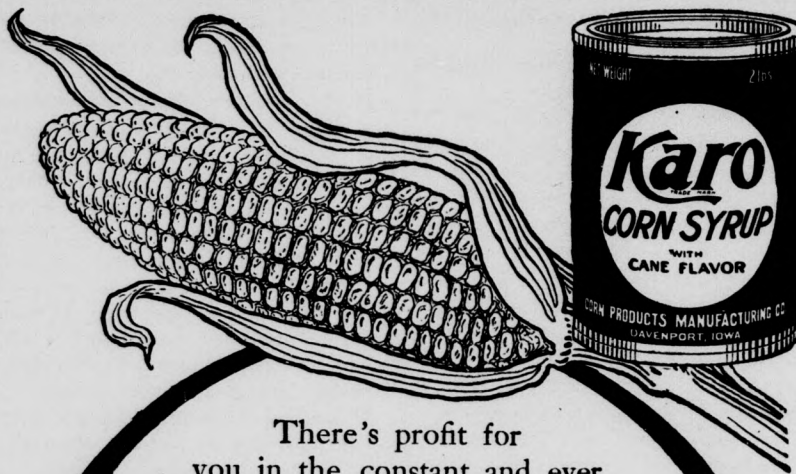
To my mind the saddest phrase that was ever invented is "little men and women," and the most pathetic thing on earth is that it is true that this is what we have made our children. We have laid the burdens of life on shoulders too young and tender to bear them. We have thrust the temptations of life on hearts too ignorant to battle with them. We have robbed them unknowingly, unintentionally of the only care free years that might have ever been theirs.

And we have committed this crime in the name of education and progress. Our inordinate passion for advancing has produced some queer freak theories, but nothing so peculiar as the idea that childhood ought to be abridged. We begrudge our children their very babyhood. We feed them on high-priced patent baby food to hasten their growth. We have ingenious mechanical devices

to teach them to walk at the earliest possible moment. We clap them in the kindergarten as soon as their tiny hands can grasp a red block, so as not to let them lose any time, and we rush them at lightning speed through a high-pressure education so that they can be graduated, and begin their life work a couple of years ahead of the clock.

What is the result? For themselves worldly wisdom in the cradle, the boy is blase before he gets his first pair of long trousers, he is seeing life and growing cynical before he sprouts a mustache; the girl has worn off the freshness of romance before she ever does up her hair, and is a worldling capable of consulting her head instead of her heart before she ever gets out of her teens. Nor is the result less disastrous to the public. America is the land of infant prodigies, and commonplace maturity. We have boy orators, and boy preachers, and boy telegraphers, and boy financiers that threaten to set the river on fire with their brilliance, and that nobody ever hears of after they have grown. What these children, with their flash of genius, if left to develop naturally might be we shall never know, but they were pushed through childhood, their strength is taxed, their power exhausted, and the world robbed of what they might have been. The despair of the turf is the racing of two-year-olds, and yet what we are doing to our horses we are doing to our children.

Not long ago a woman said to me: "My little boy of 3 has really a wonderful knowledge for one so young. We have never allowed him to waste any time in hearing fairy stories, or things of that kind. It is just as easy for a child to memorize a stanza from Milton as it is a rhyme from 'Mother Goose,' and it requires no more effort to learn the signs of the zodiac than it does to learn 'One, two, come buckle my shoe.'" Now this woman hadn't an idea but what she was doing her full duty to her child, but I felt like having her arrested for grand larceny and willful murder, for she had taken from the child pleasures that she can never give him again, and had murdered illusions that no power could bring back to life. Think of it! Poor little bankrupt baby, with no fairies, with no time for "Mother Goose," no dreams, no fancies, no inconsequent belief; nothing but facts, facts, facts. Robbed, most foully robbed, of some ineffable treasure that no grown man or woman can even have.



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It stands alone—the only "hard times" food because it is the only cereal that can take the place of beef, eggs and other expensive foods.

The Natural Food Company, Niagara Falls, N. Y.

What is the good, anyway, of burdening children with untimely knowledge? For my part, I think that knowledge is a doubtful blessing anyway. I have never felt that an X-ray photograph of my liver, if it happened to be diseased, would afford me any comfort, or that there is any real pleasure in knowing that everything you eat is full of germs. Such knowledge is grievous to be borne, even when age and experience are on us, and it seems to me that it is unnecessary cruelty to force it on children prematurely. What good does it do to teach them that the golden heart of the lily is merely polen full of bacilli, and that the rainbow is not the smile of God, but the refraction of light upon water? Nobody is better or happier for being a materialist.

Every now and then I hear some fond parent boasting about the character of books that their children read, and I believe that among the illuminati it is considered a subject of congratulation and a sign of progress that all of the classics have now been sterilized and converted into mental pabulum suitable for the youngest understanding. You can get "The Boys' Plato," "Homer's Iliad in Words of Two Syllables" and "Shakespeare for Babes and Sucklings," and, for all I know, "Boccaccio," printed in colors on linen cloth, so that it will not tear when perused by the occupants of the nursery. If there is any worse literary sacrilege since the burning of the library at Alexandria I would like to know what it is, and if there is any way whereby human beings may be more grossly defrauded than by having the finest charm rubbed off the great masterpieces of literature, it is yet to be discovered.

If there was nothing to "Romeo and Juliet" but a love story, if there was nothing to the "Iliad" but the romance of a woman and a wooden horse, one might not complain because a child was made familiar with them while he was too young to really understand anything but the story, but there is so much more—there are the witchery of style, the beauty of poetry, the subtle philosophy of life, the warm flood of passion, all blended together in a rapture of delight that is lost on the child, and is forever dispelled for the grown person who does not come upon it as a whole, fresh, untouched and unknown. You can not have your cake and eat it, too, and the child who has been stuffed on the plums of literature before he was old enough to appreciate them must go hungry the balance of his life.

Sometimes I hear mothers congratulating themselves that their children never talked baby talk. Good gracious, poor things. If they were mine I would just as soon they had been born grown up and voting. The sweetest poem ever written almost is that one by Aldrich, who describes Baby Bell as saying "a few faint words whose meaning lay beyond our reach." The poet wrote that before the days of mothers' congresses. No mother dares to

talk that inspired foolishness to her baby now. She has been taught that she will impart inaccurate information or corrupt the baby's grammar. If you want to hear anybody sing "Oochy, kootchy, bless his little heartumy" nowadays you have to go to the vaudeville show, and not to the nursery.

In all good truth isn't it a queer idea that it is a desirable thing to make grown people of babies, and convert infants into scholars, and musicians, and art critics? Isn't there time enough for all that? Has life been so happy and so care free to any of us that we should want to thrust these burdens on our children so early? Why should we desire to do away with childhood? Who wants a day to be ushered in full born? Who wishes the year to leap at once to the harvest? The dawn has its mystery of beauty that the full day loses, spring its promises that the harvest never fulfills. Childhood is the dawn and spring time of life, full of inarticulate whisperings, of vague beauty and the flutter of unseen wings, of joys unguessed. Every human soul has a right to this fallow season of existence, and it should be allowed to enjoy its ignorance, its freedom, its sweetness and joy as long as possible. Dorothy Dix.

Office Easy Chairs a Mistake.

You will notice, if you make a tour through any office building, that the men who have the most businesslike, wideawake appearance are the men in straight legged, straight backed chairs. The employes most liable to have an idle, thousand miles away look are those nested in swing back, ball bearing seats of rest.

It is not the fault of the employe that he looks lazy, it is the fault of the chair. A mistaken idea of comfort has led manufacturers to develop a style of chair which is comfortable in theory but which for business purposes is a mistake. It makes working a hardship. No man can lower himself into a device which instantly invites him to loll back, light a good cigar, clasp his hands behind his head, and tell a good story—no average man can sit in such a chair and work.

Mental concentration is dependent on physical stimulus. The chair which makes a man sit erect, keeping him pointed at his work, is best—best both for the employer who hires the man and for the man who uses the chair.

There is at least one employer in Chicago who has discovered this fact and acted upon the discovery. He owns a large printing business. Not long ago he moved into new quarters. His office force he placed in a large room in full view of the entrance. This room he elaborately finished in costly woodwork, furnished it with fine heavy desks and with luxuriant chairs.

He was particularly proud of this office and he showed it enthusiastically to every business and social acquaintance who called on him.

One day he awoke. He had been showing an out-of-town customer over his plant, and on returning to

his private office settled back contentedly with, "Well, what do you think of it?" The reply was prompt: "Everything is fine except the parlor. You have the laziest looking office force I ever saw in my life. I came in here from a small city expecting to see things done as they should be, and here I find only a set of idlers, who do nothing but lie back and yawn. How do they ever work? Take my advice, either get a new set of clerks or put firecrackers under those you have."

The employer pondered—and watched. About a week later a furniture van brought to his door a sufficient number of erect, energetic looking chairs to supply his office force. It departed loaded with an equal number of the indolent kind.

To-day that employer points with pride to a roomful of what he declares to be the most alert, wide-awake, interested looking desk workers in the city. The change of chairs did it.

W. A. Frederic.

Forgot His Part.

"Tommy," said the hostess, "you appear to be in deep thought."

"Yes'm," replied Tommy, "ma told me somethin' to say if you should ask me to have some cake or anything, an' I bin here so long now I forgot what it was."

Willing To See His Chance.

Janice—Do you know, Horatio, dat every boy hez a chance ter be de President?

Horatio (thoughtfully)—Well, I'll sell my chance for ten cents.

BRUSHES

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

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211 So. Division St. Grand Rapids, Mich.

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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.

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is as satisfactory in every way as my McCray. It cuts down my ice bill. Its handsome finish and workmanship attracts attention in my store. It keeps everything in fresh, pure condition, without dampness or taint of any kind.

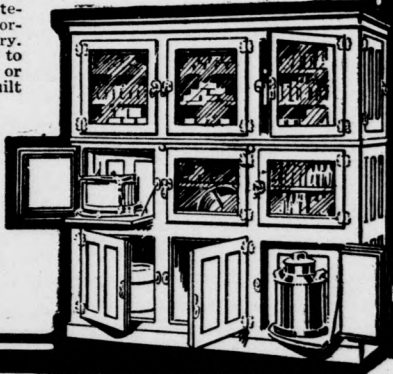
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are built right, and have the best circulating system of cooling. A small amount of ice does a large amount of cooling: That is, you get the full value of the ice used. This results in a great saving which actually pays for the refrigerator itself.

McCray Refrigerators are built from the proper materials, which will not rust, corrode, or become unsanitary. They are built in all sizes to accommodate any amount or kind of provisions, or are built to order as desired.

McCray Refrigerators are guaranteed to satisfy you and an investment in one will be profitable. Send your name and address on a postal today, and ask for catalog No. 65 for grocers, and No. 58 for meat markets, shows the full line and helps you make a selection.

McCray Refrigerator Co., 5548 Mill Street, Kendallville, Ind.





Some Business Methods Which Can Be Improved.*

I contend that the average merchant, not only hardware men, but in every line of business, have methods that in a measure are slack, or in other words, that there is a good amount of leakage—of just profit that gets away. The best way that I can make my ideas known to you is to tell you the methods that we have adopted in our business. For the last five years we have been more diligent along these lines than previously. For instance, in that time we have incorporated our business—formed a stock company. Perhaps it might not be a convenient matter for many of you to incorporate, but if you don't incorporate, at least organize your business. We have a board of directors; we have a meeting every two weeks. At those meetings we have a question box just the same as the Association has here. There are all kinds of subjects brought up. For instance, if you have a certain line of goods that does not move as it ought to, we talk the matter over and either put new life into it or discard it. If there is anything that you want to add to your line, we investigate it and talk it over thoroughly at these meetings. Prices are talked over. For instance, when the coffee percolator came out, instead of each one taking a slip or anything of that kind and studying it—as to what the coffee percolator would do, or what we were expected to do with it—we would ask one man to make a thorough study of it and give us a talk. We have stove talk there—one meeting on a heating stove and another talk on a range—and we call in our clerks and everybody from the stove-blacker up. We try to educate every man in each line.

Another thing that comes up under that head is remodeling the store, changing the arrangement. You can always do better if you have your meetings, two, three or four, and talk these matters over behind closed doors, when you are not interrupted, when you can take the thing and start out and stick to it until you have threshed it out completely.

Now, the thing that I want to show you is the system of using blanks of different kinds. Now, most of you when you buy of an agent, you ask for an order. Now, the result is that you will have order copies in your files from Diamond Joe size, about 3x5, up to the larger

*Paper read by H. F. Krueger, of Neenah, at annual convention Wisconsin Retail Hardware Association.

stove order blank, perhaps 10x15, and you can not keep them in order on account of the variety of sizes and styles. We have adopted an order blank on this order: Every order that we give to any traveling man he puts it upon this order form (exhibiting sample or order). If we order anything by mail, either from manufacturer or jobber, we use the same form. They are made in two colors. Form 1 is given over to the traveling man or sent to the wholesale house. We have room here for the route of shipment, terms, salesmen and everything complete. Now, then, you all have special orders. A man comes into your store to-morrow; he wants a firepot for a stove; another man wants a special kind of a hammer. Order this article on this same order blank, just the same as any other and turn it over and put on the copy that you keep the man's name, what the article is for, the number of articles, the price quoted him and so on. When your invoice comes your invoice will always have the order number right upon it from any first-class house. You can find the your order blank at the same time and see who that article is ordered for.

The next thing that I want to call your attention to is the system of marking these goods after they are in the store. We have for years used what is called a spring-back cover like the express companies have, for instance, to hold their sheets in. We use a good grade of manila paper and put in fly-leaves into this binder in this order; make our price list out with typewriter and paste them in upon these sheets. In the front we have one page with an index, so that at a glance you can refer to your lists of bolts and screws and a hundred and one other things where you don't mark the article. We find that the nailing of price cards around on the walls in different places in the store does not beautify the store any, so we adopted the price book. Any article like tagging a stove, we use a price card of this kind (indicating), the name, number, description; you have two lines here for sales, and then your cost and selling price. You can use that on any kind of an article almost that you need to mark. For smaller price cards we have found a metal-edged tag of that kind has been the most convenient and not very expensive, and at the same time it will stay on the goods. There is nothing to any salesman that is more unpleasant than to find an article that you don't know the price of and find the tag torn off.

The next thing I want to call your attention to now is the selling of these goods. I contend that there is more money lost by the retailers in all lines through the country from goods that are sold and delivered and forgotten to be charged or forgotten to be collected for, than we have any idea of. It doesn't matter who the man is, if he keeps close track of himself, he will find that sometimes he comes very near forgetting things. When a man comes to order anything of you—suppose a contractor comes in and says, "Send five kegs of nails to So-and-So." If they are to be charged to the contractor on account of John Smith, delivered to John Jones, ordered by his foreman, Johnson, if you please. We fill out this order and put it on a spindle. The head clerk takes that after awhile and puts up the order, or the orders are put up. When he gets through with it there is no mark on it to show that it has been charged or paid. When he gets through with it he has put his O. K. upon it. These slips go on to another spindle which goes into the office at night. By our slips we check up these orders at night, which makes a double check on whether those goods have been charged or paid for. Now, the main thing is when you take an order is to take it so you can pass it from one to another and it can not get away from you. If you undertake to carry it here, one will get away from you once in a while.

Lightning Rods



We manufacture for the trade—Section Rods and all sizes of Copper Wire Cables. Send for catalogue and price list.
E. A. Foy & Co., 410 E. Eighth St. Cincinnati, O.

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Wholesale Hardware

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Good in any climate.

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Best Equipped Firm in the State

Steam and Water Heating
Iron Pipe
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THE NEW IOWA.

Low Supply Can. Enclosed Gear.

Skims Thick or Thin Cream.

Hot or Cold Milk.

Most Practical. Turns Easiest.

Skims Closest. Easiest to Clean.

Awarded the Only Gold Medal at the Jamestown Exposition.

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



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

Trade Getting from a Wisconsin Standpoint.

Racine, Wis., April 28—While the term "trade getting" consists of but two short words, it means more than the average dealer or merchant realizes.

It means the act of obtaining an exchange, a barter or dicker, and the manner in which such result is accomplished.

Each merchant should take in his own condition and the circumstances surrounding him and apply them to the best advantage, and he must be the judge of what is the most applicable to his particular business.

Not only is the matter of gaining trade to be considered, but the method required in retaining the same after having gained it, which will be both satisfactory to his trade and a profitable exchange to himself.

We are all in business most particularly for what money profits there is in it, and when the inventories are taken the statements drawn from the ledgers and the total footings summed up, the balance must show on the profit side, or we are not satisfied.

Consequently, in order to accomplish such results, we must give some attention to the matter of "trade getting."

While we may consider that the accumulation of profits and wealth is of material importance to us, still at the same time, we should bend our efforts somewhat to sociability and friendliness. Business requires it. It lessens our burdens, brightens our intellect and helps us materially in the matter of "trade getting."

While advertising legitimately in your daily or weekly newspaper or by posters placed conspicuously about your town and the adjacent territory, or through the efforts of your genial salesman and solicitor, is a great factor in "trade getting."

Still, we must not lose sight of the fact that the best method of getting trade is to deal honestly in every instance, misrepresenting nothing, ask a legitimate profit and by all means tell the truth. Be courteous and obliging in all cases, even although at times you consider it a hardship to do so and occasionally a pecuniary loss. Although we may be located in different sections of this grand State of Wisconsin, when we come to compare notes with each other, we find we run up against the inevitable occasionally, and that is the unreasonable customer. You all find him; we do in Racine, but I am proud to say that they are few and far between.

One of the most important factors in "trade getting" is to gain the confidence of the people in your community, which you can positively do by honest dealing, and you can retain it as well by following the same practice.

Well-arranged and cleanly-kept show windows changed at least twice a month, with prices marked in plain figures, creates a good impression with the people that travel by your place of business. The same policy should be adhered to all through the

store; the better you display your goods, the more you will sell, and "trade getting" becomes a simple matter.

Have one price on the same article for all, discriminating only in quantities.

Special sales for cash only at different times honestly conducted is another good medium for getting new trade, but great care should be exercised in offering the best article possible for the money involved.

Render your bills and statements monthly to all credit customers, so that they may know at all times to what extent they are obligated to you, and you will find it to be one of the best "trade getting" mediums you can exercise, as well as profitable to yourselves.

By following these suggestions closely, you will find that your business will increase and that "trade getting" is practically solved.

It never brings you any trade to criticize your competitors. At this day and age we have all we can do to attend to our own business. Remember, it is your goods as well as yourselves that you want to advertise, and not your competitor.

Make an effort to be on friendly terms and associate with your competitors. Accommodate him when the opportunity presents itself, and if he is worthy of being termed a business man, he will reciprocate. It will bring good results. J. W. Jones.

Abruzzi and Mountains of the Moon.

The most marvelous explorer of the world is said to be the Duke of Abruzzi, who has risked his life over and over again in scaling mountain peaks, looking for the North Pole, and in his latest expeditions, investigating the mysterious mountains of the moon, over whose precipitous steeps he hung for hours, clinging to the guide's coat, which had been used as a rope. The mountains of the moon, although referred to by Herodotus, never had been conquered until the Duke's expedition. Ptolemy referred to them as in the interior of Africa and containing the sources of the Nile. They finally became a myth, because nobody had been able to learn anything about them, and they even disappeared from most of the maps. Sir Samuel Baker got a glimpse of one peak in 1864. Stanley saw two peaks twenty years later, but the Duke climbed the sixteen highest mountains of the range and measured and named them all. The ascents were made with great difficulty and with many narrow escapes, almost as exciting as the coat episode. They were climbing mountains unmarked by paths and trails like the Alps and other mountain ranges. They experienced climatic conditions with which no white man was familiar. Again and again they scaled a steep precipice to find that it turned into a perpendicular wall, from which they could retreat only with the greatest peril. To the highest peaks he gave the names Margherita and Alexandra, in honor of the queens of Italy and England. Margherita is the highest point in all Africa, while Alexandra is but a few feet

lower. One group named by the Duke for Sir Samuel Baker, who discovered Lake Albert, contains a peak 15,000 feet high, which the Italian called for King Edward. Bananas grow at the base and at the summit reigns perpetual snow.

Mirror Lures Customers.

A newsdealer whose stand is under the stairway of an elevated railroad station downtown was very busy polishing the mirror which adorns the front of his penny-in-the-slot chewing-gum apparatus. After much labor and many tests its brightness proved satisfactory.

"Now, tell me why," said a customer who had been waiting to purchase a paper, "you're not so beautiful that you need a looking-glass."

"Ah, but the ladies," was the reply. "Why, that mirror is worth a lot of trade in a month. Every girl who buys gum stops to look herself over, but many who never intend to buy are attracted by the glass, use it and then, discovering what the thing is, suddenly decide they want some gum. So I keep the glass bright."

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

The Clipper
The modern Mower demanded by the trade.



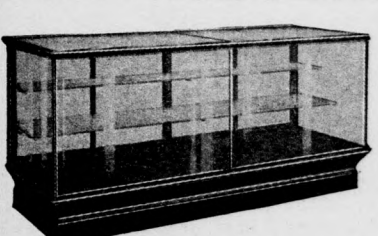
Clipper Lawn Mower Co.
DIXON, ILL.
Manufacturer of Hand and Pony Mowers and Marine Gasoline Engines

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.
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Jobbers of
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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

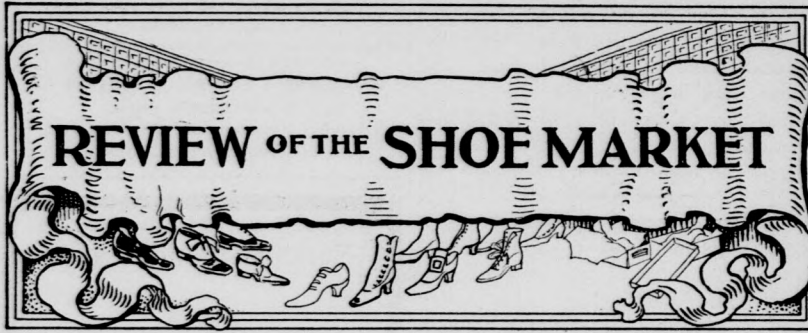
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Ours is
Made of the Best Material
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WHOLESALE

Clearance Sale of Second-Hand Automobiles
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Write for bargain list.
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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.
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Under our own management
The Largest Show Case Plant in the World



How Advance Summer Sales Promote Trade.

Advance summer sales are an excellent form of special sales. They offer the means of an early display of the best-selling summer footwear, and consequent opportunities to secure early sales. People are prone to force the summer, because it is the pleasantest season of the year. This year, some weather prophets are saying there will be an early summer, and a warm summer. A warm month of March gives some support to their prophecies. Shoe retailers, undoubtedly, will hope the predictions come true, for an early summer and a warm summer will brace up trade in a most satisfactory way.

There is now a need that retailers get ready for a good summer trade. The early display of summer goods will make it appear that summer is coming early, so far as footwear is concerned, even although the predictions of the weather prophets might not come true. In this season of tan shoes, it is very desirable that retailers show up their tan footwear early and begin to sell it early.

Special sales of tan shoes are limited in their variety only by the ingenuity of the retailer. It is a common practice of all retailers in the springtime to make a general display of tan shoes when they are in fashion. Some retailers give novelty to this display by showing with the shoes specimens of the Russia calf, or golden brown kid, of which they are made, or of various articles, brown in color, which will also be in fashion during the coming summer.

A most attractive window display, made in March by a department store, consisted of brown shoes, with brown hosiery, brown skirts, even brown garters, belts, pocketbooks and gloves. The matching was perfect. The window was a true symphony in brown. The evenness of its color alone attracted a great deal of attention.

Window dressers, by the way, will recall the need of making colors harmonize, when preparing their windows, or other displays. Brown will kick at some colors, and window dressers should avoid these colors in their window hangings, or other adornments.

The cloth shoe is a summer novelty. In New York Colonial low cuts of cloth are featured by high-grade retailers. They sell at good prices. They are made in the very latest styles. The cloth is of wool, not cotton, as is canvas. It is of very fine weave, a Belgian mill product. It figures at about 30 cents a foot, which is a price for good leather. It

is cravenette, and, therefore resists water, dust and dirt. These shoes are light and comfortable for the summer time. They are dressy, if properly chosen, for they are made in several colors, including white, blue, gray, brown and pink. The Copenhagen blue now is in fashion.

Canvas shoes still hold the fort. A good many of them are being made in New England factories for the good old summer time. Some of them, on new lasts, and with novelty trimmings, look very attractive.

There is also on the market a line of low-price canvas shoes, in imitation of Russia calf and tan vici kid. The canvas is finished up to resemble the popular leathers. It is a stout canvas and manufacturers claim that it will give exceptional wear.

These varieties of cloth and canvas footwear afford retailers opportunities for special sales of cloth fabric shoes. Sales, of course, must be arranged according to the stock carried. A suggestion is that white and colored cloth shoes might be shown up advantageously in some communities during the apple blossom season. There would be a good contrast between the color of the blossoms and the color of the shoes. The blossoms, of course, could be used for store decoration.

Dressings and findings are always seasonable. For an advance summer special sale, a retailer may this year advantageously show up dressings for tan shoes, and, also, for white canvas shoes. These goods will be especially salable this summer. Even although a customer does not want a box of Russia shoe polish, when he buys his summer russets, yet he might like to know where to get that dressing when he did need it. Some shoe men, by the way, advise customers to give their Russia calf shoes a coat of dressing when new. Thereafter, the dressing, and not the leather, gets the spots and dirt, and they will come off when the coat of dressing is cleaned off.

It is likely that a good many people will economize this year by shining their own shoes. Therefore, retailers have a good opportunity to increase their sales of dressings. For a special dressing sale, some of the familiar demonstrations of shined and unshined shoes may be brought forth, and the old problem may be worked out again to show how much a man saves by shining his own footwear.

There will be a sandal season again this year. Men and women, as well as children, will wear the barefoot novelties. Manufacturers are making them on orders, and certainly

shoe men must have a good market for them. There is a fashion of Grecian draperies in women's apparel for this year, and this fashion may have an influence towards increasing sales of Grecian footwear. It would seem strange, but not impossible, to see busy New Yorkers or other city people hurrying around on hot summer days in footwear like unto that of the ancient Athenians.

Shoe manufacturers have improved sandals much. The present-day sandal is a decided improvement over the first modern sandal, even as is a 1908 auto over a 1905 model. The designers have built up the sides of modern sandals, so that no dust or dirt or pebbles can get beneath the sole of the sandal and the sole of the foot. They are, this year, building sandals as new lasts, so that they look more shapely and dressy. In some lines the perforations of the forepart are not so big, nor so many as in former years. Indeed, one line looks like nature-shaped oxfords, stitch-down sewed, with a few holes in the vamp for ventilation.

A manufacturer of sandals says that he has seen good window displays of sandals, and some good advertisements of sandals, but that he has never seen a special sandal sale worked up to its best advantage. He suggests that there are still good opportunities for shoe retailers to popularize sandals, and profit thereby.

Graduation shoes may be displayed early this year, and then shown up again along at graduation time. Schools are already beginning to plan graduation exercises, and children are beginning to talk of graduation suits. This is a year of economy in a number of homes. So there is likely to be much shopping in pursuit of graduation goods. The shoe man who makes an early display of graduation goods that catch the early shoppers.—Frederick W. Fielding in *Boot and Shoe Recorder*.

Outlook for Fall.

A summary of the views of the best buyers indicate the fact that the conservative atmosphere which surrounded them in the earlier months has passed away and that they have full confidence in placing their orders for fall at the usual time.

The reproductions of the views of the retailers published in this issue are those of city buyers who usually place their orders at the very last minute because conditions are such that they can do this satisfactorily. The leading Eastern lines are represented in St. Louis with permanent sample rooms in the various office buildings the great Western shoe center being represented with the numerous big factories in and around St. Louis and with enormous floor stocks that are available at all times, afford the city buyer the opportunity to choose his stock from as many lines as he desires at one time, thereby, giving him all the advantages open to the one line buyer.

He is not only able to select styles that do not conflict with each other, and avoid the similarity of patterns in two different grades, but is able by waiting to glean more definite knowl-

edge of what direction the style tendency is taking.

The shoe buyers in the smaller towns are not so fortunate and are usually favored with but one or two visits by the representatives of the factory lines.

While there seems to be a feeling among a few buyers that perhaps a better shoe for the same price will be produced next fall, there are no definite indications that such a condition will exist and even if there should, the dealer that placed his order early will be given full benefit of any concessions that might be made.

A review of the hide, leather and shoe prices for the past few years show that the price of footwear has not been abnormal but has reached its present basis by slow degrees.

Both retail and wholesale prices are now at a satisfactory standpoint and any slight fluctuation in the price of raw materials will be placed in the betterment of the shoe without changing the price. The constant aim of the manufacturer of the present day is to produce the best shoe for the price that is possible and he fully realizes the keen competition that his line is subjected to.

From these facts it is evident that it is to his interest to give the early buyers immediate benefit of any concession he might be able to make and the early buyer is not only safe on the price question but will get his stock in time to dispose of it when the profits are the greatest.

A review of the styles show that in women's lines the manufacturer has not sought to introduce any fads in the way of lasts, the short vamp prevailing throughout all lines. Neither has there been any changes in heels as the Cuban and Military are still in favor.

In soles the welts predominate with the exception that lines for the South are shown with an added number of turns styles.

The feature of the fall lines is the great variety of patterns and combinations that are shown in all grades of footwear.

The extreme Napoleon top while shown considerably is a style that is on the wane—the modified wave top replacing it.

Oxfords are occupying a prominent position in the fall lines and the other extremes—storm skating boots with straps and buckles are also being sold.

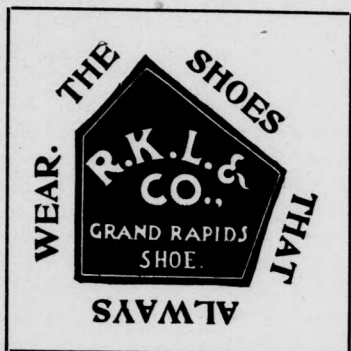
Tan calf will be more prominent than ever before and is particularly strong in button styles. Patent leather is still in strong favor and will be the most popular leather shown in dressy shoes. Glazed kid is seen in many of the better lines and while it is a large factor in the makeup of fall lines it is not as important as tan or patent leather. Dull calf, which lost favor in the spring lines, will be much more popular for fall.

The novelty idea consisting of a great deal of perforations, buckles, straps and combinations of colored tops and vamps is the important feature of men's fall footwear.—*Shoe and Leather Gazette*.

The Shoes That Always Wear

We know your end of shoe selling, being just as familiar with it as you are, hence we know with what you have to contend.

With this knowledge before us we build our shoes to meet your customer's exact wants in service, style and comfort. Our shoes are so much better than the average that wearers who have tried them prefer them to any others.



A wear test of any of them will prove this statement to you.

We want a live customer in every locality. If our shoes are not sold in your town you cannot start the new year any better than by selecting a few numbers from our salesman's samples.

RINDGE, KALMBACH, LOGIE & CO., LTD.
Grand Rapids, Mich.

OXFORDS OXFORDS OXFORDS

The Oxfords season is here and more are being sold than ever before. Don't lose sales by letting your stock get low and short of sizes. We have the following on the floor for immediate shipment:

531	Men's Vici Kid Welt Flexible Sole	- - -	\$1 90
535	" Vici Kid Blucher	- - -	1 80
565	" Patent 4-button, Mat Calf Top	- - -	2 75
572	" Gun Metal Blucher	- - -	2 50
573	" Patent Chrome Vamp and Fox, Dull Top	- - -	2 50
595	" Patent Chrome Blucher, Mat Calf Collar	- - -	2 75
350	Women's Patent Blucher Oxford, Tan Ooze inlaid	- - -	1 50
3500	" 3-button, Patent, Dull Top	- - -	1 85
3503	" Golden Brown, three eyelet, Gibson	- - -	1 85
3509	" Golden Brown Pump, Collar and Bow	- - -	1 75
3535	" Patent Colt, Mat Top	- - -	1 60
3537	" Gun Metal Oxford	- - -	1 60
3594	" Patent Chrome Vamp, Dull Top	- - -	2 00

These are a few of them. We also have a good stock of Misses' and Children's Oxfords. Send us your orders, they will have immediate attention. **Don't delay**, they're going fast.

HIRTH-KRAUSE CO.
GRAND RAPIDS, MICH.



Doing What You Are Paid to Do and Then Some

The "then some" is what counts. We've always given the dealer a full measure of value in every pair of H. B. Hard Pans and "then some." This has counted well for the dealer as well as for us.

Every pair sold this season will help sell another pair next season and that's the kind of business that counts.

Better make the connection now and you may be sure that you won't have to put out a lot of work and advertising to counteract a bad start made this year.

"Where there's a boy there's a family."

The Natural Chap is a money maker. Send in your application today—new issue. Free to our H. B. Hard Pan dealers.



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

**Herold=Bertsch
Shoe Co.**

Makers
of the original

H. B. Hard Pans

Grand Rapids, Mich.

When you sell
our

Overland Shoes



You are sure to have
satisfied customers

When your customer is satisfied he
will come again and will
also send others

**Overland Shoes Are Trade
Builders**

Grand Rapids Shoe & Rubber Co.

Headquarters for Hood Rubbers

Grand Rapids, Mich.

Keeping a Shoe Store in the Lime Light.

Lasterville-near-the-Trade,
April 13, 1908.

Dear Boys—Do you ever have the feeling when trade isn't just what it ought to be, "What's the Use?"

That "What's the Use?" feeling is the hardest thing in the trade to combat.

When it does not seem to matter what you do, none of it helps, apparently. That is the most dangerous time in a shoe store, or any other store, for that matter, but we are only responsible for the feelings in shoe stores, thank goodness! I'd hate to be responsible for all of the various feelings in the stores of other lines, these days.

But let me tell you one thing. No matter how trade is, no matter how nothing seems to do any good, every lick is going to count now and in the future just the same as it always has. In the slack times keep working harder all of the time to keep the lime light shining brighter on Laster & Fitem's than on any other shoe house in town. That is the motto here, and we turn ourselves loose to keep it that way, no matter whether there are immediate results or not. Keep up the interest, and when people do want shoes, Laster & Fitem will come the most easily into their minds.

Some weeks it is pretty hard sledding on the window trim, for that and the newspaper advertising are the keynotes of publicity. Sometimes when we are hard up for ideas we warm over some of the old ones with a new sauce and we find that it works first rate. A plan three or four years old, varied slightly, which was successful, is frequently better than a new idea. Don't forget that when you are hard up for publicity or "sale" plans. For instance: A few weeks ago we ran entirely out of novel window dressing plans. For a while we had a co-operative window dresser in Lasterville. You remember. I told you about him. A young fellow who got up a nice little business by taking one merchant in each line and giving them one new trim a week for so much a month. It worked well, too, until, finally, there were as many young fellows following the scheme as there were different combinations of merchants possible. Then others tried to get in, and couldn't get enough merchants to form a combination, and then the regular American thing happened: A competition of prices began, and the leaders in the scheme began to lose merchants to some other young fellow who would work cheaper, until one by one the best of them dropped out by getting steady jobs with single firms in the big cities, and we shoe dealers found ourselves left at the mercy of a lot of dubs, and the scheme, which was a first-class one to begin with, fell through.

It worked well for a time, and it will come up again, but for a time back it has been strictly up to Hi Ball, Willie Fitem and A. Small Sizer to do the window trimming and the lime light focusing.

They have done pretty well and have warmed over, with fair success, quite a lot of old plans. Their biggest hit in that connection has been with a plan of which I told you several years ago, called a window trimming contest. The old scheme, you may remember, was to offer prizes for a window trimming contest to be awarded, say, \$20 to the winner, \$10 to the second best, \$5 to the third and several consolation prizes. The idea was to get entries from among prominent people and have the decorating done at advertised hours, let the display stand a week, photograph it and then let somebody else have a show. The thing worked all right for us then, but it was only by luck, for some parties in another town who tried it said that it was a horrible frost because they couldn't get the entries.

The boys put their thinkers together and at work this time and copped out a new one. This year we are going at it differently. To begin with we are going to write to ten manufacturers who have advertised lines with us and get them to chip in \$5 apiece toward a prize of \$50—just one single grand prize because we are going to work it in another way. In addition we are going to ask these people for any window decorating advertising they have and contract to give the line a display of one full week, to be decorated by a contestant.

We are going to get out some attractive advance advertising fully explaining the plan, which is as follows:

We shall name, ourselves, three impartial judges who have no philanthropic axes to grind. Then we will paste a certified check in the window for the \$50 and ask for entries in the window trimming contest. We expect, by our plan, to get a lot of entries and from among these we will pick the ten who we believe are best adapted to what we want.

The reason we believe that we shall get a lot of entries is because the prize will not go to the winner. The winner will simply have the privilege of directing to what local charity, public or private institution, or enterprise the money shall go. For instance here we have the new Y. M. C. A. building, the Public Library, the Hospital, the Rectory Fund of St. John's church, the Uniform Fund for the Boys' Brigade, the Band Stand in the Park, the United Charities, the Fountain Fund, or any other which may be named and accepted by the judges before the opening of the contest. That will make the Hospital Association ladies, the Y. M. C. A. folks, and all of the other societies very much interested, for fifty dollars is a nice, substantial boost to any work in a small town. Entries will be confined to ladies only, but each lady may have a reasonable amount of assistance, and every society will see to it that at least one entry is made who will be favorable to that particular charity. However, we shall insist on each entry going into the contest

unpromised and shall require such a statement before they begin to work, which will keep the thing in doubt even after the judges have rendered their decision.

When we have our entries all secured we will let them each draw for the line they are to represent so that there shall be no favoritism. Each contestant may use all the stock, in reason, they wish from the line represented, all of the material furnished by the manufacturer and whatever stuff they wish to furnish themselves.

I fancy that I can see young men lugging palms and rugs and bric-a-brac from some of the nicest houses in this town for some favorite girl's artistic window trim and, in addition, each girl may add any sort of made-up signs, mottoes, designs, cut-outs or other embellishments she can get hold of. Before we had the trimming done on Saturday evening, but this time we shall make it Monday from three until ten o'clock p. m. All decorating to be done with the curtains up. This will do away with some interference we had with our Saturday trade under the old plan.

The display will stand for a full week with a sign on it stating:

This Window Decorated in Our \$50 Contest

By Miss Sarah Song.

During the week the window will be duly inspected by the judges and a photograph will be made which will be reproduced in half tone for our advertising, a copy sent to the firm making the line advertised and filed for future display and for the use of the judges in the final award.

We are practically sure of getting the nicest girls in town to go into our show windows and help draw attention to our window, our advertised lines and our business, and it will be all legitimate advertising for Laster & Fitem.

Don't you think that it is a great scheme?

Perhaps I will write you in a few weeks how the thing works out. We are practically certain that we shall have half the town or more all worked up over the contest, for every worker in every society and organization will be interested in the progress, and the result in addition, which will surely be excited in a little city street by the sight of a well-known society girl, possibly assisted by her best fellow, trimming a show window where all can see.

That is one of the ways this little shoe shop is trying to keep in the limelight. We expect that it will help a good bit, but just the same

we are not going to neglect a single one of the other old stand-bys. All of the regular spring clearing sales, the special price sales, the introduction sales and all of the rest we are going to run on schedule time as well as any new plans in advertising that we get hold of. Especially are we going to use the billboards this year. Our local bill poster came to me this month and said:

"Do you know, Fitem, there never was a time in the history of American advertising when a local advertiser could use the billboards to better advantage than right at this moment. The hard times and all that have caused the big national advertisers to cut down on their billboard appropriations until half of the boardings in the country have been flapping with six months' old 'dead' paper all winter. A nice, bright, local job in colors would show up on the boards now for double value."

I saw him and he put me on to a place where we could buy 100 three sheet posters in two colors for \$17, and 100 eight sheet "stands" in two colors for \$45, and we are going to be represented among the stars for quite awhile. Of course, you understand we shall make these posters good for any time of the year and have them scattered in small lots several times in the year with what the local bill posters calls a "flash," to take advantage of the bill posting stagnation of the present; that is a rather liberal display for this one time. Say, for this town, ten three sheets and ten eight sheets would be a pretty good showing. For our first display we shall double these figures for the month of April. That is a "flash."

A good showman must know a little of everything.—Ike N. Fitem in Boot and Shoe Recorder.

Stain-Removing Soap.

A powerful detergent for removing grease, stains and dirt from the hands is the following, recommended by John Blamey, Falmouth, England: Soft soap, 3 pounds; oil of turpentine, 1 pint. Melt the soap in an evaporating dish, remove from the fire, add the turpentine little by little, stirring after each addition. When cold, rub a small piece into the hands, rinse with warm water. Said to remove the most obstinate stains.

**MAYER Special Merit
School Shoes Are Winners**

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

ARBOR DAY.

How It Will Be Observed in Grand Rapids.

The following appeal has been sent out in circular form by the Grand Rapids Board of Trade:

We want your help and we want to help you.

Why?

So that we may all live in a cleaner, better city.

May 1 is Cleaning Up Day. Don't forget the day, Friday, May 1.

Let us all, old and young, catch the spirit of the day and work together for the common good. Here are some suggestions. You will think of others:

1. Clean up the back alley, if you have one.
2. Rake up the yard, front and rear, every corner of it, right out to the street.
3. Plan and prepare the flower beds and garden.
4. Be sure to have some grass seed and use it on the bare places.
5. Repair fences, walks and out-buildings.
6. If there is a neglected vacant lot near you, let the children form a neighborhood club and clean it up. Burn the rubbish. Bury the tin cans.

We want you to join with us in the effort to make Grand Rapids a cleaner and a more beautiful city, and to keep it so. A fine thing about this effort is that it calls for co-operation. With parents and children, teachers and all, united in a crusade for civic cleanliness and beauty, success will be assured.

E. A. Stowe,
E. W. Booth,
W. A. Greeson,

For the Board of Trade.

The following circular has been prepared for distribution among the school children:

This will be a red letter day in the history of Grand Rapids. Ten thousand American elms will be planted by the children of our city.

The Board of Trade will deliver at each school building the trees for planting. Each girl or boy who has a place to plant a tree can have one by paying a penny. A member of the Board of Trade will be at each school immediately after the noon hour and deliver the trees.

Be sure and bring your penny and a piece of cloth two feet square or half a newspaper to wrap about the roots to protect them. We want every tree to live, and urge you to take great pains in protecting and planting them.

Dig the hole for the tree not too near a building, for the elm grows large and in a few years will need a lot of room; put in good earth and spread out each root so that it will not be kinked and pack the earth about the roots good and hard. If the ground is moist, you will not need to use any water; if dry, put in a pailful at the same time you are putting the earth on the roots. But be sure and have the earth pressed tight against the roots after you have added the water. See that the tree stands straight and, if there is dan-

ger that it will run over, set three stakes about one foot from the tree for the first year. Give a name to your tree and report to your teacher, when she shall ask you how your tree is getting on. The report will get to us and make us glad.

This Elm Arbor Day will be talked about for a century. If you do your part this will be the beginning of great things for our city. The way to make our city beautiful is for each one to "lend a hand." If this plan works, perhaps another year we will distribute 10,000 Spireas or Crimson Ramblers. Anyway, let us make this Arbor Day a success.

Don't forget the penny and the bit of cloth.

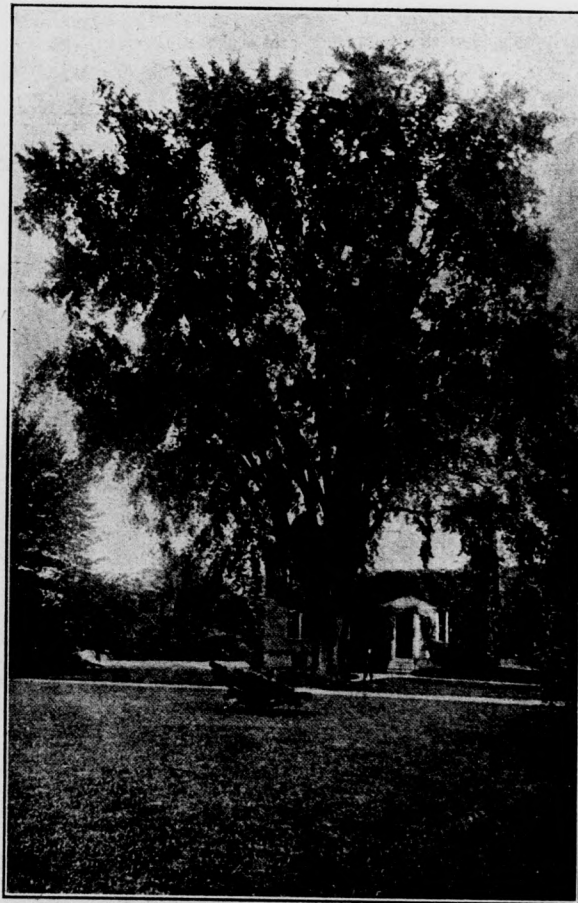
Do your part and over 10,000 trees will become in your lifetime like the

which will be delivered at the building in the forenoon of that day. Please insist that each child shall follow the directions of the circular distributed several days before, and if any trees are left sell to any persons who may want them and report the proceeds at the Board of Trade offices at the first opportunity.

Each speaker will have his own ideas concerning his address, but the following suggestions touch upon matters germane to the occasion and may be useful:

1. The products of trees are the greatest factor in the business development of Grand Rapids as exhibited in:

- Packages.
- House-conveniences.
- Implements.



great symmetrical elm shown herewith. (This tree is illustrated herewith.) Save this circular as a souvenir of the day.

Yours for a "More Beautiful City,"
John B. Martin,
Chas. W. Garfield,
For the Board of Trade.

The following instructions have been issued to the gentlemen who have been selected to make the addresses at the various school buildings:

Forty gentlemen have kindly consented to aid the Board of Trade in distributing to the children of Grand Rapids 10,000 elm trees on Arbor Day, May 1.

Each one will please be at the building assigned to him at 1:15 o'clock. His brief address will be a part of the exercises for that school, following which he will sell to the children at a penny apiece the trees

- Vehicles.
- Furniture.
- Buildings.
- 2. Trees are the most important element of city beauty. Note: Symmetry. The delicate tracery of branches in winter.

- Variety of foliage in summer.
- Individuality of species.
- Street borders.
- The comfort of shade.
- Landscape effects.
- View from an elevation.

3. An interest in and a love for trees begets a responsibility for the forest as our greatest resource for it.

Furnishes raw material for all our woodworking industries.
Protects our streams and conserves their power.

Holds back the water needed for crops instead of allowing it to rush to lakes and seas, working great dam-

age and carrying untold fertility away.

Prevents the filling up of harbors.

Furnishes the most important factor that attracts our resort trade which brings millions of dollars annually into our State.

4. Our responsibility in making and keeping a clean city:

In keeping our own places clean, front and rear.

Avoiding the scattering of litter. Bringing pressure to bear upon owners of vacant lots to keep them clean.

Forming neighborhood clubs of children to compel everybody to be careful and thoughtful about cleanliness.

5. Responsibility for protection of property:

Do not throw rubbish on your neighbor's lot.

Do not allow a tree to be injured by a boy, a man, a horse or a telephone company.

Respect the school house and all public buildings, and always stand up for their protection.

Let each one remember that he is his own brother's keeper when he defends his property or prevents him from injuring the property of another.

The best citizen is the one who is always thinking of what he can do for the good of others.

6. The civic revival, which will begin May 11 and run for seven days in Fountain street Baptist church, is a tremendously important event.

Prof. Zueblin will give stereoptican lectures every day at 4:15 and 8 o'clock.

The lectures will be free and everybody is invited to attend.

The objects are to awaken a greater interest in making our city better by promoting cleanliness, good health, greater conveniences, neighborhood spirit, better organized charity, better government, greater safety and a more beautiful city.

This revival is organized by the Board of Trade. The churches, the schools and all the welfare organizations in the city are joining in making this the greatest public spirited movement ever inaugurated in our city.

Teachers, children, parents, everybody who can, should attend. The pictures will be the finest and most of them will be photographs taken in our own town. The church should be filled to overflowing every meeting.

The Boy's Preference.

A country clergyman, on his round of visits, interviewed a youngster as to his acquaintance with Bible stories. "My lad," he said, "you have, of course, heard of the parables?"

"Yes, sir," shyly answered the boy, whose mother had inducted him in sacred history. "Yes, sir."

"Good!" said the clergyman. "Now, which of them do you like the best of all?"

The boy squirmed, but at last, heeding his mother's frowns, he replied, "I guess I like that one where somebody loafs and fishes."

BROTHER OF IGNORANCE.**Merchants Have Nothing To Fear But Fear.**

In the thick of the fight for business and happiness, we seldom trace our troubles to the right source. We plan and scheme, devise plans and try different kinds of things which we think will advance our interests.

Frequently we meet examples of men who seem to forge ahead, and we estimate their success by a wrong standard. We think they are "lucky," that they have fine opportunities, or have friends of "influence." We only see the outward expression, the results, and we fail to understand how they do their work. We attribute their success to almost every cause on earth except the right one.

If fear was something we could put on the scales and weigh, or a thing we could measure or handle, it would not be hard to understand. But as it is a mental condition we have difficulty in comprehending it, although the presence or absence of fear is just as much a fact and can be as readily proven as the presence or absence of money.

Fear itself is nothing, because it only exists in the imagination—or more properly speaking, it exists only in a mind which is ignorant. On account of this lack of knowledge, a dream or fancy grows up in the mind, takes unto itself a shape or form, which gradually becomes a reality and which is nothing at first but—Fear.

Forebodings Always Are Unreal.

But you say, "I have often found that the thing I feared came true, so it was a reality, after all." When it came true it was a reality, but when you thought it might come true, it was fear—an unreality. But the mind is a wonderful thing and the picture of fear came true because by fear you set in motion the thought which brought about the calamity you feared.

If, instead of fearing some dreadful thing, you had made your mind picture a good and happy scene, you would have had the reward of happiness.

Poor old Job knew all about fear. He said "the thing which I greatly feared is come upon me, and that which I was afraid of is come unto me." When he feared his trouble it was not true, but his fear brought about the thing he feared.

There is only one cure for fear, and that is knowledge.

There is only one right way to do everything. If we knew what that "right way" was, we would do our work that way, but when we don't know, some are apt to become confused and then Mr. Fear jumps up and tells us his tale of woe and we believe him because we don't know any better. The more we fear the more real the thing feared becomes, until after a while, it takes real form, comes to you, and then Mr. Fear jumps up and claps his hands and says, "I told you so."

Why Business Pessimist Fails.

We all understand the difference in business between an optimist and a pessimist, but few of us stop to

analyze the two influences. The pessimist fails, not because he has a harder row to hoe, but because the things come to pass which he fears.

Thoughts are things. The man who can control his thoughts right can bring about almost anything on earth. His possibilities are only limited by the controlling thoughts of all of the people in the age, or the community in which he lives.

Every once in a while there springs up a man or woman whose thoughts are so clear and so strong that they can counteract the influence of the people of their age or community, and then history tells us of some great inventor, discoverer, patriot, or reformer. Some one who does some new and wonderful thing. Then we begin to measure the value of thought—mind. We see in the demonstrations of such mind the work of a new power. New to the age, but in fact it is only the use of a power which was just discovered.

Therefore, we have a perfect right to say that there is no limit to the power of mind. Some of us will not make any new milestones in the world's history, but to all of us is given the right to work our minds to the limit of capacity. To see things as they really exist and not through smoked glasses.

"Knowledge is power," because with power we never are afraid.

Creates His Path Before Him.

Don't think that the person who is not fearful is a plunger. That he take big chances and jumps in the dark. He is a person who must know before he acts. In his life there is no room for fear because he keeps his mind busy accumulating knowledge. He is not blown around by every wind. If he comes to a place in life where there are few landmarks, where the path is indistinct, and there are few signposts of experience to guide his path, he commences to do his mind work. He creates a path. He makes a mind picture of what he desires, and he generally realizes his ambition.

If the picture is a good picture, if his thoughts are pure and unselfish, if while planning his own welfare he considers the rights and happiness of others, he is a Christian. If his mind picture is selfish, just personal gain at any cost, he will have his heart's desire but no happiness.

The greater his real knowledge, the better man he will be, because as his understanding increases he will realize his true relation to both man and God.

Fear springs from a lack of knowledge, therefore a desire for understanding will banish fear. But understanding is not always education, because education too often is only in books.

Some educated people have understanding, but not all. We can't all go to college, but we all can have understanding—knowledge—because it is our birthright, and it can be secured without money. The seed of understanding is in mind.

Mind Becomes an Expert Machine.

Self-made men and women who have done and are doing grand and glorious work are the people who

have learned to control their minds. They don't let their thoughts go roaming around, but they set their thinking machines to certain definite lines of work.

There are a great many people who only think they think. Those who really think have understanding and no man with real understanding ever has fear.

Men like to do business with brave associates. They dislike weakness. The man full of fear is sending out the thoughts which drive business away.

An atmosphere of courage is a business magnet.

Courage is not brag and bluster, it is confidence reflected in character. Because you are a fear man to-day is no reason you should be controlled by fear to-morrow. Start your thoughts at work on your mental picture. You will surprise yourself if you only will look around for good thought material.

Every time a fear thought springs up look upon it as an enemy and

drive it out, and then you will make room for a hope thought. Behind every fear thought is a good thought which the fear thought is obscuring. After a while all your fear thoughts will go away and stay away, because the light of understanding will reveal them to be just what they are—nothing.

Seth Brown.

Trying To Age Violins.

While a man in Philadelphia has been trying to invent a varnish that will make a new, cheap violin sound like a Stradivarius, a well known violinist and maker of the instruments has been working along a different line to secure the same effect. He says that age has nothing to do directly with the tone of a violin; that the amount of "bowing" it receives is what makes the tone superior. He makes use of an electrical machine which sends vibrations through the instrument, and he claims that in thirty days as much "bowing" can be given the violin by this means as it would get in fifty years in the ordinary way.

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

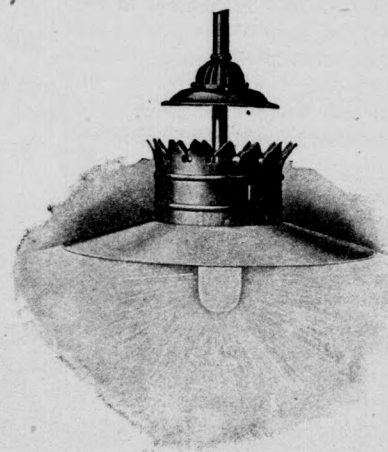
will outlast dozens of common baskets.

Write for particulars.

BALLOU MFG. CO., Belding, Mich.

The Eveready Gas System Requires No Generating

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

**EVEREADY GAS COMPANY**

Department No. 10

Lake and Curtis Streets

Chicago, Ill.

Easily Explained.

At a church congress a clergyman was lamenting the fact that his congregation appeared to be restless during his sermon, and declared that many of the members of his flock would get up at the time when he fancied himself most impressive and would leave the church.

"That's bad," answered a young preacher, "but I must say that I do not experience any such annoyance. Not a single member of my congregation gets up and goes out during service."

"You don't say so!" the first speaker exclaimed. "How do you manage it?"

"I don't manage it at all—seems to manage itself."

"Don't they complain when you preach a long sermon?"

"No; I've never heard a word of complaint."

"That is indeed singular. Your people must have been exceptionally well brought up."

"No, I think not."

"Then you must be one of the most eloquent of men. What is your style of preaching?"

"Oh, rather dry. I am compelled to admit. I do not possess the faculty of drawing an interesting illustration or of throwing out a bright idea."

"Well, well; I have never heard of anything so wonderful. And you tell me that no one ever gets up and goes out?"

"Yes, that's what I tell you."

"Well, I don't understand it, that's all."

"Oh, 'tis easy enough to explain: I am chaplain at a jail."

New Gun Deadliest of Weapons.

A noiseless, smokeless, flashless, colorless, fumeless, but not effectless gun is the invention of Fred Baugarter, a Brooklyn engineer. This gun, he claims, can throw 2,000,000 bullets an hour. No dynamite, gun-cotton, nitroglycerin, or other chemical or explosive is employed to send the Niagara of bullets rushing through space at the rate of 500 a second or 30,000 a minute, when the gun is worked at ordinary speed, and 2,000,000 an hour if it is pushed to its maximum capacity. The velocity of the projectile is from 1,500 feet to 3,000 feet a second, according to the will of the operator. There is no recoil, the gun never gets heated, it can not explode, and two men can operate it. The cost of firing 1,000,000 bullets half an inch in diameter would be about \$10. The expense of firing 1,000,000 bullets requiring powder and shells is more than \$2,000. The gun works automatically. If the operators were to place 2,000,000 balls in the magazine and turn on the power, the men could go to dinner and take a walk for an hour, confident that while they were absent the gun would continue to hurl bullets so long as one was left in the hopper. Mr. Baugarter's plan is to mount the new gun on a truck similar to a motor car, to be run by a 100 horse power motor, which would give the carriage a speed of sixty miles an hour. The outfit, when ready for action, would weigh about 5,000 pounds.

Hardware Price Current

Table of hardware prices including sections for AMMUNITION, KNobs, LEVELS, METALS-ZINC, MISCELLANEOUS, MOLASSES GATES, PANS, PATENT PLANISHED IRON, PLANES, NAILS, RIVETS, ROOFING PLATES, BARROWS, BOLTS, BUCKETS, BUTTS, CAST, CHAIN, CROWBARS, CHISELS, ELBOWS, EXPANSIVE BITS, FILES-NEW LIST, GALVANIZED IRON, GAUGES, GLASS, HAMMERS, HINGES, HOLLOW WARE, HORSE NAILS, and HOUSE FURNISHING GOODS.

Table of iron and metal prices including sections for IRON, KNobs-NEW LIST, LEVELS, METALS-ZINC, MISCELLANEOUS, MOLASSES GATES, PANS, PATENT PLANISHED IRON, PLANES, NAILS, RIVETS, ROOFING PLATES, SHEET IRON, SHOVELS AND SPADES, SOLDER, SQUARES, TIN-MELYN GRADE, TIN-ALLAWAY GRADE, BOILER SIZE TIN PLATE, TRAPS, WIRE, and WIRE GOODS.

Crockery and Glassware

Table of crockery and glassware prices including sections for STONEWARE, MILK PANS, STEWPANS, JUGS, SEALING WAX, LAMP BURNERS, MASON FRUIT JARS, LAMP CHIMNEYS, ANCHOR CARTON CHIMNEYS, FINE FLINT GLASS, PEARL TOP, OIL CANS, LANTERNS, LANTERN GLOBES, BEST WHITE COTTON WICKS, COUPON BOOKS, COUPON PASS BOOKS, and CREDIT CHECKS.

UMBRELLA WANTED.**Customer Required a Particularly Large Size.**

Written for the Tradesman.

Poets are born, not made.

If this is true in the literary world, it is ten fold more so in the realm of merchandising. You can not make a silk purse out of a sow's ear, nor can you make a successful merchant out of a born farmer or mechanic.

Every man to his trade. It requires talent to become great in the world of letters; talent in statecraft; talent in the making of a preacher or an artist. When it comes to the uprearing of a successful merchant a modicum of talent may be necessary, but, above and beyond all else, must come tact!

It is for lack of this one essential that so many in trade fall down. Know your public and cater to it; not with hypocritical smiles and pharisaical words, but with a keen sense of appreciation of your customer's needs and a determination to cater to them. I hear a man saying that he will never go down on his knees to anybody, which, of course, is an imbedded feeling in every independent American breast.

It is not, however, necessary to sink one's manhood in making himself agreeable. This can be done in a pleasant self respecting way that will give confidence to the public, while at the same time one respects himself and wins the customer's heart.

The mistakes of merchants are innumerable.

A friend of the writer happened to be caught in a heavy shower. He had umbrellas enough at home, but this fact did not shed the rain from his head while tramping the streets of Grand Rapids. He was a mile from the business section and sought shelter in a street car which bore him quickly to the down town district.

Remembering that he was really in need of a large umbrella for driving purposes when at home, he decided to combine needs with present demands and, hurrying to a store in the window of which a stack of umbrellas were exhibited, he asked the clerk for one of liberal dimensions.

"Certainly we have them," smilingly announced the youthful dispenser of clothing—the store was devoted to men's furnishings and clothing.

"I wish a larger size," said Mr. Brown.

"Why, yes, here they are, the usual size for gentlemen."

"Haven't you anything larger?"

The brilliant clerk sniffed and raised his chin, gazing critically at his customer as though he thought here was a rare specimen from the country.

Without a word, however, he went to another lot of umbrellas, took one out, spread it and said:

"Here's just what you want, sir."

"But this is no larger than the others," protested the customer. "If you have nothing different I shall have to go elsewhere." Gazing out at the falling rain and shrugging his

dampened shoulders, Mr. Brown walked toward the door.

"I think you will be satisfied with one of these," said the clerk, pursuing his customer to the door, smoothing and admiring the umbrella he held in his hand.

"No," said Brown, "I want a larger one."

"You won't be able to find one in this town."

"But they make them, don't they?"

"Not now; completely out of date, you see. This size is the large rain umbrella carried by every gentleman. Let me show you—"

The customer shook his head with evident impatience.

"I know what I want," he said. "This is very much too small for my use. Can you tell me of some other place where I will find umbrellas?"

The clerk slowly shook his head.

"I don't know where they keep them," he said. "This umbrella will surely meet every demand—"

The customer was at the door now, bent on departure. What is more, he was quite disgusted with the treatment he had received.

"Then I can't sell you this one?"

"Certainly not."

"It's raining pretty hard."

Mr. Brown, who had been watching the downpour, acknowledged this.

As the customer opened the door, not highly pleased at the antics of the clothing house clerk, the latter said:

"There's an umbrella store in the next block, mister."

This information, so reluctantly given, quite relieved Mr. Brown, who, with a hasty "Thank you," hurried out and up the slippery pavement of Blank street.

He found the umbrella store, met with courteous treatment and purchased the exact article for which he was looking. The gentleman who had this experience was not favorably impressed with the establishment which he had first entered. He visits Grand Rapids occasionally, and sometimes makes purchases of considerable amount. Think you he will be attracted to the store where one of the clerks seemed determined to force upon him what he had not asked for and did not need?

Had there been but one store where umbrellas are sold it is barely possible that Mr. Brown would have made a purchase in order to escape a wetting. With a city full of stores it was the height of impudence and folly for the clerk in question to do as he did.

"I have no particular grudge against that store," says Brown, "but there are others, and when I want a suit of clothes, or supplies in the furnishing goods line, I shall surely seek another establishment. Had I made a purchase of the first party I should have been ever after dissatisfied, and in that case would have felt like kicking myself as well as the clerk who sold the undesirable goods. It never pays to force something onto a man simply because you wish to make a sale."

All of which is true. A satisfied

customer is worth a score of displeased ones. Mark it down that urging goods onto people, when you have not the article called for, is sure, sooner or later, to come home to roost.

J. M. Merrill.

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

*New York to Paris--They're Off***AUTO BUBBLES**

May Exceed the SPEED LIMIT, but we are not

Afraid of Being Arrested

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

Start from PUTNAM FACTORY, Grand Rapids, Mich.

Jennings' Extracts

(At It 36 Years)

Our Serial Number is 6588

Are you supplying your customers with Jennings' Flavoring Extracts?

Jennings' Extract Terpeneless Lemon

Is unexcelled in Purity, Strength and Flavor.

Jennings' Extract True Vanilla

Contains only the flavor of Prime Vanilla Beans.

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

Direct or jobber. See price current.

Jennings Flavoring Extract Co.

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

ESTABLISHED 1872

FOOTE & JENKS' PURE FLAVORING EXTRACTS

(Guaranty No. 2442)

Pure Vanilla
and the genuine**ORIGINAL TERPENELESS EXTRACT OF LEMON**

Not Like Any Other Extract. Send for Recipe Book and Special Offer.

Order of National Grocer Co. Branches or Foote & Jenks, Jackson, Michigan

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. We will send you samples and tell you all about the system if you are interested enough to ask us.

Tradesman Company - - - Grand Rapids, Mich.

CLEANING HOUSE.

Reflections of a Northern Michigan Country Merchant.

Written for the Tradesman.

"What are you up to, Clarkinon," enquired a friend who had dropped in to chat a few moments.

The gentleman addressed was busily engaged looking over a pile of old bills, most of which he was consigning to the waste basket.

"I'm having a clearing up spell, what old-fashioned folks call a 'riding out,'" he replied. "I made up my mind I'd got to do it and, as the last two or three days have been rainy, business is rather quiet and the boys can attend to it, so I've waded in on this job.

"You see a week ago yesterday we had a little blaze here in the store, and for a few minutes, before we got it under control, it looked as if this part where I have my office and keep all my papers, was going to burn and we couldn't get through here to save anything. What was in the safe would have been all right, and what was not in the safe would have gone up in smoke.

"While we were fighting the fire, I didn't take any time to reflect and draw the moral of the affair, but after it was over it didn't take me long to see that if we couldn't have gotten it stopped, I should have lost some valuable papers that were not in the safe, while the safe itself was filled up with a lot of old truck, nineteen-twentieths of which had entirely outlived its usefulness.

"When I was a boy I was taught

to take care of things. Not only what was of definite and tangible and present value must be preserved, but all that by any probability or even possibility could ever be worth anything. This particular lesson seems to have been very deeply impressed upon me. It has been of great use to me, but I think I learned it too well, or rather it was not properly balanced up by learning to do away with that which has no value.

"Especially did I take pains to keep everything in the shape of a bill or a receipt or any sort of a business paper. Fifteen years ago I bought this stock and began business for myself and, until I commenced this clearing up, three days ago, I had everything, every invoice, every receipt, even every freight bill that had come in during the whole time. Of old letters there was simply no end. Every pigeon hole was full of papers of various kinds, the files were all loaded, this desk was crammed. The whole lot seemed to have become kind of sacred with age, so that somehow I just hated to destroy any of it.

"I found I had ten years of receipts from one firm I have dealt with right along, and they quit giving receipts five years ago!

"Of course, saving such a mass of stuff, I couldn't take the time to keep it in proper order, so when I needed to find a paper I often had to make a protracted search before I could lay my hands on it.

"So I thought the whole matter over, threw aside my prejudices and

went to work to thin things out. When I came to think of it, I rarely if ever consult an invoice that is more than a year old, so a very large proportion of the old bills have either been destroyed or will be before I get through with the job. Old letters have gone to the furnace by the bushel. Had I not been doing a cash business I presume I should have a lot of ledgers full of old accounts.

"I am careful not to destroy what ought to be kept, but it is surprising what an amount can be done away with without sacrificing anything that can possibly be of value.

"As to receipts, while, of course, no one wants to run any risk of having to pay a bill twice, still it is not at all necessary to save every receipt that comes in. A statement from a firm that the account has been fully paid to date makes unnecessary the preserving of everything previous.

"I am aware that the effects of this one clearing up will not last always, and that I shall have to 'rid things out' every little while, but the time it will take to do this will be saved and more, too, by not having to hunt to find a needed paper.

"There is an appalling amount of stuff comes in by every mail. Now over there"—and the speaker pointed to several loaded shelves—"is my present accumulation of wholesale catalogues and price lists. I am going through those, too, and keep only the latest issues. When a new one comes in from any house I shall destroy their old one. One of those shelves will be enough for that plun-

der, after I throw out the superannuated numbers. Then I shall put in some little partitions so as to make a classification and keep the different kinds separate, and it will take only a moment to place my hand on just the catalogue I want to refer to."

Are there Tradesman readers who could profit by an office housecleaning similar to the one described? Quillo.

How Marbles Are Made.

Most of the stone marbles used by boys are made in Germany. The refuse only of the marble and agate quarries is employed, and this is treated in such a way that there is practically no waste. Men and boys are employed to break the refuse stone into small cubes, and with their hammers they acquire a marvelous dexterity. The little cubes are then thrown into a mill consisting of a grooved bedstone and a revolving runner. Water is fed to the mill and the runner is rapidly revolved, while the friction does the rest. In half an hour the mill is stopped and a bushel or so of perfectly rounded marbles are taken out. The whole process costs the merest trifle.

A Citizen's Protest.

"Are you going to vote a straight ticket?" asked the campaign worker.

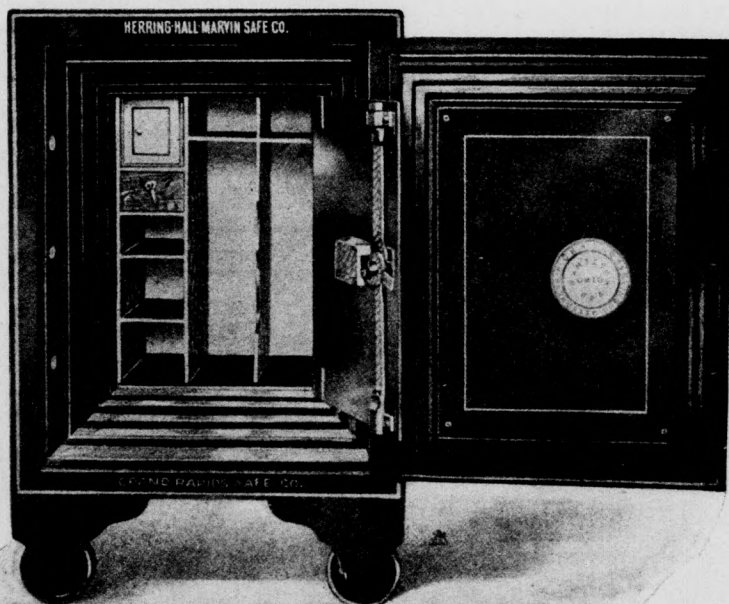
"What's the use in askin' a question like that?" rejoined Mr. Dolan. "You know this ward hasn't seen a ticket that wasn't crooked in the last ten years."

Protect Yourself

You are taking big chances of losing heavily if you try to do business without a safe or with one so poor that it really counts for little.

Protect yourself immediately and stop courting possible ruin through loss of valuable papers and books by fire or burglary.

Install a safe of reputable make—one you can always depend upon—one of superior quality. That one is most familiarly known as



Hall's Safe

Made by the
Herring-Hall-Marvin Safe Co. and ranging in price

\$30 and
Upward

The illustration shows our No. 177, which is a first quality steel safe with heavy walls, interior cabinet work and all late improvements.

A large assortment of sizes and patterns carried in stock, placing us in position to fill the requirements of any business or individual promptly.

Intending purchasers are invited to inspect the line, or we will be pleased to send full particulars and prices upon receipt of information as to size and general description desired.

Grand Rapids Safe Co.

Fire and Burglar Proof Safes
Vault Doors, Etc.

The Tradesman Bldg.

Grand Rapids, Mich.



Movements of Michigan Gideons.

Detroit, April 28—The Michigan Gideons met in State convention at Kalamazoo April 25 and 26 and elected their State officers for the coming year as follows:

President—W. A. Sheldon, Jr., Kalamazoo.

Vice-President—Gordon Z. Gage, Detroit.

Secretary-Treasurer—H. W. Meeker, Kalamazoo.

Chaplain and State Field Secretary—Samuel P. Todd, Bay City.

The meeting was one of harmony and good feeling. A reporter for the Kalamazoo Gazette was present and asked our 300 pounds incoming President for his cabinet picture, which was not forthcoming. Thereupon he said, "I will use Bill Taft's cut. Then he thought there might be some resemblance to Bryan and he left it out, expecting that a President of this size would work in all parties. He is also color blind, working with every nationality and tongue. Our new President is an auditor and will take an accounting of the Gideons of the State and their camps. Our new Vice-President is tall enough to look over the "mist and the cloud" and can reach up and touch "the hand that was wounded for him."

Our Secretary-Treasurer is not as large and tall, but he is eternally at it and, as the "pen is mightier than the sword," we expect he will keep in active service our tried and true Chaplain and State Field Secretary.

The State Camp starts out with this, its eighth year, with brighter prospects than ever before, entirely out of debt and with over \$40 in the treasury. There are at this time 150 Michigan Gideons in good standing. Grand Rapids has 38, Detroit has 36, Kalamazoo has 21, Jackson has 15, Flint has 14, Lansing has 11, Bay City has 11 and Saginaw has 4. The Camp is in a very healthy, growing condition. Their youngest baby, who was hatched in the Monroe, Michigan, Nursery, Roy E. Gibson, of Allegan, is about a month old and when first hatched and found by W. F. Parmelee coming out of "the shell" he was less than seven feet tall and has grown some since. He has cut his teeth and can talk fruit trees. This baby was given the center of the banquet room, a suitable chair and napkin and every attention by the girls and auxiliary, which gave a banquet fit for a king.

Watson R. Smith, the roastmaster who toasted and told whoppers on the Juniors and Seniors, brought out the covered history of the speakers never before related. W. A. Shel-

don, Jr., President, gave the address of welcome to about fifty Gideons and auxiliary members. New York, Massachusetts, Indiana and Illinois were represented and all were made thrice welcome. John Adams Sherrick responded with a polish few can equal.

Kirk S. Dean took the subject the Gideon as a Public Speaker. He gave the Gideon latitude, but would confine his eloquence largely to the fellow next to him, and to "Let your light so shine that men may see your good works and glorify your Father which is in heaven." The Gideon can fill his own niche and, unless he fills this niche, it is never filled. We have a work to do and must be at it for "Behold the night cometh when no man can work."

Chas. M. Smith responded to the topic, Is Godliness Profitable in Business? He gave a very interesting talk and cited many instances showing Godliness to be most profitable.

C. F. Louthain gave his auxiliary credit for the whole Commercial System. It looked big, too. He contended that the secrets which the roastmaster had brought to light would forever darken his bright future but when he caught the inspiration from his auxiliaries' smiling eyes he took heart again, giving the auxiliary the brightest stars.

Mrs. H. W. Meeker responded, giving some of the stars back and adding new luster to the crown.

Mrs. C. F. Louthain, speaking of the convention said: "The sweetest meeting, to my mind, of all the convention, was the 9 o'clock class meeting led by our new vice-president, Brother Gage. About seventy-five were present and the Spirit Himself gave them utterance as they told of His wonderful saving and keeping power. I am sure all felt a greater desire to go forth to tell the old, old story anew—witnesses for the Master."

Harry Mayer and wife, of Grand Rapids, said: "The uplift of soul received, reassured us that our Father is leading us as never before. The strong men we have and have had to conduct the affairs of our State organization is proof that we stand superior to any organization for traveling Men."

Rev. Arba Martin took for his text, "Paul's last trip to Rome as a traveling man," telling about the house he represented and the goods sold and the difficulties to be surmounted. He said Paul believed in his house and the goods he sold, took the orders and sent them in. It seems Paul was touching the fellow next to him and working along the same lines as we

are trying to encourage and save those who are in the storm, and nearing shipwreck.

Two o'clock p. m. street meeting near the Y. M. C. A., which attracted a large and attentive audience. We were afterward joined by the Salvation Army, who accepted the Gideons as part of the Army and crowned the speakers with their cap.

At four o'clock a mass meeting filled the large Y. M. C. A. rooms—inspiring and cheering.

Many of the Gideons attended the Congregational Young People's Meeting led by Gordon Z. Gage, with songs by C. F. Louthain and wife, and at the close one young man indicated his desire for the better life.

At the evening session Chas. M. Smith gave a brief history of the organization. A song service was led by C. F. Louthain. The address was by Samuel P. Todd—very interesting meeting—closing one of the largest and best State convention we have held, with the Gideon circle around the largest church in the city, singing Blessed Be the Ties that Bind.

Aaron B. Gates.

Queer Excuses Made by Georgia People.

When a negro woman who was arraigned in the Police Court the other day for running a blind tiger was asked by the Recorder what she was doing with six quarts of corn liquor in her house, she astounded the court and the spectators by replying:

"I hez hit, Jedge Briles, ter bathe wid."

The Recorder quietly answered that he felt inclined to believe her, owing to the quantity.

This brings to mind the curious excuses blind tiger people have been giving for having whisky on hand since prohibition went into effect.

A negro youth was caught last Sunday afternoon walking on Edgewood avenue with a quart of whisky under his coat, a half pint in his hip pocket, while in the side coat pocket were a corkscrew and a whisky glass. When asked what he meant by making a walking blind tiger of himself, he replied:

"Er fri'nd ob mine got on de water waggin las' Satu'day an' he lowed dat de only way he could stay up dar wus ter git rid of his licker, an' he gibbed hit ter me. When de perlice cotched me I wus gwine straight ter home."

The Recorder fined him \$15.75 and he went straight to the stockade, minus the whisky of his water wagon friend.

It was a white man who stated, when he was arrested on suspicion of running a blind tiger at his house:

"The reason I had a jug of corn liquor in my house when the police came was because I had just found it behind my henhouse. You see, I got drunk last Christmas and I carried a jug of whisky home with me. To keep my wife from finding it I hid it and the next morning I had forgotten where the hiding place was. A few days ago I tore down my henhouse and there was the jug of liquor just where I hid it last Christmas.

An old negro crone who was

caught in the act of selling a negro man a drink of whisky, and in whose house were found three bottles of corn and two quarts of rye whisky, offered the following excuses for having the liquor:

"I hez rumeratism in mer laigs an' de neuralgy mis'ry in mer head. De doctor tol' me ter rub mer laigs wid corn licker an' mer head wid rye licker."

A negro man was caught selling whisky and he had two jugs of corn on hand. His excuse was as follows:

"Mer hull fam'ly, Jedge Briles, hez de scruffler by 'heritance, an' dey is blegged to take poke root bitters an' I hez ter hab de licker ter make de bitters wid."

An old rounder, one of the fellows who used to be a regular visitor at the Police Court, was tried for running a blind tiger and the police found him with six quarts of rye liquor. His statement to the court was:

"Everybody knows that the best way for a man to quit chewing tobacco is to keep a plug in his pocket. So when I started out to quit drinking, the first of the year, I decided to work the tobacco racket, and I got a full stock of liquor to keep. Knowing that I had it where I could always get it, I felt a kind of backing up which made me sit steady on the water wagon."

This case was dismissed for lack of evidence, and the Recorder told him as long as he kept whisky about him his seat on the water wagon would be rather shaky.—Atlanta Constitution.

He Owned Up Beat.

"Well," said the devil, "I will let you off if you can think up three tasks which I can't accomplish."

"All right," we observed, "bring us the Great American Novel, an interesting vaudeville show and a fountain pen that won't leak."

The old boy shrieked terribly, but there was nothing for him but to acknowledge gracefully that he was beaten.

He who is not afraid of sinning had better fear suffering.

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.

If You Go Fishing

and don't catch anything,
just remember that

Hotel Livingston Grand Rapids

has an exceptionally appetizing way of cooking
FISH that someone, with
better luck, just caught.

Gripsack Brigade.

Chas. F. Louthain, who has resided in Grand Rapids for the past two years, has concluded to remove to Cleveland.

Lewis E. Davies (Peck-Johnson Co.) was called to East Toledo, Ohio, Monday to attend the funeral of his father, who was killed by an interurban car Sunday evening. Mrs. Davies accompanied him.

A St. Johns correspondent writes: E. P. Waldron was here from Boston Monday on business matters. Mr. Waldron has formed the Waldron Shoe Company, 100 Arch street, Boston. J. H. Fildew and C. L. Clark are associated with him. They are manufacturer's agents. When they started this business it was to move the output of a large factory, and it was expected to be only temporary; but Mr. Waldron says the business has been so satisfactory that he thinks it will be permanent.

A Kalamazoo correspondent writes: Without giving his friends an inkling of his intentions, E. A. Welsh, traveling salesman for Hibbard, Spencer & Bartlett, of Chicago, who has been making his headquarters in Kalamazoo for several years, slipped off to Chicago Saturday and was married to Miss Minnie Demming, of Clyde, N. Y., formerly a nurse at Kalamazoo Hospital. Mr. and Mrs. Welsh returned to Kalamazoo Sunday, and are now living at the American House, where Mr. Welsh has been staying for a number of years. Mr. Welsh has the State of Michigan for the Chicago hardware

house and spends a good part of his time in this city, being one of the best known and most popular traveling men from this city. Mrs. Welsh is also well known here, as she spent several months in the old Kalamazoo Hospital.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, April 29—Creamery, fresh, 24@27c; dairy, fresh, 20@23c; poor to common, 15@18c.

Eggs—Strictly fresh, 16@16½c.

Live Poultry—Springs, 13@14c; fowls, 14@14½c; ducks, 14@16c; geese, 10@11c; old cox, 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, \$2.35; red kidney, hand-picked, \$1.80; white kidney, hand-picked, \$2.30@2.40.

Potatoes—White, 80@85c per bu.; mixed, 70@75c. Rea & Witzig.

He Wanted To Know.

During his first visit to a farm Willie came into the house crying softly.

"What is the matter, dear?" asked his mother.

"I went out to see the cows, and they didn't give nothing but milk," sobbed the boy.

"What did you expect?" enquired the mother.

"I'm not sure what I expected," replied Willie; "but, mother, where does beef tea come from?"

Color Styles and Demand.

The two colors in vogue this season are brown and blue. Brown was popular last year; also gray. Gray is not now in favor with Dame Fashion, but blue of almost any shade may be worn. Fortunately tan shoes harmonize with either blue or brown dresses. There are some blue suede slippers in the stores, but their sales will be small compared with tans.

Every manufacturer, almost, who can get the leather is making tan shoes this spring. The salesmen will be wise not to load up retailers with tans, although there is every reason at present to believe they will be in style another year.

Some manufacturers for several seasons have predicted ox-blood leather as the next "rage." Ox-blood shoes have been shown right along, and have sold to some extent, but there is no immediate prospect of a craze over this leather.

Tans have had a fateful ending twice within eight years. When the needle toes suddenly went out dealers were left loaded with hundreds of thousands of pairs of unsalable shoes. Unfortunately for tans, many of these were colored shoes.

Retailers cut tans for several years, until about four years ago there again was a sudden demand for them and it appeared as though they would be big sellers. Some retailers bought heavily, but just then white canvas shoes—cool and comfortable—came in with white gowns, and tans were once more doomed. It was not until white shoes and white dresses

gave away to colors that tans stood any show. That was a year ago this spring. White shoes had been worn heavily and retailers found that where once they were able to make large sales and long profits on white shoes they could no longer sell them. Tans were in such demand last spring, one year ago, that not one-tenth of those wanted were made.

This spring many shoe manufacturers and jobbers are prepared to take care of the demand, which bids fair to be greater even than was anticipated by most shoemen.

It is well always for manufacturers in dress goods, as it is the color of fabrics usually that leads to the demand of shoes to match. This refers only to women's shoes.

For men's wear it is usually safe for retailers to carry tans. Many men wear tans every summer, regardless of fashion's dictates. Usually what a sensible man wants he is going to buy without regard to the style book.

The styles in misses' and children's shoes follow more the fashions of the footwear for women.—Shoe Retailer.

Nothing To Be Shocked About.

Dickson—I am shocked, old fellow.

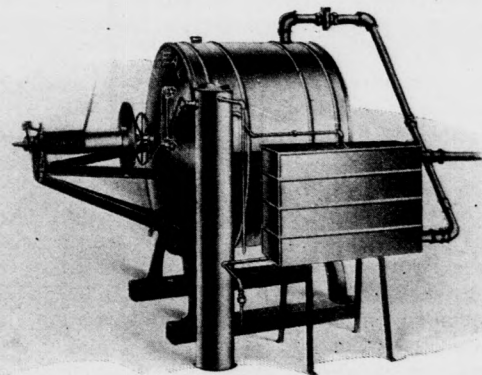
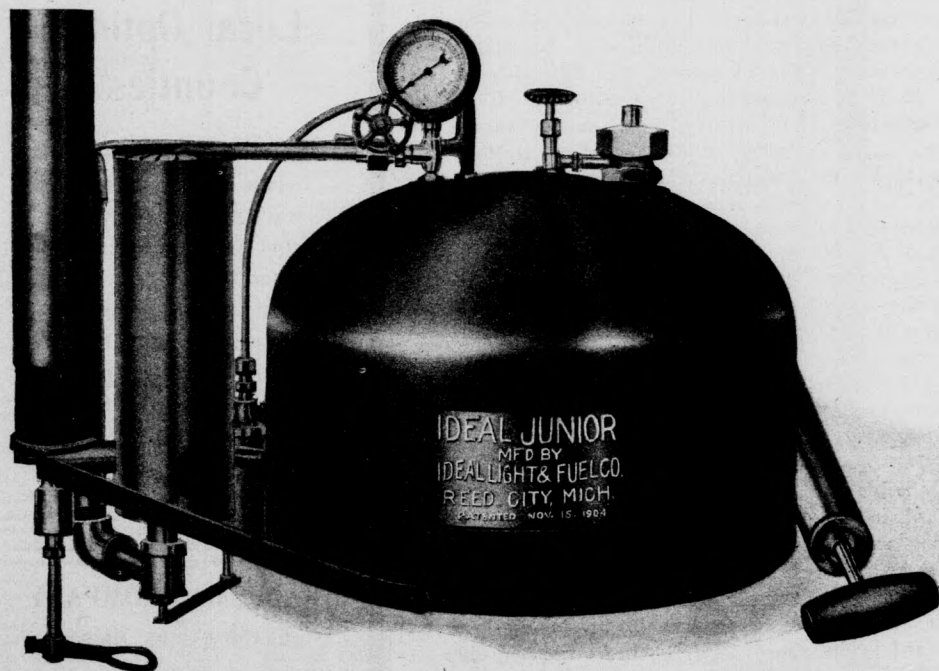
Wickson—What about?

Dickson—Why, I hear that you are going to marry a girl of the alley.

Wickson—Certainly she is a girl of the alley. She is the champion woman bowler of the State.

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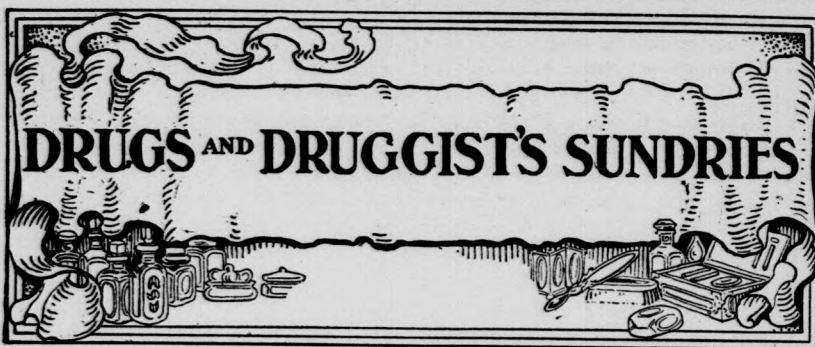
If you are not satisfied with your light bill write us, telling us how many lights you use, size of your store or rooms and price of gasoline, and we will tell you not only the cost of the machine but what your light bill will be.

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Some Features of the Lansing Convention.

Lansing, April 28—The twenty-sixth annual meeting of the Michigan State Pharmaceutical Association, to be held in this city August 4-5-6, 1908, bids fair to be the most enthusiastic meeting held by this organization in many years.

The fact that the first meeting and organization of the Association was held at Lansing makes this an anniversary meeting and, as such, the local county organization has enlisted many local and social organizations to join in the entertainment features and in this way make it a true celebration. The Committee has obtained the permission of the Michigan Agricultural Society to use the College grounds and Armory, and the afternoon of Aug. 5 has been set aside for one continual round of sport.

It is planned to leave the city immediately after dinner for the College grounds and devote the entire afternoon to field and athletic sports, for which the Committee has secured ample prizes for all events. At 6 o'clock there will be served an old fashioned informal picnic supper, to be followed in the evening by a dance in the Armory, which will continue the pleasure well into the "wee sma'" hours. In fact, it is intended to crowd into this afternoon and evening enough fun to last the ordinary hard working druggist a whole year.

Among the special features of this meeting will be a bowling tournament for druggists from all over the State, in which prizes will be awarded for both individual and team scores. A base ball game for each day between different teams of amateur druggists which are now forming.

A room will be reserved for a complete guessing contest, most interesting to druggists, for which substantial prizes will be awarded. A milk-ing contest inaugurated by a leading food manufacturer and to take place at the Agricultural College is one of the side-splitting events, besides many other amusing events.

It is particularly requested that every druggist attending will bring his wife this year. The Entertainment Committee has arranged special entertainment for them during such time as the men are busy with sessions of the society.

Through the columns of this publication we wish to extend to every druggist in the State, whether a member of the Association or not, a most cordial invitation to be present this year. Besides giving him a good time, we will make clear to him the value of being a member of this Association.

There are several reasons why it is not a good plan for saloon-keepers to engage in the drug business in local option counties. In the first place, it is next to impossible to obtain good clerks on account of the demand for efficient clerical help in the regular drug stores. No clerk but a booze fighter would change from a regular pharmacy to a saloon drug store. Furthermore, the Board of Pharmacy is watching the situation very closely and any druggist doing a tumbler business will have his license taken away from him by the Board. Any man who has been a saloon keeper and who embarks in the drug business as a subterfuge to sell liquor will be made the special target of the Board and its numerous detectives and investigators.

There are matters of intense interest to every pharmacist in the State which will be brought up at this meeting and discussed, and as you must necessarily realize that it is only by organized effort that anything can be accomplished in the way of legislation or betterment of the conditions of the druggists throughout the State, we trust that you will make an extra effort to grace this year's meeting by your presence.

Lewis W. Knapp, M. D.,
 Chairman Publicity Committee.

Preventing Impersonations at Examinations.

The requirement of photographs by the State Board of Health of Illinois as a means of preventing impersonation at examinations and the methods employed by that Board will doubtless be of interest to other boards. From information furnished by Dr. James A. Egan, Secretary of the Illinois Board, the methods employed are as follows:

Every applicant who is eligible for examination is given a card for admission to the examination and no person is admitted unless he holds such a card, which must be displayed on the table to which he is assigned. In case no such card is displayed, the applicant is required to

wait aside until the examination has begun, when investigation is made as to whether he is entitled to examination. Each applicant must display on the table throughout the examination a photograph of himself, on the reverse side of which must appear the applicant's signature as well as the signatures of two legally qualified physicians who both certify to the applicant's signature and recommend to the Board that he be licensed to practice medicine in Illinois. After the examination has begun two officials inspect the cards of admission and identify the applicants with the photographs. Both cards and photographs are stamped with similar numbers and the cards are taken up, but the photographs are left on the tables, to be taken up at the end of the third day, when the examination is finished, and filed with the original applications.

Preparing Test Case Against Extract Company.

Cincinnati, April 27—There is in course of preparation in the office of U. S. Attorney Sherman T. McPherson, in this city, what may prove

watched with interest by manufacturers throughout the United States Attorney McPherson has had considerable experience in the prosecution of such cases, as about fifteen years ago he was one of the attorneys of the then State Food and Dairy Commissioner and won a number of cases along this line.

The Drug Market.

Opium—On account of good demand reducing stocks, has advanced 10 cents per pound.

Morphine—Is unchanged.

Codeine—Has declined 20 cents per ounce.

Quinine—Is steady.

Cod Liver Oil, Norwegian—Catch has been very large and prices will no doubt be lower.

Glycerine—Is weak and tending lower.

Soap Bark—Is very firm and tending higher.

Oil Bergamot—Has advanced on account of higher prices in the primary market.

Oil Lemon—Is tending higher on account of small stocks.

Oil Peppermint—Is weak and tending lower.

Oil Pennyroyal—Continues very high on account of small stocks.

Buchu Leaves—Are very firm and are advancing.

It is easy to slip up on polished manners.



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TRADESMAN COMPANY
 GRAND RAPIDS, MICH.

an important prosecution under the National food and drug laws. It will really be in the nature of a test case, and while it may be construed to have a criminal feature attached to it, still it is not believed this will be pressed under the circumstances. The action, it is said, will bring to light a startling state of affairs said to exist generally throughout the country. The petition to be filed is directed against the American Extract Company, of Cincinnati. The article involved is so-called "vanilla flavoring." This, according to the Government's charge, has been misbranded because, Attorney McPherson says, it does not contain one iota of vanilla bean, and that the vanilla flavor was secured from coal tar, which is considered deleterious to health.

According to the U. S. Pharmacopoeia and the standard of purity of the Food Department of the Department of Agriculture, there must be a specified amount of the extract of vanilla bean in every flavor or extract of vanilla, and the terms "extract" and "flavor" are used interchangeably. Furthermore, the two sample bottles which Attorney McPherson has in his office bear the pure food label required by law.

The outcome of the case will be

WHOLESALE DRUG PRICE CURRENT

Aceticum 6@ 8	Copaiba 1 75@1 85	Scillae Co. @ 50
Benzolcum, Ger. 70@ 75	Cubebae 2 15@2 25	Tolutan @ 50
Boracie @ 12	Eriogeron 2 395@2 50	Prunus virg. @ 50
Carbolicum 26@ 29	Evechthitos 1 00@1 10	
Citricum 50@ 55	Gaultheria 2 50@4 00	
Hydrochlor 3@ 5	Geranium oz 75	
Nitrosum 3@ 10	Gossypii Sem gal 70@ 75	
Oxalicum 14@ 15	Hedeoma 3 00@3 50	
Phosphorium, dil. @ 15	Junipera 40@1 20	
Salicylicum 44@ 47	Lavendula 90@3 60	
Sulphuricum 1 1/2@ 5	Limons 1 50@1 60	
Tannicum 75@ 85	Mentha Piper 1 80@2 00	
Tartaricum 38@ 40	Menta Verid 8 00@8 2	
	Morrhuae gal 1 60@1 85	
	Myrrica 3 00@3 50	
	Olive 1 00@3 00	
	Picis Liquida 10@ 12	
	Picis Liquida gal. @ 40	
	Ricina 98@1 04	
	Rosmarini @ 1 00	
	Rosae oz. 6 50@7 00	
	Succini 40@ 45	
	Sabina 90@1 00	
	Santal @ 4 50	
	Sassafras 90@ 95	
	Sinapis, ess. oz. @ 65	
	Thygl 1 10@1 20	
	Thyme 40@ 50	
	Thyme, opt @ 1 80	
	Theobromas 15@ 20	
	Potassium	
	Bi-Carb 15@ 18	
	Bichromate 13@ 15	
	Bromide 18@ 20	
	Carb 12@ 15	
	Chlorate 12@ 14	
	Cyanide 30@ 40	
	Iodide 2 50@2 60	
	Potassa, Bitart pr 30@ 32	
	Potass Nitras opt 7@ 10	
	Potass Nitras 6@ 8	
	Prussiate 23@ 26	
	Sulphate po 15@18	
	Radix	
	Aconitum 20@ 25	
	Athae 30@ 35	
	Anchusa 10@ 12	
	Arum po @ 25	
	Calamus 20@ 40	
	Gentiana po 15 12@ 15	
	Glychrrhiza pv 15 16@ 18	
	Hydrastis, Cana 7@ 8	
	Hydrastis, Can. po 7@ 8	
	Hellebore, Alba. 12@ 15	
	Inula, po 18@ 22	
	Ipecac, po 00@2 10	
	Iris plox 35@ 40	
	Jalapa, pr 25@ 30	
	Maranta, 1/2s 35@ 40	
	Podophyllum po 15@ 18	
	Rhel 75@1 00	
	Rhel, cut 1 00@1 25	
	Rhel, pv 75@1 00	
	Spigella 1 45@1 50	
	Sanguinari, po 18 @ 15	
	Serpentaria 50@ 55	
	Senega 85@ 90	
	Smilax, off's H. @ 48	
	Smilax, M @ 25	
	Scillae po 45 20@ 25	
	Symplocarpus @ 25	
	Valeriana Eng. @ 25	
	Valeriana, Ger. 15@ 20	
	Zingiber a 12@ 16	
	Zingiber j 25@ 28	
	Semen	
	Anisum po 20 @ 16	
	Apium (gravel's) 13@ 15	
	Bird, 1s 4@ 6	
	Carui po 15 15@ 18	
	Cardamon 70@ 90	
	Coriandrum 12@ 14	
	Cannabis Sativa 7@ 8	
	Cydonium 75@1 00	
	Chenopodium 25@ 30	
	Dipterix Odorate. 80@1 00	
	Foeniculum 7@ 9	
	Foenugreek, po. 7@ 9	
	Linl 4@ 6	
	Linl, grd. bbl. 2 1/2 3@ 6	
	Lobelia 75@ 80	
	Pharlaris Cana'n 9@ 10	
	Rapa 5@ 6	
	Sinapsis Alba 8 10	
	Sinapsis Nigra 9@ 10	
	Spiritus	
	Frumentum W D. 2 00@2 50	
	Frumentum 1 25@1 50	
	Juniperis Co O T 1 65@2 00	
	Juniperis Co. 1 75@3 00	
	Saccharum N E 1 90@2 10	
	Spt Vini Galli 1 75@6 50	
	Spt Vini Oporto 1 25@2 00	
	Vini Alba 1 25@2 00	
	Sponges	
	Florida sheeps' wool carriage 3 00@3 50	
	Nassau sheeps' wool carriage 3 50@3 75	
	Velvet extra sheeps' wool, carriage @ 2 00	
	Extra yellow sheeps' wool carriage @ 1 25	
	Grass sheeps' wool, carriage @ 1 25	
	Hard, slate use. @ 1 00	
	Yellow Reef, for slate use @ 1 40	
	Syrups	
	Acacia @ 50	
	Aurant Cortex. @ 50	
	Zingiber @ 50	
	Ipecac @ 50	
	Ferri Iod @ 50	
	Rhel Arom @ 50	
	Smilax Off's 50@ 60	
	Senega @ 50	
	Scillae @ 50	

Liquor Arsen et Hydrarg Iod @ 25	Rubia Tinctorum 12@ 14	Vanilla9 00@
Liq Potass Arsinit 10@ 12	Saccharum La's. 22@ 25	Zinci Sulph 7@ 8
Magnesia, Sulph. 3@ 5	Salacin4 50@4 75	
Magnesia, Sulph. bbl @ 1 1/2	Sanguis Drac's 40@ 50	Oils
Mannia, S. F. 45@ 50	Sapo, W13 1/2@ 16	Whale, winter .. bbl. gal. 70@ 70
Menthol2 65@2 85	Sapo, M10@ 12	Lard, extra 85@ 90
Morphia, SP&W 3 15@3 40	Sapo, G@ 15	Lard, No. 1 60@ 65
Morphia, Mal. 3 15@3 40	Seidlitz Mixture. 20@ 22	Linseed pure raw 42@ 45
Moschus Canton. @ 40	Sinapis@ 18	Linseed, boiled43@ 46
Myristica, No. 1. 25@ 30	Sinapis, opt@ 30	Neat's-foot, w str 65@ 70
Nux Vomica po 15 @ 10	Snuff, Maccaboy. @ 51	Spts. Turpentine ..Market
Os Sepia35@ 40	DeVoes @ 51	
Pepsin Saac, H & P D Co @ 1 00	Snuff, S'h DeVoe's @ 51	Paints bbl L.
Picis Liq N N 1/2 gal doz @ 2 00	Soda, Boras 6@ 10	Red Venetian 1 1/2 @ 2 @ 3
Picis Liq qts @ 1 00	Soda, Boras, po. 6@ 10	Ochre, yel Mars 1 1/2 @ 2 @ 4
Pil Hydrarg po 80 @ 50	Soda et Pot's Tart 25@ 28	Ocre, yel Ber 1 1/2 @ 2
Piper Nigra po 22 @ 18	Soda, Carb. 1 1/2 @ 2	Putty, commer'l 2 1/2 @ 3 @ 3
Piper Alba po 35 @ 30	Soda, Bi-Carb 3 @ 5	Putty, strictly pr 2 1/2 @ 3
Pix Burgum@ 8	Soda, Ash 3 1/2 @ 4	Vermillion, Prime
Plumbi Acet 12@ 15	Sps, Sulphas@ 2 60	American 13@ 15
Pulvis Ip'cet Opil 1 30@1 50	Sps, Cologne@ 2 60	Vermillion, Eng. 75@ 80
Pyrethrum, bxs H & P D Co. doz. @ 75	Sps, Ether Co. 50@ 55	Green, Peninsular 13@ 16
Pyrethrum, pv. 20@ 25	Sps, Myrcia Dom @ 2 00	Lead, red7 1/2 @ 8
Quassia@ 10	Sps, Vini Rect bbl @ 2 00	Lead, White7 1/2 @ 8
Quina, S P & W. 18@ 20	Sps, V'l Rect 1/2 b @ 2 00	Whiting, white S'n @ 90
Quina, S Ger. 18@ 28	Sps, V'l R't 10 gl @ 2 00	Whiting, Gliders @ 95
Quina, N. Y. 18@ 28	Sps, V'l R't 5 gal @ 2 00	White, Paris Am'r @ 1 25
	Strychnia, Cryst'l 1 10@1 30	Whit'g Paris Eng. @ 1 40
	Sulphur Subl. 2 1/2 @ 3 1/4	Shaker Prep'd 1 25@1 35
	Sulphur, Roll 2 1/2 @ 3 1/4	
	Tamarindus@ 10	Varnishes
	Terebenth Venice 28@ 30	No. 1 Turp Coach 1 10 1 20
	Thebromae55@ 60	Extra Turp1 60@1 70

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 Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with 2 columns: ADVANCED (Wheat, Spring and Winter Wheat Flour, Feeds and Meals) and DECLINED (Cheese).

Index to Markets By Columns

Index to Markets By Columns: A (Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color), B (Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Confections, Crackers, Cream Tartar), C (Dried Fruits), D (Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Fresh Meats), E (Gelatin, Grain Bags, Grains and Flour), F (Herbs, Hides and Fats), G (Jelly), H (Licorice), I (Matches, Meat Extracts, Mince Meat, Molasses, Mustard), J (Nuts), K (Olives), L (Pipes, Pickles, Playing Cards, Petash, Provisions), M (Rice), N (Salad Dressing, Saloratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soups, Spices, Starch, Syrups), O (Tea), P (Tobacco), Q (Twine), R (Vinegar), S (Wicking, Woodenware, Wrapping Paper), T (Yeast Cake).

Table 1: ARCTIC AMMONIA (12 oz. ovals 2 doz. box...75), AXLE GREASE (1 lb. wood boxes, 4 dz. 3 00), BAKED BEANS (1 lb. tin boxes, 3 doz. 2 35), BATH BRICK (1 lb. can, per doz. 1 40), BLUING (1 lb. can, per doz. 90), BROOMS (No. 3, 3 doz. wood bxs 4 00), BUTTER COLOR (W. R. & Co.'s, 25c size 2 00), CANDLES (Paraffine, 6s 10), CANNED GOODS (Apples, Blackberries, Beans, Blueberries, Brook Trout, Clams, Clam Bouillon, Gooseberries, Hominy, Lobster, Mackerel, Mushrooms, Oysters), CARBON OILS (Perfection, Water White, D. S. Gasoline, Gas Machine, Deodor'd Nap'a., Cylinder, Engine, Black, winter), CEREALS (Bordeau Flakes, Cream of Wheat, Egg-O-See, Exocello Flakes, Force, Grape Nuts, Malta Ceres, Malta Vita, Mapl-Flake, Pillsbury's Vitos, Ralston, Sunlight Flakes, Vigor, Voigt Cream Flakes, Zest, Zest, 36 small pkgs., Crescent Flakes), CHEESE (Acme, Elsie, Gem, Jersey, Riverside, Springdale, Warner's, Brick, Leiden, Limburger), CHOCOLATE (Walter Baker & Co.'s, German Sweet, Premium, Caracac), COCOA (Baker's, Cleveland, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Wilbur, Wilbur), COCOA SHELLS (Dunham's 1/2s & 1/4s, Dunham's 1/2s, Dunham's 1/4s), COFFEE (Common, Fair, Choice, Fancy, Santos, Mexican, Guatemala, Java, Mocha, Arabian, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only), CRACKERS (National Biscuit Company, Seymour, Round, N. B. C., Square, Soda, N. B. C., Soda, Select Soda, Saratoga Flakes, Zephyrette, Oyster, N. B. C., Round, Gem, Faust, Shell, Sweet Goods, Boxes and cans), DRIED FRUITS (Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzelettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback), FLOUR (Albert Biscuit, Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzelettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback), FLOUR (No. 2 Panel, No. 4 Panel, No. 6 Panel, No. 8 Panel, Topper Panel, 2 oz. Full Meas., 4 oz. Full Meas., Jennings D. C. Brand, Terpeness Ext. Lemon), GRAIN AND FLOUR (New No. 1 White, New No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Kansas Hard Wheat Flour, Fanchon, 1/2s cloth, Judson Grocer Co., Grand Rapids Grain & Milling Co. Brands, Wizard, assorted, Graham, Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Duluth Imperial, Judson Grocer Co.'s Brand, Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 1/8s, Lemon & Wheeler's Brand, Wingold, 1/2s, Wingold, 1/4s, Wingold, 1/8s, Pillsbury's Brand, Best, 1/2s cloth, Best, 1/4s cloth, Best, 1/8s cloth, Best, 1/2s paper, Best, 1/4s paper, Best, 1/8s paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2s cloth, Laurel, 1/4s cloth, Laurel, 1/8s cloth, Laurel, 1/2s & 1/4s paper, Laurel, 1/4s cloth, Wykes & Co., Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/8s cloth, Sleepy Eye, 1/2s paper, Sleepy Eye, 1/4s paper, Sleepy Eye, 1/8s paper).

Table 2: Plums (1 doz. 1 45@2 50), Peas (Marrowfat, Early June, Early June Sifted), Peaches (Pie, No. 10 size can pie), Pineapple (Grated, Sliced), Pumpkin (Fair, Good, Fancy, Gallon), Raspberries (Standard), Russian Caviar (1/2 lb. cans, 1 lb. cans), Salmon (Col'a River, tallis, Col'a River, flats, Red Alaska, Pink Alaska), Sardines (Domestic, 1/2s, Domestic, 1/4s, Domestic, Must'd, California, 1/2s, French, 1/2s, French, 1/4s), Shrimps (Standard), Succotash (Fair, Good, Fancy), Strawberries (Standard, Fancy), Tomatoes (Fair, Good, Fancy, Gallons), CARBON OILS (Perfection, Water White, D. S. Gasoline, Gas Machine, Deodor'd Nap'a., Cylinder, Engine, Black, winter), CEREALS (Bordeau Flakes, Cream of Wheat, Egg-O-See, Exocello Flakes, Force, Grape Nuts, Malta Ceres, Malta Vita, Mapl-Flake, Pillsbury's Vitos, Ralston, Sunlight Flakes, Vigor, Voigt Cream Flakes, Zest, Zest, 36 small pkgs., Crescent Flakes), CHEESE (Acme, Elsie, Gem, Jersey, Riverside, Springdale, Warner's, Brick, Leiden, Limburger), CHICORY (Bulk, Red, Bagle, Franck's, Schener's), CHOCOLATE (Walter Baker & Co.'s, German Sweet, Premium, Caracac), COCOA (Baker's, Cleveland, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Wilbur, Wilbur), COCOA SHELLS (Dunham's 1/2s & 1/4s, Dunham's 1/2s, Dunham's 1/4s), COFFEE (Common, Fair, Choice, Fancy, Santos, Mexican, Guatemala, Java, Mocha, Arabian, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only), CRACKERS (National Biscuit Company, Seymour, Round, N. B. C., Square, Soda, N. B. C., Soda, Select Soda, Saratoga Flakes, Zephyrette, Oyster, N. B. C., Round, Gem, Faust, Shell, Sweet Goods, Boxes and cans), DRIED FRUITS (Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzelettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback), FLOUR (Albert Biscuit, Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzelettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback), FLOUR (No. 2 Panel, No. 4 Panel, No. 6 Panel, No. 8 Panel, Topper Panel, 2 oz. Full Meas., 4 oz. Full Meas., Jennings D. C. Brand, Terpeness Ext. Lemon), GRAIN AND FLOUR (New No. 1 White, New No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Kansas Hard Wheat Flour, Fanchon, 1/2s cloth, Judson Grocer Co., Grand Rapids Grain & Milling Co. Brands, Wizard, assorted, Graham, Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Duluth Imperial, Judson Grocer Co.'s Brand, Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 1/8s, Lemon & Wheeler's Brand, Wingold, 1/2s, Wingold, 1/4s, Wingold, 1/8s, Pillsbury's Brand, Best, 1/2s cloth, Best, 1/4s cloth, Best, 1/8s cloth, Best, 1/2s paper, Best, 1/4s paper, Best, 1/8s paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2s cloth, Laurel, 1/4s cloth, Laurel, 1/8s cloth, Laurel, 1/2s & 1/4s paper, Laurel, 1/4s cloth, Wykes & Co., Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/8s cloth, Sleepy Eye, 1/2s paper, Sleepy Eye, 1/4s paper, Sleepy Eye, 1/8s paper).

Table 3: Pineapple (40 @60), Sap Sago (@22), Swiss, domestic (@16), wiss, imported (@20), CHEWING GUM (American Flag Spruce, Seaman's Pepsin, Adams Pepsin, Best Pepsin, Best Pepsin, 5 boxes, 2 00, Black Jack, Largest Gum Made, Ben Sen, Sen Sen Breath Perf, Long Tom, Yucatan, Hop to it, Spearmint), CHICORY (Bulk, Red, Bagle, Franck's, Schener's), CHOCOLATE (Walter Baker & Co.'s, German Sweet, Premium, Caracac), COCOA (Baker's, Cleveland, Colonial, Epps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, Wilbur, Wilbur), COCOA SHELLS (Dunham's 1/2s & 1/4s, Dunham's 1/2s, Dunham's 1/4s), COFFEE (Common, Fair, Choice, Fancy, Santos, Mexican, Guatemala, Java, Mocha, Arabian, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only), CRACKERS (National Biscuit Company, Seymour, Round, N. B. C., Square, Soda, N. B. C., Soda, Select Soda, Saratoga Flakes, Zephyrette, Oyster, N. B. C., Round, Gem, Faust, Shell, Sweet Goods, Boxes and cans), DRIED FRUITS (Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzelettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback), FLOUR (Albert Biscuit, Animals, Butter Thin Biscuit, Butter Wafers, Cheese Sandwich, Coconut Dainties, Faust Oyster, Fig Newton, Five O'clock Tea, Frotana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snap, Oatmeal Crackers, Oysterettes, Old Time Sugar Cook, Pretzelettes, Hd Md., Royal Toast, Saltine, Saratoga Flakes, Social Tea Biscuit, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Unedea Biscuit, Unedea Jinjer Wayfer, Unedea Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback), FLOUR (No. 2 Panel, No. 4 Panel, No. 6 Panel, No. 8 Panel, Topper Panel, 2 oz. Full Meas., 4 oz. Full Meas., Jennings D. C. Brand, Terpeness Ext. Lemon), GRAIN AND FLOUR (New No. 1 White, New No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Kansas Hard Wheat Flour, Fanchon, 1/2s cloth, Judson Grocer Co., Grand Rapids Grain & Milling Co. Brands, Wizard, assorted, Graham, Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Duluth Imperial, Judson Grocer Co.'s Brand, Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 1/8s, Lemon & Wheeler's Brand, Wingold, 1/2s, Wingold, 1/4s, Wingold, 1/8s, Pillsbury's Brand, Best, 1/2s cloth, Best, 1/4s cloth, Best, 1/8s cloth, Best, 1/2s paper, Best, 1/4s paper, Best, 1/8s paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2s cloth, Laurel, 1/4s cloth, Laurel, 1/8s cloth, Laurel, 1/2s & 1/4s paper, Laurel, 1/4s cloth, Wykes & Co., Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/8s cloth, Sleepy Eye, 1/2s paper, Sleepy Eye, 1/4s paper, Sleepy Eye, 1/8s paper).

Table 4: Fluted Coconut Bar (10), Fruit Tarts (12), Ginger Gems (8), Graham Crackers (8), Ginger Nuts (10), Ginger Snaps, N. B. C. (7), Hippodrome Bar (10), Honey Cake, N. B. C. (12), Honey Fingers, As. Ice (12), Honey Jumbles (12), Household Cookies (8), Household Cookies Iced (8), Iced Honey Crumpets (10), Imperial (8), Iced Honey Flake (12 1/2), Iced Honey Jumbles (13), Island Picnic (11), Jersey Lunch (8), Kream Klips (20), Lem Yem (11), Lemon Gems (10), Lemon Biscuit, Square (8), Lemon Wafer (16), Lemon Cookie (8), Mary Ann (8), Marshmallow Walnuts (16), Mariner (11), Molasses Cakes (8), Mohican (8), Mixed Picnic (11 1/2), Nabob Jumble (14), Newton (12), Nic Nacs (8), Oatmeal Crackers (8), Orange Gems (8), Oval Sugar Cakes (8), Penny Cakes, Assorted (8), Pretzels, Hand Md. (8), Pretzelettes, Hand Md. (8), Pretzelettes, Mac. Md. (7 1/2), Raisin Cookies (8), Revere, Assorted (14), Rubie (8), Scalloped Gems (10), Scotch Cookies (10), Snow Creams (16), Spiced honey nuts (12), Sugar Fingers (12), Sugar Gems (12), Sultana Fruit Biscuit (16), Spiced Gingers (9), Spiced Gingers Iced (10), Sugar Cakes (8), Sugar Squares, large or small (8), Superba (8), Sponge Lady Fingers (25), Sugar Crimp (8), Sylvan cookie (12), Vanilla Wafers (16), Waverly (8), Zanzibar (9), In-er Seal Goods (Per doz), Albert Biscuit (1 00), Animals (1 00), Butter Thin Biscuit (1 00), Butter Wafers (1 00), Cheese Sandwich (1 00), Coconut Dainties (1 00), Faust Oyster (1 00), Fig Newton (1 00), Five O'clock Tea (1 00), Frotana (1 00), Ginger Snaps, N. B. C. (1 00), Graham Crackers (1 00), Lemon Snap (50), Oatmeal Crackers (1 00), Oysterettes (50), Old Time Sugar Cook (1 00), Pretzelettes, Hd Md. (1 00), Royal Toast (1 00), Saltine (1 00), Saratoga Flakes (1 50), Social Tea Biscuit (1 00), Soda, N. B. C. (1 00), Soda, Select (1 00), Sultana Fruit Biscuit (1 50), Unedea Biscuit (50), Unedea Jinjer Wayfer (1 00), Unedea Milk Biscuit (50), Vanilla Wafers (1 00), Water Thin (1 00), Zu Zu Ginger Snaps (50), Zwieback (1 00), Holland Rusk (36 packages 2 90, 40 packages 3 20, 60 packages 4 75), CREAM TARTAR (Barrels or drums 23, Boxes 30, Square cans 32, Fancy caddies 35), DRIED FRUITS (Apples, Sundried, Evaporated, Apricots, California, California Prunes, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 30-40 25lb. boxes, 1/2c less in 50lb. cases), Citron (Corsican @20), Currants (Imp'd 1 lb. pkg. 8 1/2 @ 9, Imported bulk, 8 1/4 @ 8 1/2), Peet (Lemon American 15, Orange American 14), Raisins (London Layers, 3 cr, London Layers, 4 cr, Cluster, 5 crown 2 25, Loose Muscatels, 2 cr, Loose Muscatels, 3 cr, 7, Lose Muscatels, 4 cr, 8, L. M. Seeded 1lb. 8 1/2 @ 9 1/2, Sultanas, bulk, Sultanas, package).

Table 5: FARINAGEOUS GOODS (Beans, Dried Lima, Med. Hd. Pk'd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50lb. sack, Pearl, 200lb. sack, Pearl, 100lb. sack, Maccaroni and Vermicelli, Domestic, 10lb. box, Imported, 25lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., Sago, East India, German, sacks, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS (Foote & Jenks, Coleman Brand, Lemon, No. 2 Terpeness, No. 3 Terpeness, No. 8 Terpeness, Vanilla, No. 2 High Class, No. 4 High Class, No. 8 High Class, Jaxon Brand, Vanilla, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Lemon, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Jennings D. C. Brand, Terpeness Ext. Lemon, Doz., No. 2 Panel, No. 4 Panel, No. 6 Panel, No. 8 Panel, Topper Panel, 2 oz. Full Meas., 4 oz. Full Meas., Jennings D. C. Brand, Extract Vanilla, Doz., No. 2 Panel, No. 4 Panel, No. 6 Panel, No. 8 Panel, Paper Panel, 1 oz. Full Meas., 2 oz. Full Meas., 4 oz. Full Meas., No. 2 Assorted Flavors, GRAIN BAGS (Amoskeag, 100 in bale 19, Amoskeag, less than bi 19 1/2), GRAIN AND FLOUR (Wheat, New No. 1 White, New No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Kansas Hard Wheat Flour, Fanchon, 1/2s cloth, Judson Grocer Co., Grand Rapids Grain & Milling Co. Brands, Wizard, assorted, Graham, Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, baker's, Duluth Imperial, Judson Grocer Co.'s Brand, Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 1/8s, Lemon & Wheeler's Brand, Wingold, 1/2s, Wingold, 1/4s, Wingold, 1/8s, Pillsbury's Brand, Best, 1/2s cloth, Best, 1/4s cloth, Best, 1/8s cloth, Best, 1/2s paper, Best, 1/4s paper, Best, 1/8s paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2s cloth, Laurel, 1/4s cloth, Laurel, 1/8s cloth, Laurel, 1/2s & 1/4s paper, Laurel, 1/4s cloth, Wykes & Co., Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/8s cloth, Sleepy Eye, 1/2s paper, Sleepy Eye, 1/4s paper, Sleepy Eye, 1/8s paper).

Table 6: Meal, Dairy Feeds, Oats, Corn, Hay, HERBS, HORSE RADISH, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, OLIVES, PLAYING CARDS, POTASH, PROVISIONS, BARRLED PORK, DRY SALT MEATS, Smoked Meats, Lard, SHOE BLACKING.

Table 7: Sausages, Beef, Pig's Feet, Tripe, Casings, Hogs, Beef, Sheep, Uncolored Butterine, Canned Meats, RICE, SALAD DRESSING, SALT, Common Grades, SALT FISH, Halibut, Holland Herring, Trout, Mackerel, Whitefish, SEEDS, ANISE, Caraway, Cardamom, Hemp, Mixed Bird, Mustard, Poppy, Rape, SHOE BLACKING.

Table 8: SNUFF, SOAP, J. S. Kirk & Co., American Family, Dusky Diamond, Jap Rose, Savon Imperial, White Russian, Dome, oval bars, Satinet, oval, Snowberry, Proctor & Gamble Co., Lenox, Ivory, Star, LAUTZ BROS. & CO., Acme, 70 bars, Acme, 30 bars, Acme, 25 bars, Acme, 100 cakes, Big Master, 70 bars, Marseilles, 100 cakes, Marseilles, 100 cakes, Marseilles, 100 ck toilet, Marseilles, 1/2 bx toilet, A. B. Wrisley, Good Cheer, Old Country, Soap Powders, Lutz Bros. & Co., Snow Boy, Gold Dust, Gold Dust, 100-5c, Kirkoline, 24 1/2 lb., Pearlina, Soapine, Babbitt's 1776, Roseine, Armour's, Wisdom, Soap Compounds, Johnson's Fine, Johnson's XXX, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapolio, half gro lots, Sapolio, single boxes, Sapolio, hand, Scourine Manufacturing Co., Scourine, 50 cakes, SODA, Boxes, Kegs, English, SOUPS, Columbia, Red Letter, SPICES, Whole Spices, Allspice, Cassia, China in mats, Cassia, Canton, Cassia, Batavia bund, Cassia, Saigon, broken, Cassia, Saigon, in rolls, Cloves, Amboyina, Cloves, Zanzibar, Mace, Nutmegs, 75-80, Nutmegs, 105-10, Nutmegs, 115-20, Pepper, Singapore, blk, Pepper, Singp. white, Pepper, shot, Pure Ground in Bulk, Allspice, Cassia, Batavia, Cassia, Saigon, Cloves, Zanzibar, Ginger, African, Ginger, Cochin, Ginger, Jamaica, Mace, Mustard, Pepper, Singapore, blk, Pepper, Singp. white, Pepper, Cayenne, Sage, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 lbs., Muzzy, 40 lbs., Gloss, Kingsford, Silver Gloss, 40 lbs., Silver Gloss, 16 3/8 lbs., Silver Gloss, 12 6/8 lbs., Muzzy, 48 lb packages, 16 5/8 lb. packages, 12 6/8 lb. packages, 50 lb. boxes, SYRUPS, Corn, Barrels, 20 lb Barrels, Half Barrels, 20 lb cans 1/2 dz. in cs, 10 lb. cans 1/2 dz. in cs, 5 lb. cans 2 dz. in cs, 2 1/2 lb. cans 2 dz. in cs, Pure Cane, Fair, Good, Choice, TEA, Japan, Sndried, medium, Sndried, choice, Sndried, fancy, Regular, medium, Regular, choice, Regular, fancy, Basket-fired, medium

Table 9: Basket-fired, choice, Basket-fired, fancy, Nibs, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, fancy, Amoy, medium, Amoy, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon choice, Fancy, TOBACCO, Fine Cut, Cadillac, Sweet Loma, Hiawatha, 5 lb pails, Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, Red Cross, Hiawatha, Kylo, Battle Ax, American Eagle, Standard Navy, Spear Head, 7 oz., Spear Head, 1 1/2 oz., Nobby Twist, Jolly Tar, Old Honesty, Toddy, J. T., Piper Heidsieck, Boot Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, 16 oz., I X L, 5 lb., I X L, 16 oz. pails, Honey Dew, Gold Block, Flagman, Chips, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, 1 1/2 oz., Yum Yum, 1 lb. pails, Cream, Corn Cake, 2 1/2 oz., Corn Cake, 1 lb., Blow Boy, 1 1/2 oz., Blow Boy, 3 1/2 oz., Peerless, 3 1/2 oz., Peerless, 1 1/2 oz., Air Brake, Cant Hook, Country Club, Forex-XXXX, Good Indian, Self Binder, 16oz. 8oz. 20-22, Silver Foam, Sweet Marie, Royal Smoke, WINE, Cotton, 3 ply, Cotton, 4 ply, Jute, 2 ply, Hemp, 6 ply, Flax, medium N, Wool, 1 lb. balls, VINEGAR, Malt White, Wine, 40 gr, Malt White, Wine 80 gr 12 1/2, Pure Cider, B & B., Pure Cider, Robinson 15, Pure Cider, Silver 15, WICKING, No. 0 per gross, No. 1 per gross, No. 2 per gross, No. 3 per gross, WOODENWARE, Baskets, Bushels, wide band, Market, Splint, large, Splint, medium, Splint, small, 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, 3 lb. size, 16 in case, 5 lb. size, 12 in case, 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, Barrel, 10 gal., each, Barrel, 15 gal., each

Table 10: Clothes Pins, Round head, 5 gross bx, Round head, cartons, Egg Crates and Fillers, Humpty Dumpty, 12 doz, No. 1 complete, No. 2 complete, Case No. 2 fillers 15 sets, Case, mediums, 12 sets, Faucets, Cork lined, 8 in., Cork lined, 9 in., Cork lined, 10 in., Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12 lb. cotton mop heads, Ideal No. 7, Pails, 2-hoop Standard, 3-hoop Standard, 2-wire, Cable, 3-wire, Cable, Cedar, air red, brass, Paper, Bureka, Fibre, Toothpicks, Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 5 holes, Rat, wood, Rat spring, 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, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter, Assorted, 13-17, Assorted, 15-17-19, WRAPPING PAPER, Common straw, Fibre Manila, white, Fibre Manila, colored, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short c't. 13, Wax Butter, full count 20, Wax Butter, rolls, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Cream, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, Whitefish, Jumbo, Whitefish, No. 1, Trout, Halibut, Ciscoes or Herring, Bluefish, Live Lobster, Boiled Lobster, Cod, Haddock, Pickerel, Pike, Perch, dressed, Smoked, White, Red Snapper, Chinook Salmon, Mackerel, Finnan Haddie, Roe Shad, Staid Roe, Speckled Bass, HIDES AND PELTS, Hides, Green No. 2, Green No. 1, Cured No. 1, Cured No. 2, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Pelts, Old Wood, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine

Table 11: CONFECTIONS, Stick Candy, Pails, Standard, Standard H H, Standard Twist, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Loaf, Leader, Kindergarten, Bon Ton Cream, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Green Bon Bons, Fancy-In Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Scipise Chocolates, Bureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy-In 5 lb. Boxes, Old Fashioned Molass-crane Kisses, 10 lb. box, Orange Jellies, Lemon Sours, Old Fashioned Horround drops, Peppermint Drops, Champion Choc. Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 1, Bitter Sweets, Brilliant Gums, A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Cr's, Cream Wafers, String Rock, Wintergreen Berries, Old Time Assorted, Buster Brown Goodies, Up-to-date Assmt., Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't., Pop Corn, Cracker Jack, Checkers, 5c pkg case, Pop Corn Balls, Azulikit 100s, Oh My 100s, Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, Avica, Almonds, California sft. shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shelled, Walnuts, Marbot, Table nuts, fancy, Pecans, med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts per bu., Ohio new, Cocomans, Chestnuts, New York State, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alcant Almonds, Jordan Almonds, Peanuts, Fancy H. P. Suns, Roasted, Choice, H. P. Jumbo, Choice, H. P. Jumbo, Roasted

Special Price Current

AXLE GREASE



Mica, tin boxes...75 9 00
Paragon55 6 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb cans 2 50
3/4 lb cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz. box..40
Large size, 1 doz. box..75

CIGARS

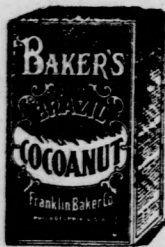
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/2 lb. pkg. per case 2 60
25 1/2 lb. pkg. per case 2 60
33 1/2 lb. pkg. per case 2 60
18 1/2 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
Dressed@ 7 1/4
Boston Butts@10
Shoulders@ 8 1/4
Leaf Lard@ 9 1/4
Trimmings@ 8

Mutton

Carcass@11
Lambs@16
Spring Lambs@16

Veal

Carcass6 @ 8 1/2

CLOTHES LINES

Sisal

60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..

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, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in.6
1 1/4 to 2 in.7
1 1/2 to 2 in.9
1 3/4 to 2 in.11
2 in.15
3 in.30

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 66
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 burglar 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

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.

Use
Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

648 acre stock farm, rich soil, with new buildings, wire fencing, well water, 8 miles from Quincy, Ill. Price \$50,000. Accept stock general merchandise as part purchase. Address No. 681, care Michigan Tradesman. 681

For Sale—Only drug store in prosperous town, center of large fruit growing district; gets all trade from neighboring town. Lot, building, fixtures, elegant soda fountain, large stock, and good will. Pays three thousand dollars profits annually and increasing rapidly. Owner wants to retire. Price \$5,500 cash. Tudsbury & Turner, Real Estate Agents, Loomis, Calif. 680

Meat Market—In Wisconsin county seat, for sale; take about \$1,000 to handle. Good business. Write Polk County Bank, Balsam Lake, Wis. 679

Wanted—To buy stock general merchandise, town 500 or more. Will pay spot cash. State size of stock and price expected. Ira A. Watson, 298 Brown St., Akron, Ohio. 678

For Exchange—Fine, modern steam-heated, three-story brick business block, well rented; also other improved property and some cash, for stocks of merchandise invoicing \$10,000 to \$50,000. Address Box 56, Marion, Ind. 677

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

If you want to sell your shoe business for spot cash, address No. 676, care Tradesman. 676

Subscribe for the Democrat and get a 5 year 3 per cent, one dollar bond, only six thousand issued. Just organizing, no other indebtedness. Paper one year and a bond for one dollar. R. M. Young, North Side, Scottsdale, Pa. 674

For Sale—An old established, well paying grocery with bakery connected. With or without building. Fine location. Bargain. Frank A. Turner, Valparaiso, Ind. 675

For Sale—Big paying saloon within 10 miles of Grand Rapids. Bonds and license guaranteed. Reason for selling, ill health. Hotel of 17 rooms, 10 miles from Grand Rapids. Bar in connection. Doing big business. Another without bar, in thriving town near Ludington. First-class drug stock in an up-to-date city of about 20,000. Stock will invoice about \$5,000. Cusick Bros., Widdicomb Bldg., Grand Rapids, Mich. 673

Bakery, restaurant and soda fountain. Middleby oven, everything complete. In hustling Kentucky city of 3,000. Brisk trade all the year around. Reason, sickness in family. Address Baker, Box 41, Sturgis, Ky. 672

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 \$1,500. Have been in business 23 years and want to retire. Will only consider cash deal. 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

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

For Sale—Small stock of drugs and groceries, also store building and residence. Address Box 4, Bailey, Mich. 637

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

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

Elevator equipped for grain and beans for sale at a bargain. Easy terms. Address No. 670, care Tradesman. 670

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 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. 651

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 24x30 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

SITUATIONS WANTED.

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.

FAILURE OF THE DOLLAR.

The kingship of the dollar is passing. It has been weighed in the balance and found wanting. Of the earth, earthy, so much of the dross clings to it as to make the mixture undesirable, except as a medium of commercial exchange. So limited, its influence has waned and its attempt to "assume a virtue when it has it not" has brought to it the confusion always following the incompetency that is compelled to take a lower place.

Starting out with the idea that success in a single line means superiority in all lines, the man with the dollar rushed in where angels fear to tread and once there proceeded to display habits and character not at all in harmony with his new and unaccustomed surroundings. Blind to conditions which all but he himself can see, he wakes, like Christopher Sly, to find himself

"Wrapped in sweet clothes, rings put upon his fingers,

A most delicious banquet by his bed,"

only to show how wholly unworthy and unfit he is for the enjoyment he has always longed for and for which mentally and morally he has never tried to prepare himself. There was, there can be but one result: either a continuation of the drunken revel—the Shakespearean Christopher—or the modern instance, where the beast with the dollar insists upon holding the place he can never fill to the annoyance and the disgust of the decency forced to tolerate the ignorance and the vulgarity which insist on making a display of themselves.

It is asserted with more or less insistence that money is not necessarily debasing, that opportunity is all that men need to show the best that is in them and that the dollar, wisely made use of as the stepping stone to a higher level, can hope for no better mission. Without detracting in the slightest degree from all this, it is safe to say that there are many exceptions to the rule, if there be a rule, and that instances are not wanting where the dollar has not thus been made the stepping stone to what is noblest and best. Not very long ago the lower American life by "ways that are dark" obtained possession of the dollar—a goodly pile of them. Forthwith the man and the family began to widen its world. It surrounded itself with the things that money can buy; but with all the gettings understanding was not once included. There was the stepping stone and the climb, of course, was upward; but the level reached did not hold life's best things, nor was the coarse left behind. The dross debased the coin and the divorce which the courts grated only affirmed this: that the parties separated, with all their money, found that dross remains dross and, unless the coin be handled with intelligence, the gold in it, however pure, is debased.

Here is another instance: The dollar was enthroned and the family worshiped it. It bought houses and horses. Purple and fine linen and

what go with them were to be seen flaunting their splendors on every hand. An Old World title was among the questionable treasures; but the multiplication table was the only mental task the family brains was drilled in and the landscape from the palace windows had nothing even to suggest the existence anywhere of the old red school house. The girls had "rings on their fingers and bells on their toes," and the boys, brought up like the barbarian Gauls "without training and without learning," like those same Gaullic youths, cared only for the dross that debased them and for the gold only as it increased the dross. It is hardly necessary to state the result: The judge has annulled the marriage certificate and the boy looks out upon the world through the cell window with Cain's mark upon his forehead.

The trouble here, as elsewhere, is not with the dollar, but with the value assigned it. Metal for metal iron in its place surpasses gold a hundred to one; but both only as they bear the seal of trained intelligence give to the world their best. The fact is, gold has lost its leadership, its kingship. Given its opportunity, it has failed to "make good." The world under its influence became inclined to degeneracy. Dross, mistaken for the pure metal, was not equal to what was required of it and the passing of the dollar began. Already the results of the passing have begun to appear. The common and the coarse are leaving the high places basely occupied. Real worth is again claiming its own and the Golden Age, if it ever again returns, will come to stay, when the dollar, as such, is valued only for the good it does and so for the good to be bought with it.

"Dreamers" is the name of a new religious sect located in Manitoba, that has recently come into notice on account of the arrest of some of its members for a serious crime. Nine persons are now under arrest charged with burning the home of John Lehr, a member who had withdrawn from the sect. It is claimed that they were sworn to obey the instructions of the leader, who, because Lehr refused to join the congregation, ordered his followers to destroy Lehr's home and slay his family at midnight. The house was burned, but Lehr and his family escaped. It is said that at their Saturday meetings dreams are told by members and interpreted by the leader. The dreamer then has to carry out the purpose of his dream as instructed.

The war widows' \$12 a month pension bill is sure to go through Congress all right, and it is expected President Roosevelt will sign it on sight. It is estimated that there are now 184,000 widows entitled to benefit under the act and \$144 a year to each will distribute a large sum of happiness among a worthy class of people.

When heaven puts a smile on your face it will take more than a shower to wipe it off.

LOCAL GROCERS MEET.**Big Gathering At Opening of New Meeting Hall.**

A most pleasant event, consisting of light refreshments and interesting addresses by local wholesalers, marked the opening of the Grand Rapids Retail Grocers' Association's new home at 15 Canal street.

The affair of Monday evening took the place of the Association's last April meeting and was attended by about fifty grocers and visitors.

The new hall, in which future meetings of the organization will be held, is on the third floor of the building in which the G. J. Johnson Cigar Co.'s retail store is located and is particularly adapted to gatherings of this nature.

Regular Association business matters were postponed until the meeting two weeks hence, and those present were treated to interesting addresses by Wm. Judson, of the Judson Grocer Co. and President of the National Wholesale Grocers' Association, and W. K. Plumb, Manager of the National Biscuit Co.

Mr. Plumb, who was first to speak, referred with considerable emphasis to the value of G. R. M., a trade mark used extensively by local manufacturers of various products and which has had a tendency to give Grand Rapids a world-wide reputation. He spoke enthusiastically about the future of the city and urged every citizen to do his or her share in the up-building and beautifying of their home town. Business men generally should be loyal to their home industries and, whenever possible, buy their merchandise from houses located in this city.

Mr. Judson's talk related chiefly to problems of merchandising and he laid particular stress upon the need of better credit regulations on the part of the retailer. He said the successful business man was one who received a legitimate profit on his goods and then collected the money due him. Retailers show the proper spirit when they keep one another posted on so-called dead-beats or slow-pay customers, of which there are many in all cities, both among the wealthy and poorer classes of people. Mr. Veldman, Secretary of the Grandville Avenue Protective Association, briefly explained the purposes of that organization and told what they hoped to accomplish in the way of eliminating bad credits.

Glenn DeNise, Chairman of the Ordinance Committee, told of the progress that had been made up to date in the matter of weights and measures. He said that conditions are improving with each succeeding month and that he hoped that it would be but a short time when a thorough understanding of these matters would be reached between the local grocers and city officials.

Bert Petter, Secretary of the Crescent Association, explained what his organization had accomplished and said the benefits derived from this cooperative movement had been greater than they had first anticipated.

The National Biscuit Co. served refreshments.

President Fuller called attention to the first regular May meeting and said that the Entertainment Committee would arrange to furnish some sort of entertainment for the evening. He also told of his trip to Boston as a delegate of the State Association to the National convention, which would prevent his attendance at the local meeting.

Out in a Nebraska town which rejoices in the name of Broken Bow lives a man who in middle age learned to be a lawyer for the express purpose of conducting suits against the railroads, the Burlington preferred. When that road was built the surveyor wanted to go through his land and offered to buy it, but Mr. Gandey donated it, on condition that he should have a pass over the division as long as he lived, and it was thought to be a generous offer on his part and was gladly accepted. He had the pass for some years and then it was discontinued through a change of management. He took his case to several lawyers and found they were retained by the railroad, and then he said he would study law and bring his own cases, which he did and succeeded. For sixteen years he has been conducting a brisk business since his announcement that he would take all righteous cases against a railroad and that if he lost the case he would pay the costs. He brings only those suits which he is reasonably sure of winning and there are a lot of them. The railroad could have afforded to have given that man, his whole family and all the servants free passes for the balance of their lives better than to have him conducting this kind of warfare, which has proven exceedingly costly to the corporation. It pays even a railroad to keep its contract.

BUSINESS CHANCES.

For Sale—A general mercantile store in the garden spot of Colorado; town of 2,500; sugar factory, beets, potatoes, alfalfa and grain. Stock invoices about \$15,000; annual sales, \$35,000. Will bear the closest investigation. The best money-making store in the section. Reason for selling, other interests require too much time. Address direct, Box 87, New Windsor, Colorado. 682

For Sale—George Cain's bazaar stock in Lowell. New and clean. Fine location. Price right. G. J. Wissink, Receiver, care Michigan Tradesman. 683

For Sale—Men's and boys' stock of clothing in one of the best towns in Central Michigan. Invoice about \$8,000. Nice competition. Reason for selling, bad health. One of the best business propositions in the country. For particulars address Britton & Smith, Midland, Mich. 689

Good feedmill cheap. Run 5 years. Reason, ill health. Feedmill, Wixom, Mich. 688

Will sacrifice 1,000 pair pants worth \$1.50 to \$2.00 at \$1 pair, mostly peg tops, side buckles; swatches or pants sent. Three references required or send remittance for quantity desired. E. Brown, 27 E. 10th St., New York City, N. Y. 687

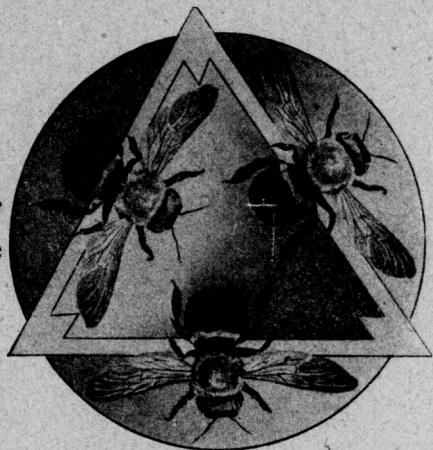
For Sale—General mercantile business, 15 years' established trade; stock and fixtures invoicing about \$4,000. Good chance for the right man. For particulars write Lock Box 610, Neillsville, Wis. 686

For Sale or Exchange—Small hotel; forty rooms, mostly furnished; will sell or exchange for farm. Enquire Winegar Furniture Co., Division and Cherry Sts., Grand Rapids, Mich. 685

For Sale—Complete moving picture outfit in first-class condition. Address Box 54, Bronson, Mich. 684

Boston Breakfast Blended Coffee

Popular
in Price



Always
Fresh

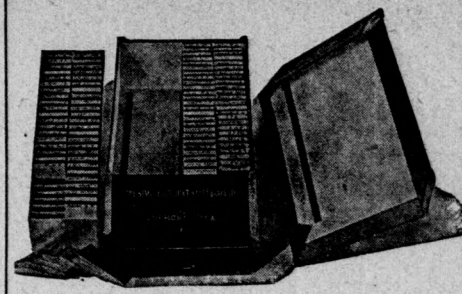
These Are the Busy Boys for Business

Judson Grocer Co.

Packers

Grand Rapids, Mich.

Don't Blame Your Clerks



Do goods leave your store **Without being charged?**
Do customers leave your store **Without being waited upon?**
Do you ever lose any customers thru **Disputed Accounts?**
Do you lose any money thru your **Miscellaneous Accounts** in their not being presented for payment promptly while they are in a collectible form?

IF SO—DON'T BLAME YOUR CLERKS hastily. They may have done the best they could under the circumstances.

What you need is **Our New Fire-proof Keith System.**

By it, your clerks are **compelled to charge all goods** when they leave your store.

By it, your clerks can each wait on a different customer at the same time without conflicting in the least with each other.

By it, you avoid all disputes, as your customers' records must agree with yours.

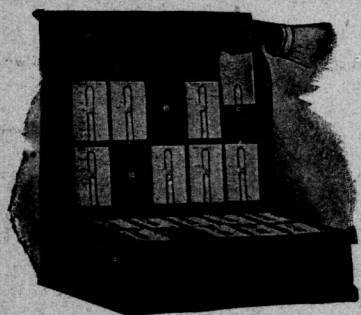
By it, your books are always posted up-to-the-minute and accounts always ready for settlement.

Buy it, and it will pay for itself in three months' time and ever afterward be a source of profit and satisfaction.

The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use
1062-1088 Court Street

Fremont, Ohio, U. S. A.



Do You Believe In Signs?

If Your Collections Are Slow,

It is a sign that your collection system is **POOR.**

If You Have Disputes With Customers,

It is a sign that your credit system is **WRONG.**

If You Forget to Charge Goods,

It is a sign that your credit system is **EXPENSIVE**

If You Have to Post Books at Night,

It is a sign that your system has too much **RED TAPE.**

If Your Accounts Are Not Ready When the Customer Wants to Pay,

It is a sign that you are **BEHIND THE TIMES.**

If You Use the McCaskey Account Register,

It is a sign that you are **DOING BUSINESS IN A BUSINESS MANNER AND KNOW WHAT YOU ARE DOING.**

There is no **GUESS WORK** about the **McCASKEY**
It is **SIMPLE, CONCISE, PRACTICAL** and **ECONOMICAL.**
A **MONEY SAVER** and a **MONEY EARNER.**
Over 40,000 **McCASKEYS** IN USE.
Our 64-page **FREE** Catalog explains.

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.

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

== Invitation ==

To the Members of

The National Association Retail Grocers.

Gentlemen:

As your Annual Convention meets in the city of Boston May 11-12-13-14, we take this opportunity to cordially Invite You and your Family and Friends to come to our Boston offices at that time.

We shall be pleased to show you such attention as you will permit; and, incidentally, request the pleasure of your inspection of our coffee and spice factory, which comprehends many very interesting features.

We are, as perchance you are aware, Pioneers in the manufacture and distribution of Pure High-grade Coffees, Spices, and Teas, and will take great pride in showing you our splendid equipment and the perfect sanitary conditions under which we store, manufacture, and pack our products.

We are located only Four Minutes' Walk from the great South Terminal Station, through which you will probably enter the city.

Have your Mail sent in our care, and command us for any assistance in making your visit here pleasant and profitable.

Cordially yours,

Dwinell-Wright Company,

*Western Department,
57 Michigan Avenue, Chicago.*

*Offices, Factory, and Warehouse,
311-319 Sumner St., 323-329 A St*

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.

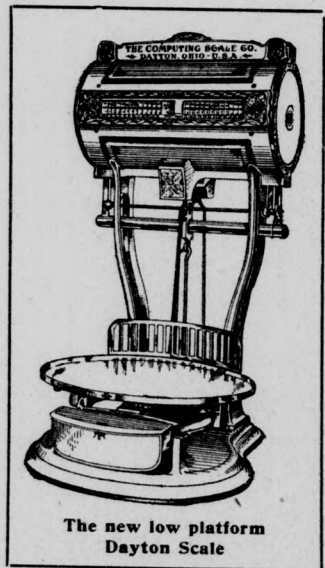
We make no claims or statements regarding

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.



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