

## Our Answer



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

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

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



## WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers



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

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

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

## Every Cake



of FLEISCHMANN'S

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

### The Fleischmann Co.,

of Michigan

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

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

## Pure Cider Vinegar

We guarantee our vinegar to be absolutely pure, made from apples and free from all artificial coloring. Our vinegar meets the requirements of the Pure Food Laws of every State in the Union. \* \* \*

### The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

# SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.



# MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MAY 13, 1908

Number 1286

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

The Capital Stock and Surplus, the  
Resources and Deposits of

**The Kent County  
Savings Bank**

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

3 1/2 % paid on Savings Certificates  
of Deposit

Banking by Mail

**GRAND RAPIDS  
FIRE INSURANCE AGENCY**

THE MCBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

**Commercial Credit Co., Ltd.**

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids  
Majestic Building, Detroit

**ELLIOT O. GROSVENOR**

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND  
BURGLAR  
PROOF**

**SAFES**

**Grand Rapids  
Safe Co.**

Tradesman Building

## SPECIAL FEATURES.

Page	
2.	Value of Recreation.
4.	News of the Business World.
5.	Grocery and Produce Markets.
7.	Gone Beyond.
8.	Editorial.
10.	Czar Gompers.
12.	Butter, Eggs and Provisions.
14.	Standing Pat.
16.	Told by the Father.
18.	Clothing.
20.	Night Riders.
24.	Averting Panics.
26.	Dry Goods.
28.	Woman's World.
30.	Stoves and Hardware.
32.	One Hundred Years.
33.	Review of the Shoe Market.
36.	The Saving of Name.
38.	New York Market.
40.	Commercial Travelers.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

## MEMORIAL DAY WINDOWS.

Failure to in some way observe the day so crowded with sacred memories is at once taken as direct testimony of lack of patriotism. It further shows a lack of progressiveness. The small amount of bunting and flags necessary for a respectable window dressing is too small for one to afford to lose the business standing which its absence will cause. Patrons look with distrust upon the firm which is not abreast with its competitors. It is evidence of the most convincing type that there is a lack of enthusiasm and interest; and, if this is lacking here, why not in selecting goods and disposing of them?

While the flags and bunting are essentials, look over your stock and see if you have not something which may serve a unique purpose for the day. Strive to be original; to have something that your rivals will not have, yet which will interest and please the public.

With the many goods put up in sealed packages, even the grocery or hardware store might find some with which to make a display in the national colors. With the gay colors in shoes and hosiery now in vogue, the shoe man is not put to his wits' end; while in the dry goods store the resources are many times increased. If an appropriate design can not be elaborated, at least the red, white and blue that you have in stock can be tastefully transferred to the front windows, and incidentally show the goods while adding to the decorative effect.

## OUR GREATEST HANDICAP.

"Twenty-five years ago, when I was a traveling salesman representing a Grand Rapids house, I considered the G. R. & I. Railroad the greatest asset the city had. To-day I regard it as the greatest handicap Grand Rapids has to her commercial growth and prosperity. For instance, there are ninety delegates to the State convention in Grand Rapids to-day. Four-fifths of them went around by Chicago because of the niggardly

train service the G. R. & I. is giving its patrons on the Northern division. There was a time when Grand Rapids could have built up a considerable jobbing trade in the Upper Peninsula, but the vacillating tactics and arbitrary methods of the G. R. & I. have practically shut Grand Rapids out of that territory."

Such is the observation of Hon. John D. Mangum, Postmaster of Marquette, while in Grand Rapids this week. What he says is entitled to great weight on account of the opportunity he has for ascertaining conditions as they actually exist in the Upper Peninsula. His arraignment of the G. R. & I. is severe, but it is not so vigorous as Grand Rapids business men indulge in because they realize that the material interests of the city and the prestige of the market are being very seriously impaired by the do-nothing and dog-in-the-manger policy of the present management of the G. R. & I. Railroad.

## THE LITTLE FOLKS.

"Please may I go to Mr. A's store for the soda to-day?" asked a little girl who combined errands with school.

"And why not Mr. B's?" was the question following the unexpected request.

The child hesitated but finally said that she did not believe Mr. B. liked to have children in his store, explaining in answer to further questioning that he always looked cross when they came.

"And how about Mr. A.?" was the next query.

"He always says something funny to us; sometimes he sends us on an errand, but we always know that we will get a nice bit of something in pay."

It may not always be convenient to have school children rushing into the store, yet with proper care and handling of goods, and a teacher's tact in discipline, this can be managed. Remember that children must often be errand bearers for the busy parent; also that the way to reach the parent's inside pocket is through the child. If it is mistreated, it is usually regarded as a personal affront to the entire family.

Most children can easily be trained to keep their places. The custom they bring will amount to more than a trifle. They are learning the ways of the commercial world and will be better and more judicious, therefore more successful, patrons at maturity.

A few jokes relieve the crushing strain of our too strenuous life, and the amusement will lighten the labor; while the good fellowship of the little folks is by no means a thing to be despised.

## WHAT'S A FOUR FLUSHER?

A majority of men, and possibly a few women, know from actual, practical experience as to the genuine force and expressiveness there are in the time-worn card game phrase, "four flusher."

There are a few who, when they hear a person voice the opinion that Blank is a four flusher, innocently enquire, "What is a four flusher?"

It is an easy and voluminous matter to answer this enquiry. The cunning, unscrupulous chap who attempts to bluff it out as to the fifth card in a suite is a prince by the side of the person whose whole life is a bluff, and is quite the equal of the numerous other persons who attempt passing counterfeits only upon certain points.

The promoter who strives to float a visionary scheme in business as something tangible and of value is a four flusher; the other person who parades his religious devotion on but one day in the week is a four flusher; the watchful, sneaky employe who gives only eye service is a four flusher and the alleged philanthropist who demands and accepts usurious rates of interest on mortgage loans is a four flusher. And so the categorical list might be carried forward almost without limit.

As Mr. Charles Zueblin remarked in a talk before the Chicago Women's Club recently: "There is no adequate basis for fellowship if rich or poor can not rise above the purse." And as at least nine-tenths of humanity are unable to lift themselves above the accepted power and influence of material wealth, it follows that there is no fellowship to speak of. In other words, rich and poor alike are four flushers.

We hate to recognize our own selfishness and the average man, superficially analyzing his own characteristics, reaches the conclusion that no matter what others may say, or do, or feel, he is absolutely square in all things. Call the average citizen a four flusher and you have a fight on your hands. Let any one call you a four flusher and you give him something to think about at once. The possession of great wealth or the pangs of poverty works no change in the facility with which all use the opprobrious epithet—we are all of us selfish and so perpetually suspicious—and yet there are a few, a chosen few perhaps, who do not know the meaning of the too common expression.

Resolve to have each day's happenings make you stronger than the day before.

Personal liberty is often mistaken for individual license.



## VALUE OF RECREATION.

## Ethical View of Its Relation To City Life.\*

Occasionally when I start out to walk down to my place of business in the morning it occurs to me that it would be a relief to take deep and long breaths, and I am astonished each time to note how little use I have been really making of my lungs in the intervals between the indulgence in this plan of breathing. We get into the rut of short breaths and are entirely oblivious of the fact most of the time that there are depths we rarely reach in inspiration and expiration of the life-giving air. This simple means of recreation people do not indulge in as they ought because they do not think of it.

One of the warm mornings, not long ago, I watched a small boy who came out from his house and ran to the gate and climbed up to the top of it and peered each way, both east and west, to see if there was anything doing on the road. There was nothing moving, nothing to attract his attention or interest. He backed down off from the gate and started with a turn and a twist and a run, rolled over three or four times on the grass, turned a somersault, picked up his cap and, with another turn and a twist and a run, came back to the gate. He climbed up once more, looking each way to see if there was yet anything going on which would interest him. I watched this performance with deep amusement and couldn't help but think that the laddie wanted and needed some vent for his exuberance of spirits. He needed recreation from the humdrum of his life and he took this unique and humorous method of getting it.

It recalled to my mind an experience of my early boyhood when my father took me to the deep pine woods. I had been taught that around the house and when I was with people it wasn't necessary to yell; that ordinary tones of voice were sweeter and that I should cultivate them, but when I got into the woods I asked father if I could yell and he told me that I could to my heart's content. I whooped up for a number of minutes and just enjoyed it. It was a delightful change from what unwittingly were the reserved conditions of home activity.

A few years ago, after a long period of great activity without any rest from the continuous and onerous duties of life, when life itself was at ebb tide, I ran away from it all, took a sea voyage and went through many changes of scene and novel methods of recreation during a period of five months. In that interval I was for a time in Switzerland, and in passing from Lucerne to Berne I went by way of the Brunig Pass. It was a long climb from the arm of Lake Lucerne to the top of the Pass, from which one can look back and see a wonderful panorama with that beautiful lake that touches four States of Switzerland in the

foreground. Then, by turning the other way, there is a grand view of the Burnese Alps in the distance and Lake Thun lying quietly in the valley below.

The final climb of a few miles had been made in the early morning of an October day and, when the summit of the Pass was reached, I dropped my bicycle, lay down on my back and watched the fleecy clouds pass over from one mountain to another, enjoyed the deep blue vistas between and watched with delight the erratic movements of flocks of birds as they moved to and fro with wonderful precision and unity of purpose through the stimulating autumn atmosphere. While I watched with my body completely relaxed and my mind open to any passing suggestion, the sound of the distant cow bells and the yodel of herdsmen were wafted over the valleys, and in the ecstasy of the satisfaction which came from this complete and absolute restfulness I said, "This is the most perfect recreation I have ever experienced." I didn't even ask the question, "What tree is this under which I am reposing?" I didn't even wonder what were the names of the mountain peaks as they towered above each other silhouetted upon the distant horizon and giving charm to the marvelous landscape. I didn't even try to think of any details of the conditions which were making such an effective appeal to my senses. I simply felt the perfection and restfulness of the experience. Then I appreciated, as never before nor since, under what tremendous tension I had been unwittingly moving for years, and I said, "I must have more of this."

Abundant life must consist in a reasonable amount of recreation. Is it not strange that we people who believe in a future life, who have an abiding faith that this short span which we are living, in what we call this life, is but the short beginning of that great Eternity in which we expect to be an active part, are unwilling to stop oftener and rest and think and enjoy this brief span, knowing that there is an Eternity in which to accomplish greater purposes than we can possibly compass with our feeble intellects? Is it not passing strange that we seem to be so impressed with the importance of accomplishing so much in these few years that are vouchsafed us in this environment? What does it matter if we don't consummate all that is possible under great tension? With no end to the life which we are developing, why should we make such haste and desire to execute so many things now? Is it possible that we do not believe what we say we do? Is it possible that we have some doubts about the continuous life beyond? We certainly do not live up to our faith when we forget to rest and think and get in the habit of appreciating this wonderful footstool of the Creator's. It must be that without knowing it we have been impressed with the theories that some of our poets have put into the

everyday hymns that we call religious. To illustrate:

I am a stranger here,  
Heaven is my home;  
Earth is a desert drear  
Where'er I roam.

Dangers and sorrows stand  
Round me on every hand.  
Heaven is my fatherland;  
Heaven is my home.

If I were not in a church I should say that this hymn and others of its ilk were damnable heresies affecting unconsciously and certainly unfortunately the practice of mankind.

In this beautiful environment in which we are placed there is but one way of awakening the true and proper spirit of worship which is due the Creator of all things, and that is to stop in the mad pursuit of wealth, influence and position and allow the sweet impressions of the beautiful things of earth to make their imprint upon our minds and souls. We need to often change our positions. Let the friction of life touch a different place. Allow an opportunity for the enchanting things of earth to touch us in new spots that are uncalloused by the cares and anxieties of life. I am not so certain but that it is occasionally well for us who get in the habit of thinking that we must be in our pews on Sunday to even during the preaching time drift to the woods or to the parks and let God's speech be heard from a wider pulpit than that which is made within the four walls of a church. My sympathies go out to all these people, tired and anxious and overburdened, who seek some method of

relaxation, some let-up of the tension of life, some chance to think without willing to think in definite channels.

The other day I met a well-known merchant of our business section on a side street not far from the Bissell House. I had known him all my life and I knew his habits. He really was unacquainted with his city except what he saw on the line between his house and his place of business, and I was astonished to meet him in this unusual place. I greeted him warmly and asked him how in the world he succeeded in getting out of his regular line of movement, and he laughingly said, "I came over to see Father Brenner, who is confined to his house, and I wanted to pay him a tribute of respect, and while I was on this errand I really took time to move about in a portion of the city that I haven't seen in many, many years. How beautiful it has grown! What wonderful things have come up! I am astonished that I know so little of this region which is really so near to my place of business. I must take more time and at least get acquainted with some of the details of this great, growing city of ours." I congratulated him upon this decision and said to him, "Long years ago you ought to have made this plan and carried it out. It may not have added to the length of your life, but it would have rounded it out in a way that you can hardly imagine."

This method of this man is not uncommon. In truth, it comes home to

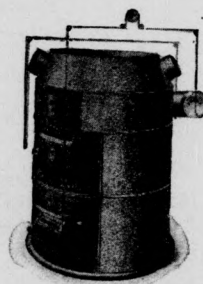
## A Dividend Payer The Holland Furnace

Cuts Your Fuel Bill in Half

The Holland has less joints, smaller joints, is simpler and easier to operate and more economical than any other furnace on the market. It is built to last and to save fuel.

Write us for catalogue and prices.

HOLLAND FURNACE CO. Holland, Mich.



## Peerless Moistner and Letter Sealer

For Sealing Letters  
Affixing Stamps and General Use



Price 85c

Postpaid to your address

Made of aluminum body and German silver top. Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Tradesman Company  
Grand Rapids, Mich.

\*Read before Class in Religion and Life of All Souls' church May 10, 1908, by Charles W. Garfield.



every one of us in one phase or another. We ought in the development of a fuller manhood and womanhood to lift our eyes oftener and see the developing things about us and become better acquainted with the movements of life outside of our small circle. We ought oftener to put ourselves in an attitude of absorption, so that we might drink in things that would plump out our lives and give us keen satisfaction while it added beauty to our mental, moral and physical anatomy.

With this word as a development of a single thought in mind suggested by the caption of this discussion, permit me to take up in more detail the practical suggestions that occur to me in connection with the recreation of people who are so unfortunate as to be confined to the limits of urban life.

To me there was something pathetic in the acknowledgment of Judge Stuart recently that he did not know what to do with juvenile delinquents and had sometimes thought that spanking was the only means of rectifying conduct on the part of boys who persisted in wrong doing.

Notwithstanding the fact that the Creator has planned to keep us out of trouble by arranging physical punishment for the infraction of law—as illustrated by the burning of the hand when we put it on the stove—still I can not help but feel that when we resort to physical punishment for wrong doing it is a confession of weakness. The kindergarten method of making work interesting

to me indicates the line of movement which is most promising in dealing with humanity for the prevention of crime. Boys will not do bad things if they can be just as interested in doing good things. They will not commit petty crimes if they can be led to have just as good a time in the achievement of things that are desirable for the community.

The greatest problem of city life, it seems to me, lies in some plan for the occupation of growing children so that they shall be employed physically and intellectually in doing the things they like to do. My illustration of the small boy who, finding nothing moving on the street to attract his attention, sought a method of working off his surplus energy in rolling on the lawn and turning a somersault embodies in it a most important suggestion. Blessed is the boy who is full of physical energy who can have a lawn to roll upon and a place in which he can turn a somersault.

Physical activities along right lines are a safeguard to the community when applied to children or to grown-ups. With plenty of opportunity to play ball, or other active games, the boys do not think of getting into some corner and concocting mischief. The city does well which furnishes abundant opportunity for healthy activities of this kind. The organization of a boys' club or a girls' club in a neighborhood, having for its object the doing something together that will be interesting to these children, can be

made a great factor in protecting a community from childish vandalism. It can be made just as interesting to have a club of boys develop a vacant space of ground into a neighborhood athletic field as it is for the same club of boys to invent some plan for midnight mischief. Country boys have a great advantage over city boys in this respect. There is room for them to have recreation that is attractive and seductive and healthful, all of which is denied to most city boys because of their environment.

I understand the Board of Estimates threw out the appropriation for playground equipment on the theory that the budget called for more than the law would allow us to raise. A cut had to be made somewhere and such things as hospitals for the sick must be taken care of, so the non-essentials, like playground equipment, were thrown out. Taking a long range view of the community's health, morally and physically, I am not so certain that the Board of Estimates is right in its line of cleavage between the essentials and non-essentials requiring an appropriation of money.

We spend a large amount of money in convicting and punishing and caring for criminals which would be far better spent in preventing the making of criminals if we were only smart enough to decide just how to do it. My appeal is that we give more attention to the study of conditions with reference to spending our money so it shall prevent crim-

ality. Herein lies the strength of any movement which will give occupation, attractive and remunerative, to people who are on the border line of criminality and seem not to be guided right.

We must not have too topnotched notions about handling this most important matter. I know it grates upon some of us to pass by a vacant lot on Sunday morning as we go to church and see a lot of children playing ball. It hurts some of us a little who are anxious to build up our churches to see a lot of people sauntering out to the country to follow up the streams with their fishing poles when we would like to have them take a part in our form of Sunday exercises within church walls. It is right that we should have decided opinions, but when we are dealing with human nature, especially when it is in a condition of congestion, we must not be so certain that our methods which we have worked out academically are the very best to incorporate into the management of the community. We look back upon the Puritanic blue laws and say they were pretty hard, but they developed strong men and we give the historic examples to illustrate our view. I question seriously whether there was any greater proportion of strong men under Puritanic guidance than we have to-day under a more liberal construction of religious and social obligations.

There are many things which we incorporate into method in the hand-  
(Continued on page six.)

## About Butter Color Profits,--

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



Are you handling our Dandelion Brand Butter Color  
(Purely Vegetable)?

Are you getting the profits from this line that other  
grocers are getting?

It's easy to build up this trade.

Look over your list of regular customers, see if there  
are not a number of them that make butter.

If there are they use butter color.

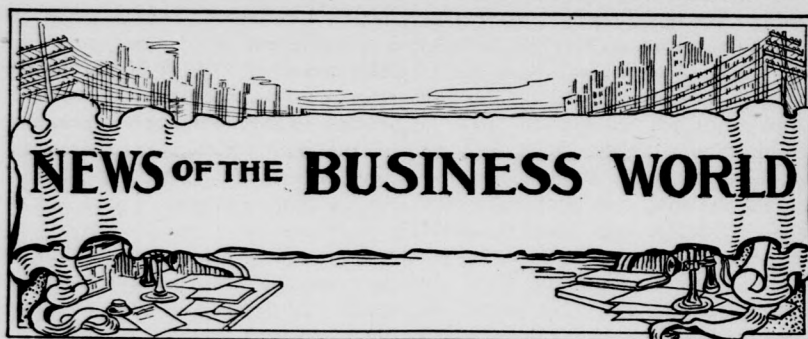
Why don't you sell them

**Dandelion Brand Butter Color**  
Purely Vegetable

Write today for prices, sizes and advertising matter.

**WELLS & RICHARDSON CO., Burlington, Vt.**





### Movements of Merchants.

Sparta—J. F. Pollen has opened a bazaar store.

South Lyon—A bakery will soon be opened by Willard Warby.

Lowell—John Arthur succeeds A. W. Bennett in the bakery business.

Stanwood—John Gogo succeeds Berry & Son in the meat business.

Ionia—Wm. Wing is succeeded in the harness business by D. O. Cheney.

Benton Harbor—A bakery has been opened by O. B. Hipp and J. Levinson.

Reed City—W. R. Pulkinghorn has removed his drug stock from Grand Rapids to this place.

Corunna—George Beamish, of Owosso, has purchased the dry goods stock of John Carland.

Quincy—J. D. Van Orthwick has retired from the grocery business, being succeeded by Clinton Joseph.

Big Rapids—The general stock of merchandise of Wm. Nehmer has been purchased by Rine Bregenzer, of Crapo.

Otsego—Frank Riley has purchased the Frank Randall drug stock and will continue the business at the same location.

Hart—F. E. Lewellyn, of Shelby, and John Wachter, of this place, will succeed E. S. Houghtaling in the produce business.

Saginaw—The name of the Saginaw Implement & Transfer Company has been changed to the Saginaw Storage & Transfer Co.

Lansing—Edward L. Smith, formerly identified with the Michigan Supply Co., has purchased an interest in the firm of Briggs & Co.

Benton Harbor—Joseph Grant, formerly with J. P. Ryan, general merchant at Bangor, has been employed by the Enders & Moore Co.

Reed City—H. M. Buchanan, proprietor of the Hotel King, has arranged to open a drug store in the room formerly occupied by the hotel bar.

Cheboygan—Alex Sova will succeed Alex Gain in the grocery business. Mr. Gain will now give his entire time to buying and shipping produce.

Marine City—The L. C. Cottrell hardware store has been in existence fifty-eight years. In 1850 Mr. Cottrell succeeded Solomon Gardner in business.

Cheboygan—The Riggsville Creamery intends to be ready for business about May 20. The creamery has a capacity of 500 pounds of butter daily.

Charlotte—The new creamery owned by W. T. Leonard & Co., of Norwood, New York, and managed

by P. H. Brumm, has already started operations.

Petoskey—Will Ingalls will assume the management of the main grocery store of Clyde Bear, while Mr. Bear will take charge of the Bay View branch.

Bancroft—George Harder, who has been engaged as clerk with S. S. Fraser & Co., at Durand, will move here, where he will be employed in the general store of Burrier & Cole.

Lakeside—A corporation has been formed under the style of the Lakeside Lumber Co., which has an authorized capital stock of \$2,000, all of which has been subscribed and \$1,000 paid in in cash.

Bronson—The banking business formerly conducted under the style of Coward & Monroe has been merged into a corporation under the name of the First State Bank. The company has an authorized capital stock of \$50,000.

Battle Creek—On account of the retirement of Samuel Maas, junior member of the clothing firm of Maas & Son, Maier Maas, who established the business in 1871, has decided to retire from active business and will close out the stock.

Scottville—The store building of Wm. English has been purchased by J. Henke, who will occupy it with his meat market. E. E. Kobe has purchased the English stock of cigars and tobacco. Mr. English is as yet undecided as to his future.

Fowler—Chas. Dane has opened a grocery and shoe store. O. P. De Witt (St. Johns) furnished the groceries and the F. Mayer Boot and Shoe Co. (Milwaukee) supplied the shoes. Mr. Dane was formerly engaged in the lumber and builders' supplies business here.

Paw Paw—E. B. Longwell has engaged in the drug, grocery and bazaar business. Mr. Longwell is the strongest advertiser Paw Paw has ever had and it goes without saying that he will attract trade from a long distance by reason of his striking and unique publicity methods.

Port Huron—The lumbering business formerly conducted by Jenks, Taylor, Howard & Co. has been merged into a stock company under the style of the Center Lumber Co., with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Detroit—Articles of association have been filed by the Gleaners' Clearing House Association, which proposes to deal in farm products and all sorts of merchandise required on farms. The Association is formed out of a partnership doing business at 413-415 Gratiot avenue

and elsewhere in this city. The capital stock is \$40,000, of which \$12,050 is paid in in money and property. Most of the incorporators are Caro people.

Battle Creek—The drug business formerly conducted by the Erwin Drug Co. has been merged into a stock company under the style of the Red Cross Pharmacy, with an authorized capital stock of \$5,000, all of which has been subscribed, \$100 being paid in in cash and \$4,900 in property.

Vassar—Chas. A. Lewis, dealer in clothing and shoes, has merged his business into a stock company under the style of the Chas. A. Lewis Clothing Co. and will continue the business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Charlevoix—F. E. Turrell will retire from his official position with the Charlevoix State Savings Bank. New officers have been elected in each case except the presidency, which for the present will remain vacant. The other officers are as follows: First Vice-President, G. C. Geiken; Second Vice-President, H. S. Harsha; Cashier, W. J. Rachow, who was formerly identified with the banking business at Copenish.

### Manufacturing Matters.

Oxford—The creamery here, owned by the W. E. Leonard Co., of Norwood, N. Y., has been opened.

Cheboygan—The shingle mill of Quay & Sons has started operations for the season. It will manufacture 60,000 shingles daily.

Tecumseh—H. Brewer & Co., manufacturers of clay working machinery, have increased their capital stock from \$100,000 to \$250,000.

Lowell—The capital stock of the Lowell Specialty Co., which makes sprayers and cream separators, has been increased from \$40,000 to \$75,000.

Hudson—Machinery is being installed by the Hudson Manufacturing Co. to make butter plates. The company now manufactures plows and bicycles.

Grand Marais—The Cook, Curtis & Miller mill put on a night shift last week and will be operated day and night through the summer. The stock goes out by water from this place.

Millersburg—L. M. Williams & Sons have established a small saw, shingle and tie mill east of this place. They have a large stock of logs and timber available, chiefly softwood and shingle and lath timber.

Vanderbilt—Yuill Bros. are starting a logging camp six miles northeast of this place. The firm has a large body of timber in this vicinity, having recently bought a tract known as the Mitchell-Belcher property.

Alpena—The Detroit & Mackinac is hauling logs north of Alpena to this place. It hauled one train of sixty cars loaded with logs, the largest single train ever hauled into this city. The Alpena mills are all in active operation and the season is fairly opened.

Grand Marais—The old veneer plant at this place is to be converted into a stave and heading plant as soon as the necessary changes and machinery can be installed. It is estimated enough timber is available to stock the mill forty years.

Detroit—A copartnership, limited, has been formed under the style of the Reversible Window Co., Ltd., to make reversible window and hardware devices, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

South Haven—A corporation has been formed under the name of the S. E. Overton Co. to engage in wood carving and wood and metal working. The company has an authorized capital stock of \$50,000, of which \$30,500 has been subscribed and \$29,500 paid in in property.

Grand Haven—Our manufacturing institutions are in excellent condition. The Challenge Machine Co. and the Challenge Refrigerator Co. have been putting on new men and increasing the working time, while the Story & Clark Piano Co. has resumed a full ten-hour day at the factory. The other shops are doing correspondingly well.

Bay City—The new flooring mill plant of W. D. Young & Co. will go into commission this week. The sawmill operated in connection has been running some weeks. This plant replaces the one destroyed by fire September 2. The plants throughout are up to date, equipped with all labor saving conveniences, and the company has its own electric lighting plant.

### Don't Be a Frog.

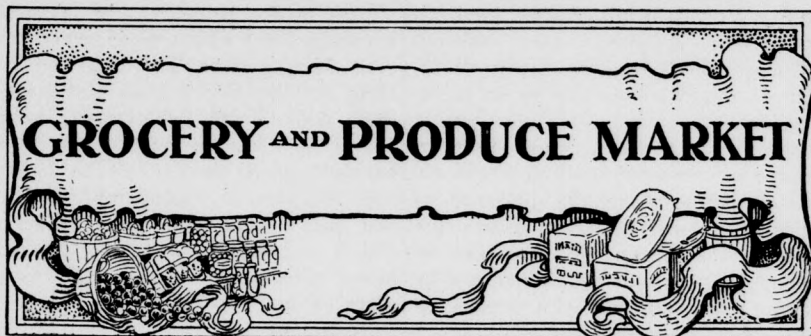
A frog jumps readily enough when put in warm water, yet a frog can be boiled without a movement if the water is heated slowly enough.

In a physiological experiment at Yale University the water was heated at the rate of .0036 of a degree a second, Fahrenheit. The frog never moved, and at the end of two and one-half hours was found dead. He had evidently been boiled without noticing it. There are hundreds of business frogs. They are not sensitive to changing business conditions. The evolution from old time methods of storekeeping to present day bright advertising has not startled them and they die a slow business death without realizing it.

### Cement New Material for Boats.

Reinforced concrete is the material used for boats by a firm in Rome. They have constructed a number of vessels having a displacement of 100 to 150 tons. The frames have been of reinforced concrete, and these have been covered on the outside with concrete reinforced with wire netting, and on the inside with a similar layer, thus forming a double hull, inclosing watertight compartments. A final coating of pure cement gives the outside a highly finished appearance. These vessels are claimed to have the advantages of rapidity and cheapness in building, low cost of maintenance, great resistance to waves and shock, and, unlike wooden vessels, of being fireproof.





### 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—\$1.50 per box for new.

Butter—Eastern markets have declined 2@3c per lb., but Michigan markets still hold to Elgin basis. Creamery is held at 25c for tubs and 26c for prints; dairy grades command 22c for No. 1 and 15c for packing stock.

Cabbage—\$1.50 per bbl.

Carrots—40c per bu. for old; \$1.25 per box for new.

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—There is a very good consumptive and speculative demand, and if present weather continues the market will likely be very firm. Conditions will hardly change for two or three weeks, after which there will probably be warmer weather, a decrease in production and slightly higher prices. Local dealers pay 12@13c on track for case count, holding at 13@14c.

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

Green Onions—12c per doz. bunches.

Honey—1c per lb. for white clover and 15c for dark.

Lemons—California fetch \$3 and Messina \$2.75@3.25 per box. The price is holding steady notwithstanding the cool weather.

Lettuce—10c per lb. for hot house.

Onions—Genuine White Silver Skin Bermudas command \$1.85 per crate. Texas Bermudas fetch \$1.75 per crate.

Oranges—California Redlands command \$3@3.50 and Navels fetch \$3@3.25. On account of the good demand and comparatively light receipts during the past week the market shows an advancing tendency.

Parsley—40c per doz. bunches.

Parsnips—50c per bu.

Peas—\$1.75 per box for Southern grown.

Pieplant—90c per 50 lb. box of Illinois.

Pineapples—Cubans command \$3 for 42s, \$3.25 for 36s, \$3.50 for 30s and \$3.75 for 24s.

Potatoes—75c per bu. for old and \$1.75 per bu. for new.

Poultry—On account of the high prices quoted last week, receipts have been unusually large and the quality is excellent. Prices have never been as high at this time of year, which is probably due to the fact that all other meats are scarce and high. Turkeys are in liberal supply, but on account of the scarcity of frozen turkeys have advanced in price, selling readily on arrival at 15c, which is the highest they have been in this market for several years. Pigeons and squabs are coming freely and selling at low figures. Local dealers pay 10c for fowls and 25s for broilers; 10c for ducks and 15c for turkeys. Only live poultry will be quoted for the next three or four months.

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

Spinach—50c per bu.

Strawberries—\$2.75@3 for 24 qts.

Tomatoes—\$3.50 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. The market is a little weaker on account of heavier receipts.

Some of the Western towns are very enterprising in their efforts to help the place where they live. They believe in advertising and they do it in a variety of ways, each calculated to attract favorable attention. The little city of Tulsa in Oklahoma recently hired a special train, put thereon some of its principal citizens and they visited numerous cities over a widely extended territory, talking about the advantages of their town. They advertised their coming in advance and through the newspapers told the people what to expect and when they arrived they told them all about Tulsa. One of the principal advantages gained by this method is that the newspapers have all been talking about the plan and the way in which it was put into operation. That is a help in itself. Some approved and some disapproved, but they are not particular about that because they believe that P. T. Barnum was right when he said he did not care what the newspapers said about him so long as they would say something and say it often.

Hammer & Farmer have opened a new drug store at Lake City. The Hazeltine & Perkins Drug Co. furnished the stock.

Leon Joslin has opened a grocery store in Fennville. The Worden Grocer Co. furnished the stock.

### The Grocery Market.

Tea—The only feature of the week is the opening of the market for new Japans on the same basis as last year. Old teas are held steadily, buying being in small lots, and mostly at full prices. The consumptive demand is fair for the season, but there is no disposition on anybody's part to anticipate it.

Coffee—Low grade Rios, which have been very weak for some time, are now beginning to show improvement. Spot Santos of medium and good grades is very scarce and the assortment outside of the syndicate's holdings very poor. Mild coffees are steady and unchanged. Java and Mocha are steady at ruling prices.

Canned Goods—Tomatoes continue steady. It is believed that prices are as low as they can go. Supplies are plentiful and a continued steady market is looked for. Corn shows a weaker tone, which is probably due to the large supplies on hand on account of the large amount of 1906 stock on the market. All grades of peas are in short supply and the market rules firm. No change in beans, although an advance is expected on account of the high price of navy beans. All canned fruits are getting scarce and it is not a question of price now, but one of being able to get the goods. Cherries, pears and apricots are especially hard to get. All kinds of canned fish are in very short supply and the markets are strong. Opening prices on Columbia River salmon are expected soon.

Dried Fruits—Apricots are weak and dull, ruling at a lower price on spot in New York than in Philadelphia. The sales of future apricots have been light, not because the prices were too high, but because of the extremely drastic contract which the shippers are asking jobbers to accept. Currants are unchanged and in fair demand. Raisins are still very cheap, but dull. Apples are only moderately active. A price of 15c has been named on new citron, this being about the price of spot goods. Some business will doubtless be done, as the price advances steadily each month. Dates and figs are unchanged and dull. The prune market is advancing on the coast, but not so much so in the East. Prices here range from a 2½@3c basis, which is somewhat above the lowest prices reached during the slump. Peaches are dull—dead.

Farinaceous Goods—Rolled oats are strong. Spot stocks are in short supply and a strong market is looked for for some time. No change in sago, tapioca and pearl barley, the market continuing steady.

Rice—On account of the firmness of the market present prices will probably hold until the new crop arrives, when a decline is looked for. Broken rice is held at prohibitive prices. Puerto Rican buyers are offering higher prices for this grade than local jobbers can afford to pay.

Fish—Cod, hake and haddock are unchanged and dull. Domestic sardines on spot are unchanged and dull. As reported, prices on futures

were withdrawn on Tuesday, due to a wrangle among the packers. The sales were very light. Imported sardines are unchanged and moderately active. Salmon on spot is unchanged and dull. No future prices have been issued up to the present time. The decline in mackerel has caused a slight increase in the demand. Some new spring Irish mackerel have arrived this week, unusually early. The quality, however, was good and they brought good prices—\$16@17. No new shores are about as yet.

Provisions—All cuts of smoked meats are steady at unchanged prices. There is a fair demand reported for the whole list. Pure and compound lard is unchanged and in good demand. Barrel pork, dried beef and canned meats show some increase in consumption with unchanged prices.

### Indiana Business Changes.

Ft. Wayne—The Ft. Wayne Corrugated Paper Co., for which articles of incorporation have been filed at Indianapolis with a capital stock of \$100,000, will soon establish a mill in the building formerly occupied by the Old Wagon works.

South Bend—Poledor Bros., proprietors of the Philadelphia candy store at 116 North Michigan street, have closed a contract for the erection of two store buildings at Gary. Both buildings are to be completed by Sept. 1, and will be two-story brick, with basement full size of building. The one on Broadway is 25 feet wide by 100 feet long and the one on Fifth avenue is 25 feet wide by 85 feet long. Both are to have modern plumbing and steam heat. The estimated cost of both buildings is \$22,000.

### Leads Them All.

An instructor in the Military Academy at West Point was once assigned to conduct about the place the visiting parents of a certain cadet.

After a tour of the post, the proud and happy parents joined the crowd assembled to witness evening parade, a most imposing spectacle. The march past aroused the father of the cadet to a high pitch of enthusiasm.

"There!" he exclaimed, turning to his spouse, "isn't that fine? But," he added, reflectively, "I shall not be happy until my boy attains the proud position that leads 'em all." And he pointed in rapt admiration to the drum-major.

C. F. Hosmer, of Mattawan, who was burned out some months ago, has reopened at the same place with a line of groceries, dry goods and shoes. The stocks were furnished by the Worden Grocer Co., P. Stekettee & Sons and the Herold-Bertsch Shoe Co.

Lewis E. Davies (Peck-Johnson Co.) is confined to his home with an attack of quinsy. He expects to be able to resume his calls on the trade next week.

Earle S. Irwin is manager of the newly-organized Steel Furniture Co., which has offices over the Star Clothing House on Canal street.



## VALUE OF RECREATION.

(Continued from page three.)

ding of a city community which can not be sized up along a clearly defined line between right and wrong. We have to query to ourselves in making a decision as to which course to pursue, "On the whole, what is the best thing to do for the community in dealing with this phase of human nature?" We have the conditions and our remedies must be selected with reference to the probable results.

I recall a statement of President Abbot's one time, that he thought there must be fun in getting drunk or else so many people wouldn't get drunk, and he thought in fighting against the excessive use of liquor we must consider that phase of it and see what we could substitute which would give better satisfaction than that which came to human nature through the use of liquor.

I always liked that algebraic expression, as applied to bad practices—"elimination by substitution"—and in this whole problem of recreation in city life, it seems to me, seeking, as we do a higher and purer, sweeter and nobler type of humanity, the ethical view must be fashioned for the accomplishment of results by making attractive certain avenues of activity which shall be healthful, to take the place of the alluring things which are headed toward vandalism and transgression.

Our lives are so bound up in serious activities that we do not put enough stress upon the value of rest, of taking time to think, of really stopping to look up and see the blue sky and listen to the birds and allow the attractive things of this world to soak into us. Most of us have been brought up in this sort of a strenuous atmosphere. My father used to say to me as a small boy, "Charlie, are your chores all done?" and upon receiving an affirmative response he would say, "Well, I think now I would take my book if I were in your place."

A cousin, a rollicking girl, came to live with us during my boyhood and I recall one time, after she had finished her duties in connection with the house, that she sat down in a rocker and folded her hands without anything to occupy her. Father watched her somewhat uneasily and finally said, "Ann, haven't you something to do?" And she responded, "Why, yes, Cousin Marshall, I suppose I could find something to do." "Well," father said, "it seems to me that it isn't quite the thing to sit and rock when there is so much to do and so many things to read. If I were in your place, if I couldn't do anything better I would have a book in my hand and read a story." To which she responded, "Don't you think, Cousin Marshall, that sometimes it is a good thing just to do nothing at all?" and he responded, "Ann, I wasn't brought up that way."

This conversation has stayed with me all these years and many times I have cogitated upon it. As American life is constituted, I believe that father was wrong and Ann was right. The average American does not need

to be stimulated to activity. He really ought to be induced to take more time for recreation; more time to actually think things out.

I question sometimes whether Dr. Franklin's wonderful sayings have been wholly helpful to American life. There is nothing in them that really recognizes the value of relaxation. They emphasize the importance of hustling to insure success and neglect fully as important a truth that a goodly proportion of time spent in rest and recreation will result in securing a more satisfactory fruition from activity during the remainder of the time.

Too many Americans do not know how to recreate. They work themselves almost to death and then in sheer desperation take an outing to Europe and want to see the whole of it in three months and are never satisfied without they are constantly on the move. We make our parks for purposes of rest and recreation and then there is a demand that every tree shall be named so that persons seeking rest and recreation can at the same time store their minds with useful knowledge. That is, we are not wholly satisfied to have people just have a good time without some way connecting with it storing capacity for information.

An uncle of mine said some years ago, in talking about the names of flowers and the names of the organs in flowers, "I am so glad that I do not know much about botany. I can now take real comfort with flowers. I just enjoy their beauty of color and form without having to think what their names are and just how they are made up or what their brothers and cousins or distant relatives may be."

There is a thought of real value to us. It is not necessary in order to develop in us the proper balance to feel that it is a waste of time to do something in the fulfillment of which we shall have simply a good time without storing our minds with information.

There is a moral value in pure relaxation that many of us do not appreciate. I call it moral because our recreation should lead to right-mindedness and a normal relationship of body, mind and heart.

"No, children, I can't play with you to-night. It is prayer meeting night and I must go" or "I am sorry, my son, that I can't play cards with you to-night for I have a committee meeting" or "It is too bad that I have to go away. I should enjoy very much having a game this evening, but there is a board meeting which I am expected to attend," "and so on and so on" through the week and one week follows another and the years follow each other with the same excuses for not taking simple recreation. We get into habits of thinking that it is wicked to waste time in play. We also acquire a habit of thinking, some of us, that even our reading must not be simply for solace. We must be constantly filling our minds with facts or philosophy and that it is a waste of time to read a story just for the pleasant sensation that comes with the read-

ing. We ought to acquire the habit of liking a good story without forever considering its literary merit; we ought to be able to enter into the enjoyment of a song without having constantly in mind the principles of harmony, and we ought occasionally to have the pleasure of relaxation which comes from the nonsense emanating from a minstrel troop without being hampered by some exact notions with regard to the drama.

It is a great thing to know a lot, but when that knowledge puts burdens and care upon us and keeps up the tension of life and gets us into the habit of thinking that somehow it is wrong to simply enjoy the abandon of a good time without thinking of stuffing our minds or balancing our bodies or lining up on some ethical phase of life, we need to have a little common sense inducted into us with regard to the broader purposes of living.

I know that the quotation from the Psalm of Life is made to us when we are just simply having a good time.

Not enjoyment, and not sorrow,  
Is our destined end or way;  
But to act that each to-morrow  
Finds us farther than to-day.

While in its essence this may be correct, in practice oftentimes we can find ourselves farther along to-morrow if we forget progress and abandon ourselves to a good time.

Cities have done a great deal to make up for the losses which are an accompaniment of congested population, and those upon whom the burden of planning for cities is thrown do well to work out carefully plans of entertainment and recreation that shall be within the reach of the humblest people and which shall have a tendency to develop right-mindedness with regard to life in this world. Cheap theaters, open museums, free art galleries, plenty of playgrounds—methods of giving publicity to these factors of urban life so that they shall be taken advantage of by the people most in need—are all of great importance in building a city. The careful, thoughtful, altruistic work done in connection with our own city library, if it could be applied to many other methods of entertaining our citizens, would be of inestimable value in the development of rightminded citizenship.

In tramping through England I accidentally dropped in at Buxton and found at this highest city in England an ideal method of entertaining the people. A park almost hidden from view by the landscaper's art was the scene of a wide range of enjoyment for people that I have rarely seen within the confines of any other city. There were beautiful things to see on every hand; there were instructive things to observe in a general museum; the odd and grotesque were not left out in the arrangement of mazes, like the puzzles in which you follow with your pencil a wonderfully long route to get out of a very small place; games of all sorts and kinds suited to the babies as well as the adults, and all of this paid for by a small

stipend which would not be irksome to anyone, but which made every patron feel that he had done something for that which gave him pleasure. Among the games were bean bag, ring toss, fox and geese, basket ball, base ball, drop the handkerchief, croquet, quoits, bull in the pen, prison goal and many others, and it was surprising to me that so many grown-ups should take real pleasure in the children's games. This to me was a most attractive feature, because it spoke of the abandon to the real enjoyment of it all without any thought of any particular adaptation.

In the development of the good citizen I believe the recreations of life are not an inconsequential factor, and certainly in fitting people for a satisfied existence during the decline of life it is of vital importance for them to have learned in childhood how to play.

Sixteen years ago I spent a few weeks in London and, having heard and read a great deal about the ignorance, poverty, squalor and crime of the White Chapel district, in company with my cousin, Mr. Simonds, I spent Sunday afternoon strolling to and fro in this much-talked-of region of squalid conditions and despairing life. We were astonished in one particular locality to note the tidy appearance of the children, the apparent comfort under the congested conditions, and in sauntering ran up against a unique edifice known as the People's Palace. We learned of this building and its endowment and its wonderful influence, threading through the mazes of this darkest part of London, at first hand. We did not rely upon Baedeker nor any other guide for our information. We absorbed it and became convinced that this building and its appointments erected for the purpose of furnishing people with innocent and attractive means of recreation had worked a marvelous influence upon the manners and morals of a large community. During this outing there were so many things that appealed to me with even greater force than this experience that it passed from my mind until day before yesterday when Mr. Ihlder called my attention to a piece of fiction he had been reading entitled, "All Sorts and Conditions of Men," by Sir Walter Besant, saying that the leading thought in it was the uplifting of a degenerate society through the furnishing of attractive recreation suited to the wants of various phases of human conditions in congested sections of urban life. I learned by certain references I received from Mr. Ihlder that this novel gave a thought to philanthropic people which was acted upon and the Palace of Delight of the novel became in reality the People's Palace of Mile End in London. The novel was written in 1882. The Palace was erected in 1887. I saw the effects of it in 1892. A slough of human despair comparable only to the heathendom of Darkest Africa had been transformed into a region of hope, comparative temperance and cleanliness. The suggestion of this topic given me for to-



day brought freshly to my recollection this incident and I am ready to affirm that happiness under even the direst conditions can be made out of whole cloth by the very people who most need it through intelligent guidance of their recreations.

Religion feeds on joy and, following the thread of recreation, we can easily run in the deeper, purer, broader thought of love to God and love to man, which is religion's end and aim.

Taking a view of the needs of city life and the problem of furnishing that which satisfies a longing of the soul, if we accomplish some measure of success through the establishment of healthy attractive methods of recreation are we not treading in the realm of practical ethics?

#### \$1,000 For a Woman.

There may be nothing new under the sun, but "When the Mummy Moves" is certainly an original title for a story. It is, of course, a story of mystery and it is so ingenious and interesting a mystery that The Chicago Record-Herald, in which it appears serially, offers a first prize of \$1,000 to the woman who makes the best solution, with 115 other cash prizes for women and girls who make the next best solutions. The story begins in The Record-Herald Thursday, April 23, and the conditions of the contest will be found, accompanying each installment, in that paper. Those who have been unable to get The Record-Herald containing the early installments may obtain a reprint of those installments by writing to the Prize Mystery Editor, The Record-Herald, Chicago. While the masculine sex is not eligible in this competition it is probable that it will interest the whole family circle and there is no reason why men should not help their wives, daughters or friends to a successful solution.

#### Tide of Immigration Has Turned.

Uncle Sam seems less popular than formerly. The latest statistics compiled by the steamship companies in New York show that the tide of alien arrivals in this country is at low ebb. For every 50 immigrants arriving in the United States 147 of the foreign labor element leave. During the present year but 44,712 immigrants have been landed by one company which brought in 139,052 during the corresponding period of 1907. Those leaving the United States for their homes abroad during 1908 are 131,740. During the same period in 1907 the number of outgoing was but 43,642, or 88,098 less than have gone this year.

The summer capital of the United States will be opened at Oyster Bay June 25. It is announced that it will be a quiet season; no interference with the campaign; no speeches to whooping political delegates; no trips into the provinces to help the Republican candidate; no interviews with the President unless arranged in advance with Loeb. A good programme, but it is liable to jars when the campaign is fairly on.

#### GONE BEYOND.

##### Death of Joseph Houseman, the Veteran Clothier.

In the death of Joseph Houseman, which occurred last week, Grand Rapids loses its oldest and most representative clothing merchant. Mr. Houseman was not only an excellent business man, but he was a man of wide experience and broad views on all matters pertaining to business, social, civic and religious topics. As tending to show the breadth of his vision in religious matters the Tradesman takes pleasure in reproducing herewith the following memorandum from Charles W. Garfield:

In an interview with Mr. Joseph Houseman on January 5, 1897, after talking about matters of business,

and place the Christian's Savior as the last of the great Jewish teachers or, as they are sometimes called, Prophets. Christians, too, are becoming more tolerant and do not so often thrust the statement at the Jews, "You killed the Christ." We liberal Jews are not separated widely from the Christian Unitarians. The cardinal belief of each is the same, and that is the Unity of God. In the biblical enunciation of the vail of supernaturalism with which Moses emphasized his wonderful hygienic instruction to his people by the reverent and impressive statement, "Thus saith the Lord God of Israel," we now understand that he simply recognized the fact that this method of statement would be the most effective in accomplishing his

to recognize good in all religions. I am a Jew and attached to my people by rites and ceremonies that have been brought down from the fathers to me. Many of these things are precious because of their relationship to the development of my people. But I am growing in tolerance of other people's views and begin to understand even the spirit of Christianity which leads to wholesale abuse of my people. But in defense of my faith I do not excuse its devotees who took the life of the founder of Christianity. I often think of the intolerance of Christians for followers of their own Leader who may differ from them in some of the dogmas of the church. I do not forget that devoted people in the name of the Founder of their religion have been guilty of the murder of good men and women because they differed in what now proves to be the merest non-essentials of religious belief. As we grow in our religion we grow more kind and tolerant, nearer to each other and nearer to God.

Mr. Garfield says that this conversation impressed him so forcibly that he wrote it out from memory within a few hours after the interview. The next day he submitted the draft to Mr. Houseman and asked him to correct it. Mr. Houseman read it carefully and remarked that every statement was correct; that he could not substitute a word without changing the meaning he intended to convey.

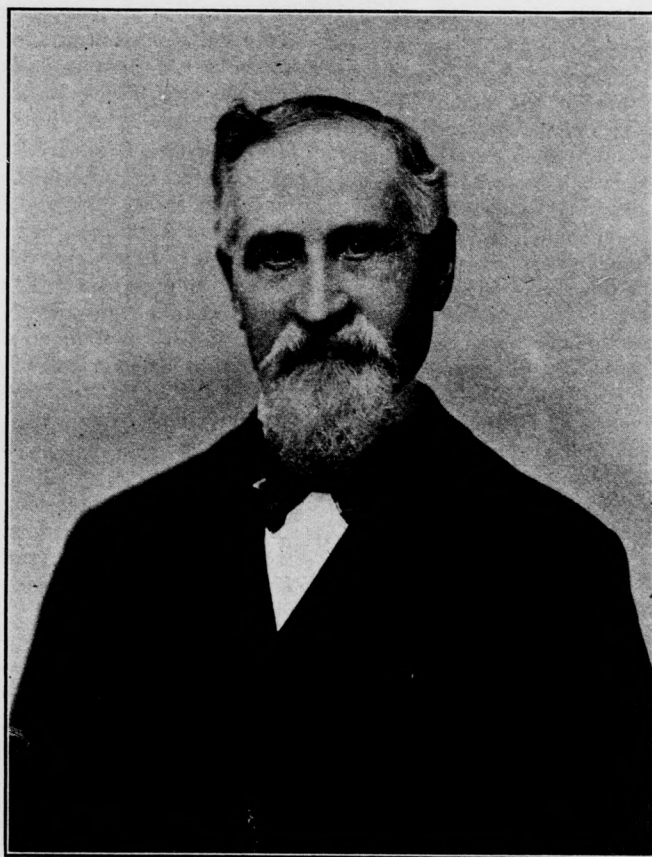
#### Will Add Bookcases and Tables.

Monroe, May 12—The Deinzer Furniture Co., of this city, despite the general set-back which the financial stringency of last fall gave to the manufacturing enterprises, has not only kept its force in operation, but within the last few days has perfected arrangements to market a new line of goods. Heretofore the company has restricted itself to the manufacture of fine furniture in an unfinished state, but it has installed machinery for the making of sectional bookcases, office files, library tables, fancy tables of all descriptions, filing cabinets and music racks. All these goods are finished in the highest style of the art from staple and rare work and hand carved. The firm will complete fifteen years in the city this fall and is now giving steady employment to about fifty persons. The company came here from Detroit.

#### Twenty Free Trips Down the St. Lawrence.

The Detroit Free Press will take twenty young women on this beautiful trip, which will cover a period of twelve days, and pay all expenses from the time the party leaves Detroit, Aug. 25, until they return, Sept. 6. You can make this trip if you wish to. For full particulars see a copy of The Free Press or write them direct. Address Tour to Quebec Dept., Free Press, Detroit, Mich.

The hypocrite is always more successful with himself than with any one else.



The late Joseph Houseman

the conversation gradually turned in the direction of religious matters, introduced by the advent here of a new Rabbi. In answer to questions, Mr. Houseman said substantially: Christianity and Judaism are actually growing nearer together. The devotees of the Christian faith are not so strongly partisan for their belief as not to recognize that there are truths in other forms of religion which make for the spiritual elevation of believers as strongly as the dogmas of Christianity. The Jews, on the other hand, recognize in Jesus one who was a martyr for His beautiful faith and a Hebrew of whom they are proud, the founder of a wonderful system of religion built upon Judaism and developed within the Hebraic faith. As the generations go by the Jews are growing in liberality and tolerance

worthy and far-reaching design. Moses, who occupies the great place in Hebrew history, was not a prophet; he was a leader many generations in advance of his time. His teachings were calculated to lift his people out of the state of lethargy and uncleanness. The glamor of supernaturalism was employed to enforce his teaching upon a primitive people. It was really his equivalent of the methods that are employed today in connection with all the religions of the world in their primitive stages. Moses, or rather the influence that is individualized by the name, was a wonderful power for the uplifting and improvement of the Hebrew race. It should be a source of pride to the Jews that the evolution of the greatest religion that today exists in the world originated within the domain of Judaism. I try





DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY**  
Grand Rapids, Mich.

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

**Subscription Price.**

Two dollars per year, payable in advance.

Five dollars for three years, payable in advance.

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

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

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

Sample copies, 5 cents each.

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, May 13, 1908

**THE LOAFER NUISANCE.**

This problem is a serious one only in the village store, where, in lieu of club room or more enticing place, the masculine portion of the community are wont to spend their evenings and rainy days. Then there are always a few who are not able or not inclined to work who can still further increase the protractedness of the situation.

In winter there is a cloud of tobacco smoke around the stove, stifling the air and, incidentally, tainting every article of food and rendering the clothing and dry goods stocks undesirable to those not addicted to the weed. In summer the store's most noticeable sign is the crowd about the door, rendering it extremely unpleasant for a woman to gain an entrance. This is the extreme; but strong modifications are all too common.

A good story is told of a spinster somewhat famed for her ability to make caustic remarks if occasion required. On passing such a store one sunny day when the parasites were all out sunning themselves, she found the walk so completely filled that she could not well pass; yet not a soul offered to move. Daintily lifting her skirts, she stepped out into the street and wended her way along, remarking in a most solicitous manner: "Sit still, gentlemen; sit still; I can go this way just as well!"

If the proprietor attempts too radical a reform he is reminded that if he does not want them to come they can trade elsewhere. And if he persists, they keep their word—some of them good customers, too.

On the other hand, a woman avoids entering the store when filled with men whose attention is divided between telling stories of no elevating character and observing how she is dressed and what she is purchasing. She strives to avoid their favorite hours; and if by chance something is forgotten, rather than invade the domain when densely populated, she goes without the desired article, tak-

ing up in some way with a substitute. Thus are sales lost on the side of right, while trying to tolerate the side of wrong.

A clean establishment tends to check the evil. Those who feel that filthy habits are not desired and will possibly not be countenanced are uncomfortable in the atmosphere. A tidy, well-swept store carries on its face the placard, "We expect you to be men."

A businesslike proprietor avoids mixing in the petty gossip of the community. He has not time for it if he has the inclination. If he watches his business properly he can, without offense, give the impression that his business and yours are the only ones to be looked after there; outside matters had best be left outside.

In many a country store the advent of the wife or daughter of the proprietor as clerk has aided in weeding out the undesirable element; and those who stay for the sociability not furnished elsewhere in the town find it more that of the home. Rough language is eliminated, and the entire atmosphere changed. Of course, both owner and assistant must use tact and judgment as well as firmness.

The graphophone has had a refining influence in the store as in the home; and those who have little good music elsewhere have been entertained, at the same time recognizing their obligations to be genteel. While this does not remove the crowd, it does remove much of the contaminating influence and gives the idler a thought higher than the penetration of affairs which do not concern him in the least.

**THE LOCAL TRADE.**

In most farming communities the butter and egg money has been for generations regarded as a source of supply for household expenses. Likewise, these commodities have been handled free of charge by the groceryman, his sales in goods presumably being ample compensation. Now, this scarcely looks like business, from the modern point of view. Yet is it very bad business, after all?

Many an enterprising farmer contracts his dairy and poultry products at better prices to choice patrons. Those who buy the store products expect to take their chances more or less in the quality of the goods. Consequently they can not afford gilded prices. Yet as the middleman is at the same time furnishing other staple products on which he gets a good margin, the custom has been to serve both producer and consumer of butter and eggs free of charge.

This is, on the whole, not unfair under the circumstances named. Yet is there not room for a still better way—one of making the goods first-class and then proceeding strictly on a cash business basis? With separator and other improved methods, no poor butter need be made. If it is not first-quality, bravely brand it for what it is; state your reasons why it is inferior, and bring your customer up to the standard in production. Handle only fresh eggs. Insist on

their being dated and labeled; then any trouble goes back to the producer. Goods the quality of which can be guaranteed are worth more than the old heterogeneous mass. Pay cash for them; sell them for cash, and obliterate the old give-and-take way of doing business. It can be done, but it can only be done with first quality material. When done, it will prove more satisfactory to all concerned.

**ELECTRIC RAILROADS.**

The Interstate Commerce Commission has made recently a very interesting ruling which defines the status of electric railroads. An appeal had been made to the Interstate Commission to arbitrate a street railroad strike in a small Pennsylvania town under the provision of a Federal statute which has been rarely applied. The ground on which the Commission was approached was that the electric railway system of the town actually did an interstate business, as it had a branch running to Wilmington, in the neighboring State of Delaware.

The Interstate Commerce Commission declined to interfere on the ground that the electric railroad system was not a railroad in the strict sense of the term, even if it ran from one state into another, as its business was to transport local passengers, and it could in no sense be considered as coming under the jurisdiction of the Federal statutes applying to interstate commerce.

While it is true that electric railroads are mainly operated on public highways in cities and towns, the system has been so extended and connects so many cities and towns with each other that its passenger traffic is practically as much interstate as is that of many of the steam railroad systems. It is confidently believed that the electric railway will eventually be so extended as to compete seriously with the steam railroads, in fact competition is already felt considerably in what is known as the suburban trade. In many parts of the country it is now possible to travel from town to town over a wide section without employing any other agency than the electric railroads.

**THE BATTLESHIP CRITICS.**

The critics, professional and otherwise, who have recently been decrying our battleships, have based one of their most serious charges on the alleged fact that our ships did not possess sufficient free board to give their main battery guns enough height above the water for efficiency in a seaway. It was pointed out how much inferior in this respect our ships are to the best French and Russian types and to some of the British types, although the actual facts show that outside of the Dreadnought class our modern ships have quite as much free board as ships of corresponding date in the British service.

It is true that the French and Russian navies have given their armored vessels an exaggerated free board, so that some of their guns are

mounted thirty-four feet above the water. This alleged advantage is secured at the sacrifice of stability and at the cost of making the ship an extremely conspicuous target. In the recent war in the Far East it is significant that the Russian ships represented the exaggerated high free board type to perfection. At the battle of the Sea of Japan all of the ships with the high free board were destroyed except one, the battleship Orel, whereas such low free board ships as the Apraxin and the Semivarov survived and were captured at the end of the second day's fighting.

It is further worth noting that the Japanese, who presumably were in the best possible position to carefully note the lessons of the war, have reduced the free board of the captured battleship Orel eight feet in reconstructing her and have lowered the intermediate battery guns from the superstructure to the main gun deck. Clearly, then, the Japanese are not impressed with the advantages of the high free board ship, since they have not adopted that type in any of their fighting vessels either before or since the war.

**CLEANING OUT THE CULLS.**

Despite the most careful buying there is always more or less waste. The products are perishable, they get out of style, or public taste shifts in another direction. Fortunately is the merchant who can adapt himself to these things and prune out the left-overs, even if they must go below cost.

Every one who handles bananas or peaches has found out from sad experience that any fruit on hand Saturday afternoon which is past its prime is most profitably sold for what it will bring, as by Monday it is fit only for the garbage pile. This pruning out must be observed through the week as well, although the call is less urgent than when it must go over Sunday. Keep the fruit and vegetables always under your eye, and what are not sold in their prime should have the prices correspondingly cut. You may lose money in some instances, but it is better to at least save a part.

The same is true with clothing. A shirt waist had better be sold at cost or below it than be carried over another season to fall a prey to moths or queer the entire stock by the fact that "their goods are old fashioned." Get the old stock out of the way and make room for fresh.

In the drug business modern enterprise finds it cheapest in the end to throw away the dried herbs and begin anew. A reputation is of too much value to risk by trying to palm off goods which have lost half their strength as all right; and of course the purchaser of drugs wants them all right.

Prune, cull and keep the odds and ends cleaned out.

It's the daily dull grinding that produces the keen edge for some crisis.

Life is the only possible teacher of the art of living.



**A LINGERING HOPE.**

From the statements of the pessimist the country has reached the border land of the bow-wows. With an acknowledged National deficit of sixty millions, which is going to be increased at a geometrical ratio; with a coal supply of which billions of tons have been already wasted and with the waste going on at the same ruinous rate; with a water power running down hill involving another waste of millions of dollars annually, leaving in its path of flood-destruction a timber famine of incalculable woe; with one-half a billion acres of grazing land reduced one-third in value by uncared-for navigable rivers; and with 400,000,000 tons of coal wasted every year, it does seem as if for once the calamity howler has reason in his howlings and as if ruin is really going to stare the country out of countenance. There is, however, one bright spot in the midst of this blackest gloom, and with heartfelt "Look forward cheerfully; hope till the last," we turn to the other side of the account:

A full stomach is the best physical condition for the contemplation of disaster and with the feeling, "After us the deluge," the leaf is turned and the disaster faced. The first fact looked at is that with a farm made up of 3,000,000 square miles—miles, observe, not acres—the country will still have a home and a roof over its head. With 7.8 per cent. of the world's corn crop and 20.7 per cent. of the wheat crop in store immediate starvation is not imminent, and with 31.1 per cent. of tobacco under cover for a while, at least, there are bright hopes of an after-dinner cigar. With food and shelter thus provided for the "South, the land of cotton," proceeds to state that if its staple crop has anything to do with the clothing question, it may be well enough to say here that cotton still clings to its kingship, and with 12,500,000 bales as a yearly product and an ability to quadruple that amount it does seem fair to infer that the weekly wash need not necessarily show a scantily furnished clothesline, while from all over the countless acres of the West comes the bleat of uncounted sheep, testifying to the assertion that the world's wool will not be found wanting in the grand summing up as long as there is a blade of grass to nibble in the boundless West!

With the threatened ruin thus put off it may be right and proper to see if the statement of the pessimist is as bad as it seems. Admitting the waste of coal, is it not reasonable to suppose that the common sense for which this country is somewhat noted will exert itself in this direction? It will—it is, and the result is already flattering. What is the attention directed to the water power now flowing unfettered to the sea but the beginning of the end of stopping the coal waste? What does the damming of the rivers and streams mean if not the checking and the stopping of the devastation of the fields and so saving the water power

for irrigation and increasing the yield of the desert more than a thousand-fold? Why not admit here that the lightning that Franklin played with has got tired of being a freak and a miracle and is going to work? Why not dissipate some of the impending despair by cheering the world with the wonders it is doing and what it is going to do—how it already lights our homes, and drags our loaded trains, and spins and weaves for us, and how it washes and irons and dusts and cleans, until the cook and the maid have ceased to be terrors and the home has again become "the dearest spot on earth?"

It is a good policy for a country foreseeing evil to hide itself irrespective of the nature of the evil; but because this country has a deficit of \$60,000,000, or many times that sum, in face of the country's resources and of its acknowledged common sense, it is submitted that that common sense does not show itself by giving way to gloom and foretelling destruction. With a bank account of \$89,620,000 in gold and \$37,914,000 in silver, with as much more where that came from; with 162,600,000 barrels of petroleum and 455,000,000 tons of coal and 918,000,000 pounds of copper, all within reach, with "lots" of other availables to fall back on, it does make that \$60,000,000 deficit look something like the familiar "30 cents" and more than suggests that the calamity howler had better follow the example of the lightning and stop being a freak. Let him do this and there is a lingering hope that his horizon will widen and brighten and that the future of his native land will be correspondingly benefited.

**EVERY CITIZEN'S RESOURCE.**

In a sparsely settled part of Michigan where wood for the manufacture of dowel pins is plentiful was an industrial establishment turning out those articles in large quantities.

This institution had no competition as to railway transportation, and so it was soon discovered that it cost more to ship the pins to Grand Rapids, Lansing or Saginaw than it did to ship them to Chicago or Toledo, in spite of the fact that the pin factory was located north of the Pere Marquette route from Saginaw to Ludington.

A protest was made to the railway company that was so unreasonable. This and later protests only developed the fact that the railway company was autocratic as well as exorbitant.

And so the dowel factory quit business, the owners pocketing a considerable loss.

This happened some time ago. To-day the mill owner could lay the matter before our Michigan Railway Commission and the autocrat would be compelled to do business honorably. To-day every citizen, be he merchant or manufacturer, can appeal to our Railway Commission with the certainty of securing redress if his cause is a just one.

**ANNUAL ANXIETIES.**

Much anxiety prevails all over Michigan just at present and neither politics, finance nor business conditions bears any relation to the situation. There is no city, village nor hamlet in the State where one may not see men, women and children investigating carefully, adjusting things tenderly and waiting expectantly for the tiny shoots breaking or about to break through the earth that they may contribute their portions toward the ultimate beauty and utility of the garden in which they are placed.

The soil has been thoroughly prepared and fertilized, the seeds, bulbs and roots have been planted or set out, the rains have been noted, the cold days and nights have been scolded at and the bright warm days have been joyfully greeted. Now and then the interloping, offensive mullens, cheeses, dock and vagrant grasses have been pulled up by the roots, the robins have watched out for the earth worms and the gardeners have figured out, as the case may be, that everything is in good condition or utterly hopeless, according to the phase of the moon, the reports of the Weather Bureau or the predictions of the oldest inhabitant.

There are very few people indeed who do not love flowers, delight in freshly gathered green things for the table and feel morally certain that, should they choose to do so, they could garden successfully. But few, however, are willing to devote the time, bestow the labor, delve in the earth with their fingers, keep a sharp lookout as to the approach of frosts and the prevention of drouth and do the tending, weeding and back breaking stunts necessary to achieve such success.

Those who do these things do so, as a rule, because they truly love to help flowers and vegetables to grow; because they are fond of getting close to Nature and Mother Earth; and to such people the anxiety, the labor, the critical periods and the suspense all contribute toward the generation of pleasure known only to the genuine gardener.

**HOW TO DUST.**

Beyond all question the most persistent annoyance coming to the retail merchant is the ever present dust. It matters not whether he is the proprietor of a great department store in a large city or a general store at the four corners. Wherever his business is located there also is the dust. It springs from all causes and in all places, in wet weather or midsummer dryness; it penetrates packing cases, show cases, boxes, bags, folds of fabrics, everything and everywhere, and the only resource for the prevention of damage and loss from dust is eternal vigilance.

There are ways and ways for the exercise of this vigilance. According to the volume of dust, the nature of the dust, its location and its environment, methods of removing it must vary, and it is because some people rely entirely upon dust rags,

feather dusters and brooms that they and their goods are more damaged than is necessary. Goods which have acquired dust deposits through having been placed in window exhibits should not be touched by a broom or other dusting apparatus until after they have been well shaken out; feather dusters should not be used on hard substances until those substances have been gone over with a soft dry cloth and very gently.

When it comes to dusting polished surfaces, even glass, the soft dry cloth is better as an introduction than is the feather duster or the hair brush, if it is used lightly and delicately.

And one of the most common errors in the dusting and sweeping process is too profuse sprinkling. In fact, the very best directions for keeping a store clean and neat are embodied in the words "eternal vigilance." Do not permit any accumulation of refuse anywhere at any time and see to it that each exposed article is frequently replaced by another. In other words, instead of bestowing all the wear and deterioration upon a single article, distribute that impairment upon a dozen like articles.

**OUR ANNUAL STENT.**

Mayor Ellis has created a Commission consisting of prominent citizens to enquire into the cost of installing a filtration system by means of which the city may be supplied with water from Grand River which will be potable or fit for all domestic purposes.

In view of the fact that Lake Michigan as a source of the city's water supply was given a similar chance a year ago, this action of the Mayor is fair and proper. Moreover, it will prove a preliminary step to finding out whether or not Grand Rapids is to go on through the ages with an excessive water tax for water that is fit only to use for sprinkling streets and lawns; and with bottled water, cisterns, filters and motor pumps as additional taxes.

The Commission will report ultimately as to the cost of installation, cost of maintenance, quality of supply, and so on, and then the electors of the city will be called upon to declare, by ballot, their opinion on the subject.

Meanwhile another step should be taken: Grand Rapids should head a movement embodying the entire State looking to the enforcement of the law prohibiting the pollution, in any way, of the waters of the lakes and rivers in Michigan. With such enforcement a fact Michigan would contribute her very large portion toward preventing the waters of the Great Lakes from pollution, so that whether we go, ultimately, to Grand River or to Lake Michigan for our water supply, there would be but little difference as to purity. And yet Grand Rapids would still be at a large annual expense for sal soda, borax, boiler compound, etc.

You are growing old when you begin to worry about the wrinkles.



**CZAR GOMPERS.****He Enlists Congressman Townsend for Characterless Legislation.**

Washington, D. C., May 8—I have your esteemed favor of recent date, for which I thank you. Nothing could be more uncomplimentary to my judgment than the suggestions which are being sent out from some central authority to the effect that I am in favor of class legislation, and that the measures which I am advocating will be detrimental to any honest man, whether capitalist or laborer. I do not wish to interfere with the legitimate action of any court in the United States. It is a notorious fact, however, that the Sherman Anti-Trust law, as interpreted by the courts, actually prohibits combinations of capital and labor, whether for good or for evil purposes. I have sought to prepare legislation to correct this evil and make the law apply as it was intended to those men and organizations intent on doing evil things. I have been unable through the aid of the Attorney General to prepare such a measure thus far.

In reference to injunction legislation the measure which will receive my support will not restrict any Federal court from issuing a restraining order, peremptorily and without notice, in cases of imminent and impending danger to any right, either of capital or labor; but I insist that such a restraining order shall not continue for more than five days, at the end of which time there shall be opportunity for defendant to be heard; then if upon full hearing it is found that restraining order was properly issued it shall continue if in the judgment of the court it is best. Is there anything wrong about such a proposition as that? Human rights and liberties are too precious to be disposed of on ex parte affidavits for a longer period than is necessary to determine whether proper action has been taken or not. This is not an "anti-injunction" bill. It is simply legalizing the course followed by every upright judge in the United States and condemning those who lightly regard those rights made sacred under the Constitution. I have never evaded any question and never shall. This does not mean I am not at times in doubt as to what course to follow, but I always proceed to solve the doubt in the interests of exact justice to all of our people as nearly as possible. The Representative who follows any other course to favor any particular class or interest is a menace to the Republic and unfit to assist in shaping the laws of his country. I confidently trust the future to demonstrate the wisdom of my public acts. I will be found wrong in some things, but generally I hope to be proven right.

I repeat I am very glad to hear from you, for I regard you as one of my best friends. I am always pleased to have you write me just what you think I should do in matters of great public importance. I want to

serve my constituents intelligently and honestly.

Chas. E. Townsend.

**Mr. Stowe's Reply.**

Grand Rapids, May 11—Your letter of May 8, relative to your espousal of anti-injunction legislation, now pending before the House Judiciary Committee, is received.

If it is true, as you say, and I believe it is, that the Payne bill and the Sterling bill are merely statements of the present practice of our Federal courts and are intended to crystallize that practice by enacting it into statute, then I must maintain my former position that the tendency of some of the members of the House to put through legislation of this kind in the last days of the session can have no other foundation than a desire to satisfy the demand and gratify the vanity of Mr. Gompers and his forces assembled in their lobby at Washington.

I do not believe in characterless legislation from political motives only, and I do not believe that the business men of Michigan will accept your excuse that the legislation demanded will be of no effect if such legislation should be passed.

I do not believe that the position of organized labor in this country, nor the attitude which it has assumed through Mr. Gompers, merits or warrants any efforts on behalf of our representatives to grant it special privileges; nor do I believe that, after our congressmen have acted throughout the session on this principle, it is necessary for them to pass a characterless bill, which can be interpreted in no other way than as an apology to the labor unions for the stand taken by Congress throughout the session.

Ernest A. Stowe.

**"Just Like a Woman."**

A well-known judge had a habit of slipping his watch under his pillow when he went to bed. One night, somehow, it slipped down, and as the judge was restless, it worked its way to the foot of the bed.

After a bit he awoke, and his foot touched it. It felt very cold, and he was scared and jumped from his bed and shouted: "My gracious, Maria! There's a toad or something under the covers! I touched it with my foot!"

His wife gave a loud scream and was on the floor in a moment.

"Now, don't go waking the neighbors up," said the judge. "You get a broom or something, and we'll fix it quick."

The broom was given him.

"Now turn down the covers slowly while I bang it. Put a bucket of water alongside the bed, so that we can shove it in and drown it."

Maria fixed the bucket and removed the covers. After three or four good bangs they pushed it in the bucket, and then they took it to the light to investigate.

When the judge saw it was his watch he said: "I might have known. It is just like you women to go screeching and fussing about nothing. It's utterly ruined now."

**GOSPEL OF GOOD CHEER.****How St. Louis Merchants Propose To Preach It.**

St. Louis, Mo., May 12—We have formed a business organization called the National Prosperity Association of St. Louis—having for its object the encouragement of a return of prosperity sooner than might otherwise occur without help, or without some active efforts on the part of the business men. We believe that present conditions are exceedingly favorable to this. The body commercial has been very ill, and in a sense has had typhoid fever, but now the fever has entirely left, the disease is out, and the patient only remains sick and weak, so that permanent recovery is only a matter of time. How to quicken that recovery in a healthy manner is the problem we are undertaking, and we believe in the power of encouragement by showing to the world at large that conditions are fundamentally sound and healthy, and that nothing now exists but a lack of confidence to restore us to a measure of prosperity such as existed a year ago. We are making an effort, through the press and through other business associations, and through the traveling salesmen, to encourage the people to see the sunshine that is clearly in the pathway, and to believe that things are very much better than most people think they are, and that with the present crop prospects soon to be realized, if nothing unforeseen occurs in the immediate future, it is only a question of a very short time until the dinner pails will again be full and the unemployed will again be employed at fair wages, and that there will be no reduction in wages of those already employed. We believe there is a great change of sentiment with the intelligent people of the United States, and that it is increasing very rapidly. It therefore seems to us a most propitious time to do what we can to encourage a quick return of prosperity, to the great benefit of the laboring man and to the benefit of all business interests.

On all sides we find expressions of favorable sentiments to the effect that further legislation against railroads and large corporations shall cease, that the business interests of this country shall be given a rest and that the departments of justice may be allowed to proceed with their work in a quiet manner—which, of course, is greatly to be desired. It is absolutely essential to the welfare of this country that the railroads should again prosper, because more than one and a half million men are in the employ of the railroads to-day, and as many more are dependent upon their revenue from railroad investments; hence, it is deemed almost impossible that we should return to a full measure of prosperity excepting the railroads participate in the same.

With the full co-operation of the press of the United States—which we hope to have—and with the united efforts of the business associa-

tions of all the large cities, we feel confident of our ability to accelerate the speed of returning prosperity to a great degree. It is hardly necessary to say that everybody would like to have wages maintained at the highest figure, and without a cut. There is no doubt as to the wisdom of this course. We are most heartily in favor of it and are working to that end, giving our time and our money to accentuate better conditions and returning prosperity. We hope and expect to have the co-operation of manufacturers, merchants, bankers, railroads and the labor element—in fact, every business interest of the United States. We ask every business man—and, in fact, every commercial man and house in this country—to lend us their aid—to work with us—to join hands in the gospel of good cheer, and scatter seeds of sunshine in the paths of all whom they meet. If they are pessimists, we want them to become optimists; if they are optimists, we want them to increase their optimism; we want them to hunt for the sunshine; we want them to be cheerful in their manner and in their conversation—in their predictions—in their hopes and aspirations.

Fundamentally everything is all right—the basis of our prosperity comes from the soil, and the products of the soil have never had greater value than at present. The outlook for crops is marvelously promising. To illustrate—the winter wheat crop—which is the first one of importance that comes to our notice—is better than ever before in the history of this country. Kansas reports a condition of 105 on winter wheat—something heretofore unknown. When the lumber interests shut down, and the railroads laid off a lot of their employes, a large proportion of them went immediately to the farmers, or planters; so that these toilers of the soil have, for the first time in many years, had enough labor to put in a full or large crop, perhaps a larger crop than ever before, and the planting is still going on. With a larger planting than has ever gone into the ground, and with favorable weather, it seems reasonable to suppose that we may have most excellent crops this year—it looks exceedingly probable. Therefore, everything which is the base of our prosperity is right—all that is necessary now is to restore confidence—so that the wheels of commerce begin to move again with the same rapidity that they did a year or two ago, when we were at the height of our prosperity, and from which we went in a wonderfully short time to a very low stage of depression and hard times.

We ask the co-operation of everybody in the United States in this movement—which we think has great merit, and which has great possibilities.

**A Plausible Theory.**

Teacher—Can anyone in the class tell me why a camel can travel for three or four days without water? Well, Percy Motorton?

Percy Motorton—It's air-cooled!



**Preserving Lemon and Orange Peels.**

The process is simple, and if you have the time would no doubt be profitable. During the summer when a goodly number of lemons are used, I used to have a good many, and to save throwing away or wasting them this was the process I followed: First of all, procure some clean, sweet wooden lard pails, tubs, tierces, or other suitable wooden vessels. Then make a good brine by dissolving salt in water until it will easily float an egg; into this brine throw your skins as you empty them, and when one pail is filled start on another. You can keep them in brine as long as you like—anyway, up to ten months. If you find the brine going weak, just scatter a handful of salt over the top of the skins, but they will require at least a month in the brine before you start on the second stage.

When you think you have sufficient for your purpose, you can get along with the second stage, which is to get all the brine out of the skins, and, to simplify matters, we will work along by lard pails (wooden ones). Take a pail of peels, throw away the brine, or turn it into an empty pail if you like, and rinse the skins in three or four lots of fresh water. Then turn them into a large copper, add a couple of pails of clean water, and bring them up gently to a boil. Hold them there for half an hour, then strain away and rinse again in cold water. You can do this by turning the skins out into a cane

sieve and then letting the cold water run through them. Turn into a clean tub that has had no brine in it and cover the skins with clean water; let them stand so for twenty-four hours, then drain away the water and again bring to the boil in more fresh water, then let it stand another twenty-four hours in water, by which time there will be very little salt left in the peel and the skins will be pretty tender.

If you find they are not soft enough, give them another boil up and cook until tender, pack into a clean tub, one cap in the other, and then prepare for the third stage. Take fourteen pounds granulated sugar, add two quarts water, set it over the fire, and run down to syrup. Give it a boil up, take off any scum that may rise with a spoon, and then boil up to feather (240 deg. Fahrenheit by sugar boiler's thermometer), and pour it hot upon the peel. Let it stand covered with the syrup twenty-four hours, then drain away the syrup into your sugar boiler, add more sugar to this syrup, and again pour it over the skins, leaving it for another twenty-four hours.

This process must be repeated until the peel is almost transparent, when it must be drained dry and packed away in a tub for use as required. This is, so far, drained peel, and what is usually used by confectioners. For sale by grocers, it is what is termed candied, and this will be the fourth stage. First drain away all syrup by turning the skins up so that it will run out, and then dry the

skins in the hot closet or drying-room. Then, when dry, boil up another 14 pounds of sugar, skim and boil up to "soft ball" (250 deg. Fahrenheit), candy it by rubbing the sugar against the side of your sugar boiler, and mix it well through the boil. Then dip your peel one cap at a time, laying it in convenient iron trays to set firm, and when dry, collect into boxes for sale.

All surplus sugar and drainings must be collected and used again, and although the process seems pretty long and complicated, you will find that you will be able to take the processes at odd times and a few hours one way or the other will not make very much difference. The principles are to first get in the brine, then to get it out, keeping your skins as good a color as you possibly can, then after the brine is out, to see that it is pretty well saturated with the syrup. I have given this recipe pretty fully, as I have no doubt others of my readers will like to have a go for it. In conclusion, you must all the way through keep orange and lemon peels separate through every process, and do not forget to get rid of the insides of both as soon as you can, for they will be useless for this purpose and will only drink up the brine and syrup if not scooped out.—London Baker and Confectioner.

Did you ever notice the distinct and careful enunciation of the young lady who has just become the possessor of a gold tooth?

**Where Soap Grows on the Trees.**

Soap grows on trees in Algeria. The soap tree is ornamental and reaches a height of fifty feet. It begins to bear fruit when six years old. The wood is close grained, takes a good polish, and is admirably suited for furniture. The average income from a tree is \$10 to \$20 a year. The composition of the fruit consists of a nut shaped hull, in which is a seed. In the hull exists the soapy matter in the proportion of 30 to 40 per cent of the bulk of the hull. The soap principle is set free by the shredding of the hull and using it with water just as if it were a piece of soap. A beautiful lather is the result, and the cleansing qualities are such that there is no soap made by human process that can compare with it. For toilet purposes the same applies. The hull can be made into a powder and the powder into a cake so as to make the use of it easier. It can also be made into a liquid for hair wash, dentifrice and various other preparations. Seeds of the Algerian soap tree have been imported to the United States, and soap trees have been discovered in Florida indigenous to the soil. The seed has a kernel which contains a fixed oil in every respect preferable to the best imported olive oil for eating or culinary purposes, and also for all kinds of industrial products in which the olive oil is used. The yield in oil is twice that of the olive fruit.

Isn't it wonderful what brilliant repartee we think of after the opportunity has gone by?

# MERIT and PROFIT

make it worth while to stock and push the sale of

# Post (Formerly called Elijah's Manna) Toasties

The merit of the food makes pleased customers.

Post Toasties not only has "merit" and yields a good profit, but by continuous, heavy advertising we create the demand—and co-operate with the dealer—even go so far as to guarantee the sale.

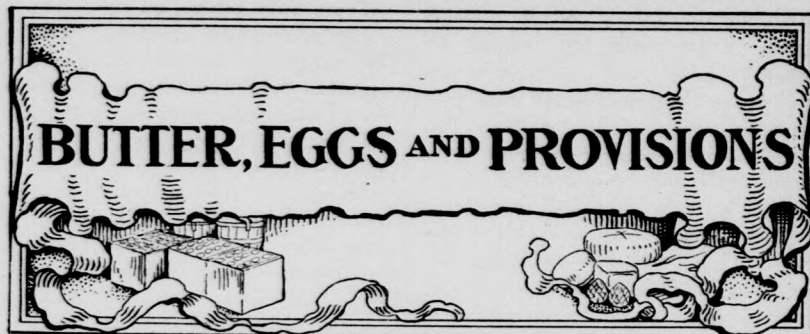
The delicate crispness and delicious flavour of Post Toasties is a pleasant recollection and

## "The Taste Lingers"

For Sale by All Jobbers

Made by Postum Cereal Company, Limited, Battle Creek, Mich.





### Cold Storage Agitation.

On the part of authorities having supervision over food products in connection with state and national government there is a growing agitation of the cold storage question. This arises from two general ideas—first that cold stored products may under some conditions be unwholesome, and second, that when they are sold without specification the buyers may be deceived into a belief that they are fresh. Items are continually appearing in the public prints indicating that Commissioner So-and-So is going to have a law passed “regulating” the sale of cold stored products. It seems to be an epoch of “regulation.” The old adage that a people is governed best when governed least is evidently losing its force in the minds of our present “rulers.”

Now it would be an easy matter for a body of legislators unfamiliar with the details of the actual trade in foodstuffs to pass restrictive laws that might work grave hardship upon the people—both tradesmen and consumers—without any compensating benefits. And that is the danger. But any body of men who are thoroughly acquainted with the production, preservation and distribution of perishable foods will soon perceive that the formulation of any restrictions on the sale of cold stored products which can be practically carried out without doing more harm than good will be an extremely difficult problem.

The fact is—and it seems not to be realized by many who tackle the subject—that the wholesomeness and value of perishable food products depend as much or more upon the circumstances in which they are carried as upon their age. There is often, among those ignorant of the matter, a disposition to regard cold stored products as being necessarily inferior, whereas, as a matter of fact, they may be far superior to many of the goods that have never seen a refrigerator at all. It is largely this fact that gives vitality to the cold storage industry. It would do no harm to anyone, we believe, if by some means the people buying food could be made acquainted with the character of the goods bought—whether from cold storage or otherwise; but when it is considered that at many seasons of year goods carried in cold storage are actually of higher quality than those not so carried—at least so far as offered to consumers far from points of production—it may well be doubted whether

the information is worth the enormous amount of legal machinery that would be necessary to make it available.

### First Aid To Farmers.

A farmer in Ohio wrote to the Department of Agriculture that he had struggled for twenty years on an eighty acre farm heavily mortgaged, but had been unable to reduce his debt or rise above a poverty that made the bringing up of his family a humiliation.

He asked if there was any hope for him upon the farm or if he might as well give up the fight. The Department requested that he make a detailed report of his farm and its soils and upon this it based a plan of farming which he was recommended to follow to the letter. There was a profit the first year of \$2,000, and the Department believes that ultimately the despised eighty acres can be made to yield \$5,000 a year.

### Packed With Eggs for Safety.

A firm of patent attorneys in Washington recently received by express a small box labeled “eggs.” When opened the box was found to contain a light model of an invention and twelve eggs. The clerks who opened the box were considerably puzzled, as there seemed to be no connection between the model and the eggs, and were at a loss to understand until a letter in the mail arrived. It was from Mrs. W. T. Rossman, the inventor, who lives at Mangaup, Sullivan county, New York. Mrs. Rossman said that to insure safe delivery and careful handling she marked the package “eggs.” She put the eggs in, she said, to keep from telling a lie.

A lot of men who think they are keeping step with the march of progress are only marking time.

If you want to buy fruits, vegetables or produce

### Buy From Us

If you want to sell vegetables, butter, eggs, poultry, etc.

### Sell to Us

We can fill orders promptly for any quantity of strawberries, Bermuda onions, pineapples, South and home grown vegetables, oranges, lemons, bananas.

### Our Market Letter Free

The Vinkemulder Company  
Grand Rapids, Mich.

### M. O. BAKER & CO.

Toledo, Ohio

Jobbers Potatoes and Apples

Correspond with us

### Morris Kent Co.

Kalamazoo, Mich.

Wholesale Grain and Produce

Potatoes and Beans a Specialty

We Can Supply You in Car Lots or Less

### WRIGHT & WINSOR Eggs and Butter

COMMISSION MERCHANTS

Experienced, reliable, prompt. Location unexcelled.

Familiar with every outlet for every grade.

Cold storage on premises.

Ship us. Will honor drafts for reasonable amount. Will advise daily.

12 Harrison St., New York

References: First National Bank, New York; Commercial Agencies.

### Cheese

We sell anything your trade wants. Quality always comes first in our cheese, and we carry it at all prices. We are the most extensive dealers in Western Michigan of

### Poultry, Butter, Eggs, Etc.

Highest Prices Paid and Remittance Made Promptly

### Bradford-Burns Co.

Wilbur S. Burns  
Manager

7 N. Ionia St.  
Grand Rapids, Mich.

### PRODUCE

We are now in position to handle all varieties of farm produce in any quantity and solicit a portion of your patronage. Write us at any time you may be in the market to buy or sell Vegetables, Poultry, Butter, Eggs, etc.

RODERICK-GLASCOTT CO., 39 S. Market St., Grand Rapids, Mich.

### 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

### All Kinds of Cheese at Prices to Please

Write or phone

### C. D. CRITTENDEN CO.

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

Wholesale Butter, Eggs and Cheese

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

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

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

Manufacturers of Renovated Butter.

### SEEDS

Our seeds have behind them

a good reputation of more

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

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

OTTAWA AND LOUIS STREETS

We sell all kinds field seeds

### Medium, Mammoth, Alsike, Clover Timothy, Red Top, Orchard Grass

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

### MOSELEY BROS., WHOLESALE DEALERS AND SHIPPERS

Office and Warehouse Second Ave. and Railroad.

BOTH PHONES 1217

GRAND RAPIDS, MICH.



### The Care of the Refrigerator.

The return of mild weather makes the care of the refrigerator a matter of serious importance.

A fact that is not often recognized even by careful housekeepers is that the refrigerator should never be in a damp and airless place. Dampness will warp the wood and by so doing make the tight closing of the doors impossible. This will admit the warm exterior air, melt the ice and defeat the purpose for which the refrigerator was built. Proper ventilation is an absolute necessity.

Another point to remember is that the doors should be opened as rarely as possible and shut tight as soon as possible. Try to take out or put in all you have to at the same time, then bolt the door, even if you are "coming back in a minute."

By trying this experiment you will soon see how much colder your refrigerator keeps.

Do not economize by putting in an insufficient quantity of ice. This is a mistake. If you keep the ice box packed, or at least well filled, you will have the benefit of the maximum cooling capacity of your refrigerator; otherwise the temperature within will never be very low and things will not keep as well.

A small refrigerator well stacked with ice is more useful than a larger one only half full.

Except in certain cases where it cannot be helped, make it a rule never to put food directly on the ice.

If the vent of the icebox communicates with the drain it should be seen to that a good plumber makes the connection in a sanitary way, otherwise the sewer gas from the drain may prove dangerous.

When a pan is used for the water from the refrigerator it should be so large that it can not overflow before the time comes for emptying it.

Empty the whole box, ice and all, from time to time, and give the refrigerator interior a good scrubbing. Some people object to this plan, as it takes a little while afterward for the box to get cold again. But it makes for absolute cleanliness in the refrigerator.

### Ice Cream Cone Is Not a Sandwich.

There is such a surfeit of law these days that no one can tell what is what. It appears that the Supreme Court of Ohio has just decided that an ice cream cone is not an ice cream sandwich. That settles an important question for Ohio, but not for Michigan, and not at all for the rest of the United States outside of Ohio.

Ice cream cones were much in evidence at Michigan resorts and at the Jackson Masonic fair this season. They are very taking, as persons can walk in the warm air and cool off at the same time. Ice cream sandwiches do not so well fill a walking want.

Down in Ohio, a resort company sold a candy company the exclusive right to supply sandwiches on its grounds. The candy company entertained the idea that this covered all forms of ice cream; and so, when the

resort company, a little later, sold to another party the right to vend ice cream cones on the same grounds, the candy company got real mad about it and went to law.

The case went to the courts, and it has just been decided by the Supreme Court of the State that an ice cream cone is not an ice cream sandwich. This is no longer doubtful. Once, for all time, this momentous question has been settled in and for Ohio.

### All Wound Round With a Sausage String.

Joseph Wieber, a butcher at 900 Morgan street, St. Louis, Mo., asked the police, last week, to watch the shop because thieves had been stealing his pork. Patrolman Lohbeck hadn't been on the job long when Sam Brown, a negro, came out of the shop.

"My, but you're getting fat, Sam," said the policeman.

"Yessah, I'se livin' high," said Sam.

"What's that hanging from under your vest?" asked Lohbeck.

"Oh, dat," said Sam, backing away. "I spec dat's de string on mah chest protector."

The policeman grabbed the string and pulled and Sam spun around like a top while Lohbeck was unwinding ten yards of pork sausage which Sam had concealed under his vest. A warrant charging petit larceny was issued.

### A Lesson in Socialism.

Mike and Pat were two Irish friends—and Democrats. One day Mike learned that Pat had turned Socialist. This grieved and troubled Mike, who said:

"Pat, I don't understand this Socialism. What is it, now?"

"It means dividing up your property equally," said Pat. "'Tis this way: If I had two million dollars I'd give you a million and keep a million myself—see?"

"And if you had two farms, Pat, what would you do?"

"I'd divide up, Mike. I'd give you one and I'd keep one."

"And if you had two pigs, Pat, would you share those, too?"

"Now, Mike, you go to thunder! You know I've got two pigs!"

A man misses the blessing in a difficulty when he crawls around it.

## WIRE BOUND EGG CASES

last twice as long as the ordinary cases and cost no more money. The wire strap absolutely prevents the bottom from falling out. We also manufacture a complete line of boxes and shipping cases. Quotations and particulars upon request.

VENEER BOX CO., 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

## 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.

References: Grand Rapids National Bank, Commercial Agencies, Tradesman Company

## 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.

## Wake Up

We are ready to supply you with strawberries, early vegetables, such as cabbage, asparagus, pieplant, cucumbers, tomatoes, wax beans, etc. All of them with the bloom of youth on them, fresh and fine. We are headquarters. Don't forget.

### Clover Brand Navel Oranges Still Continue to Lead

We are sole distributors for the Loma brand Limonira lemons packed by the Limonira Co. in their noted orchards. Fruit that is considered the longest keeping fruit packed in California. Better try them, you will want them right along.

Yuille-Miller Co. Grand Rapids, Mich. Citizens Phone 5166 Bell Phone 2167

## 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

## WE PRINT

Letter Heads, Note Heads, Bill Heads, Cards, Envelopes, in fact everything a dealer needs.

TRADESMAN COMPANY.



## STANDING PAT.

## Four Different Points of View of the Subject.

Written for the Tradesman.

Mr. A— is a politician. He is also the father of a small boy of a very bright and enquiring turn of mind. After the manner of his kind, the little fellow is much given to asking questions. Like most fathers, Mr. A— would like to pose before his son as an oracle of wisdom. So sometimes, when he is not too busily engaged with other matters, he tries to answer the boy's queries.

One day the boy, for he is very young and all unlearned in political lore, spoke up quickly and asked: "Papa, what is it to 'stand pat'?"

The politician gave a sigh of relief, being grateful that for once the boy had condescended to ask something which he could easily and readily answer, for the little son often puts forth questions of such profundity that they would put to rout a whole college faculty.

"To 'stand pat,' my boy," and the politician smiled unctuously and rubbed his hands—"to 'stand pat' is to be loyal and obedient to the behests of one's party, to accept without cavil or question the will of those who carry the heavy responsibility of determining upon platforms and candidates.

"It is to sink one's narrow, puny, individual will, one's own selfish interests and preferences and prejudices for the good and success of the whole party. The voter who 'stands pat' is not always wanting something. He is a noble fellow and is content to be just a private soldier and march in the ranks. He doesn't insist on getting out and bossing things.

"When he reads, he reads the newspapers that are the organs of the party, and he believes what they say and all that they say, as is proper that he should. As to the scurrilous and treasonable sheets that advocate other doctrines, he won't let them come into his home at all.

"In a big political campaign, son, when we spend a lot of money and send out spell-binders and hire brass bands, the voter who 'stands pat' is not just a dull, unresponsive clod. He is properly thrilled by every sentence of the orators, he enjoys every strain of music played by the bands. He yells himself hoarse and when the speaker shakes hands with him and some candidate gives him a cigar, albeit an inexpensive one, the 'stand pat' voter appreciates the favors and craves no further reward. In four years, or eight years, or twelve years, he will be found ready to whoop 'er up again!

"Ah, if there were none but such as he, my dear little son, your papa's lot would not be the hard one it now is, nor would you see these streaks of white in my hair, nor these furrows of care upon my cheeks. I shouldn't have to lie awake nights as I now do."

"Papa, who makes you lie awake nights?"

"It is the independent voters, my boy, who are making me toss upon a restless pillow."

"Papa, what is an independent voter?"

"An independent voter, my little son, is a man whose party affiliations are of so trifling and flimsy a nature that he can break them lightly and easily any time he sees fit. He refuses to listen to the mandates of his superiors. He is politically a heretic and an infidel."

"And what does he do, papa?"

"My son, what doesn't he do that will make mischief and trouble, and breed dissension and discord and upset things after we've been to all the bother to get them fixed?"

"He always keeps on the lookout

evenly balanced between the two main parties, as is the case here, a little handful of independent voters can just about have their own way about everything."

\* \* \*

Precisely these views, couched in different language, are continually put forth by professional politicians, not as a mental pabulum suited to the minds of young children, but as solemn asseverations to which brainy hard-headed men should give implicit belief.

The politician, by all the means at his command, direct and indirect, enjoin his followers to 'stand pat.' Di-

ly as possible, embodying his convictions in his ballot cast at the polls.

In times of stress and emergency men who were willing to die for their country have never been lacking in this Republic. The sorer need of men who are willing to think for their country has never been fully realized nor adequately met.

If all voters were independent thinkers the political machine would refuse to work and the political boss would cease to exist.

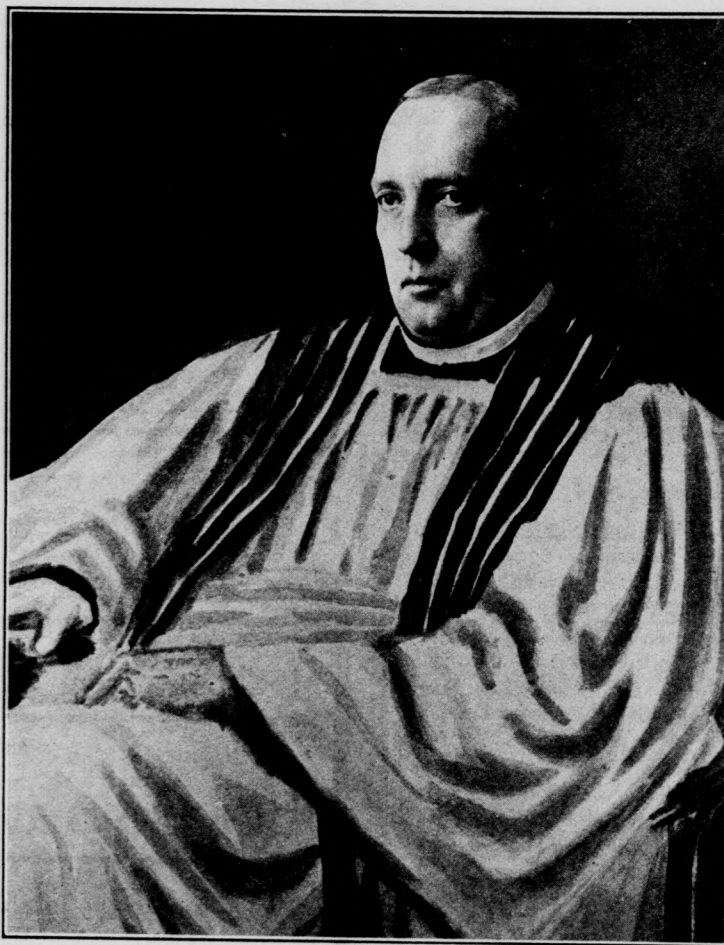
A man often takes great pride in making the statement that he has voted the straight ticket of his party for twenty, thirty, forty years, or even longer. If the truth were known would not this often be the humiliating confession that this particular voter has let political leaders and the editors of party newspapers do his thinking for him, even if he himself does not realize that such has been the case?

Will the young man who casts his first vote with some one of the political parties this fall feel that thereby he is entering into a sacred compact and that he is bound to vote with that same party as long as he lives, or will he more wisely determine that his political affiliations must always be his servant and not his master, and must occupy a place subordinate to his own convictions of right and patriotism? Quillo.

Incidents are frequent that illustrate the convenience and value of the telephone. At Sedalia, Mo., a woman was alone in her house. A burglar entered by a rear door, bound the woman hand and foot and securely tied her to a sewing machine. He then searched the house and left with about \$75 in cash and jewelry. The woman was unable to release herself but she crawled across the room to the telephone, dragging the sewing machine. With her teeth she pulled the receiver from the hook and called the police station. An officer soon appeared and set her free. Taking her description of the man he went on the street and soon had the burglar and his plunder in custody. Without the telephone she would probably have remained tied until her family returned for supper, giving the burglar ample time to make good his escape.

Washington bank clerks are doing an extensive business in the purchase of the St. Gaudens \$20 gold pieces which do not carry the "In God We Trust" motto. As soon as it was certain that Congress would pass the bill restoring the motto to its place, they began gathering them in. Many were secured at a small premium, but the price has now reached \$30, with very few offered. The coinage was limited to a few thousand, and it is believed that in a short time coin collectors will be anxious to get them at almost any price asked. They were sent in small lots to banks in various parts of the country, but they never got into general circulation to any extent.

Life is like a cistern—what you get out of it depends upon what you put into it.



## GOOD MAN LOST

—to the church when William L. Brownell, of Kalamazoo, instead of entering the clergy, became a retail grocer, then a wholesale grocer and, finally, a manufacturer of corsets. He is now Manager of the Puritan Corset Co. He devotes his spare time to the creation of unique and original advertising souvenirs and announcements, which are eagerly sought for by some of the largest and most successful advertisers in the country.

for graft and corruption, he suspects that this man is not doing enough work to earn his money and that that man is getting rich at the public crib, when such things are none of the independent voter's business, none at all, my boy.

"There is no telling when a few of these Pharisaical hypocrites will get together and organize a Reform League, or a Citizens' Movement, or something of the kind, and order a general cleaning up of everything. They are likely to do it at any time, and then we who have borne the burden and heat of the day are deprived of our rightful prerogatives entirely.

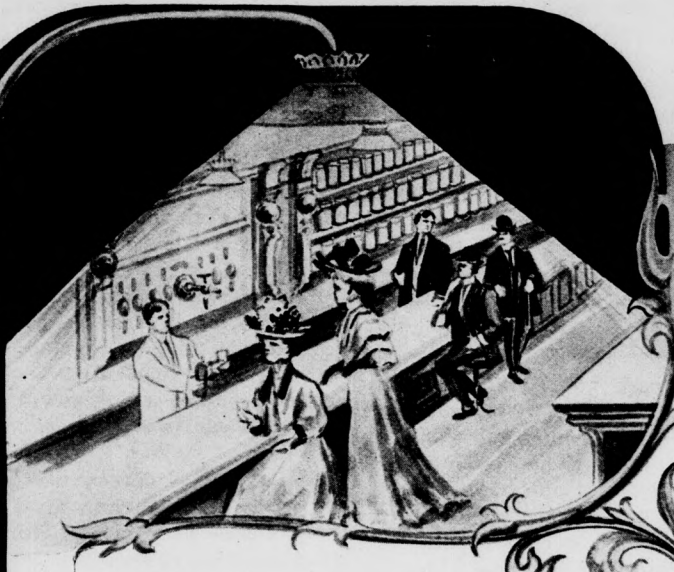
"You see, where things are pretty

rectly by exhortation, by personal flattery, by bombastic oratory, by specious arguments, by sophistical reasoning. Indirectly by holding up to execration and ridicule the men who dare kick out of the traces and defy the mandates of the boss.

But more and more the independent voter is being recognized as a power that must be respected and reckoned with.

Much is said and much is written in regard to the duties of citizenship. The duty that is most likely to be neglected by the average citizen is that of thinking for himself upon all public and political matter, of forming his own opinions, drawing his own independent conclusions and, as near-





## We Light The Store

Have you been able to decide correctly how you can improve the artificial light of your store and at the same time cut your light bill in half?

Why don't you get the advice of an expert—one who thoroughly understands every detail of store lighting?

If you wish, ask us. We will be pleased to help you solve your lighting problem by giving you the benefit of our expert's many years of practical experience in the scientific construction and installation of light plants.

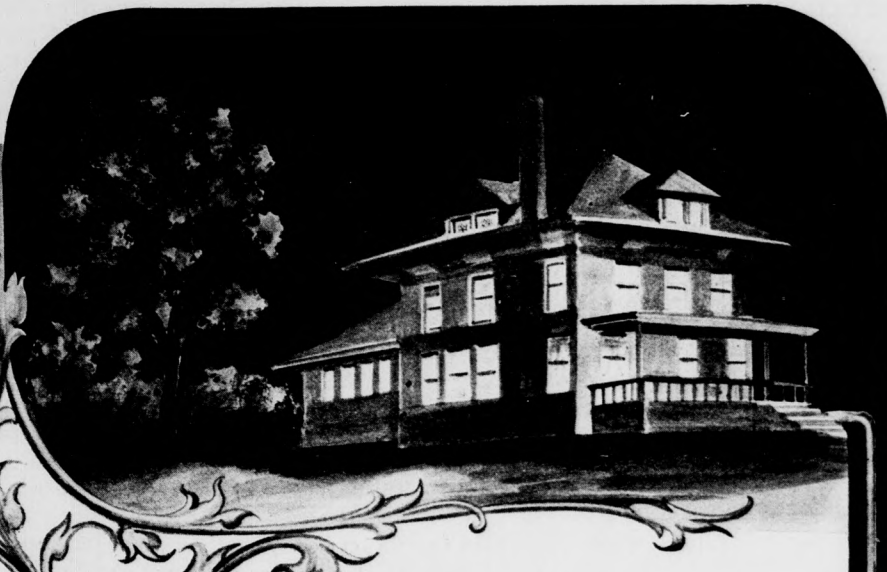
Tell us about your store and we will tell you how much it will cost to install and operate a plant.

99 times out of 100 we would recommend the IDEAL, JR., because it is most economical, producing

### 500 Candle Power at 1/4c Per Hour Cost

Then, too, 1,500 Michigan merchants testify that the IDEAL, JR., gives a better and brighter light, always making a store more attractive. This invariably means increased business to the dealer.

Guaranteed to be absolutely safe—never an explosion—never a fire—no smoke—no soot—occupies small space.



## We Light The Home

Nearly every one realizes that many of the real comforts of home are lost simply because a few modern (although comparatively inexpensive) conveniences are lacking.

One of the most necessary of all is gas—proper gas for lighting, heating or cooking—and in these days a home without it is quite incomplete.

No matter where the home—in city or country—the best and cheapest gas is that which is produced by an IDEAL GAS PLANT.

### 66% Less Cost Than City Gas

Do you realize what that means?

Gas for light, heat or cooking in your own home for less than 50 cents per 1,000 cubic feet.

What do you think of that?

Don't you think the IDEAL ought to be the plant for you? There isn't a day goes by but that some critical buyer decides on the IDEAL for his use.

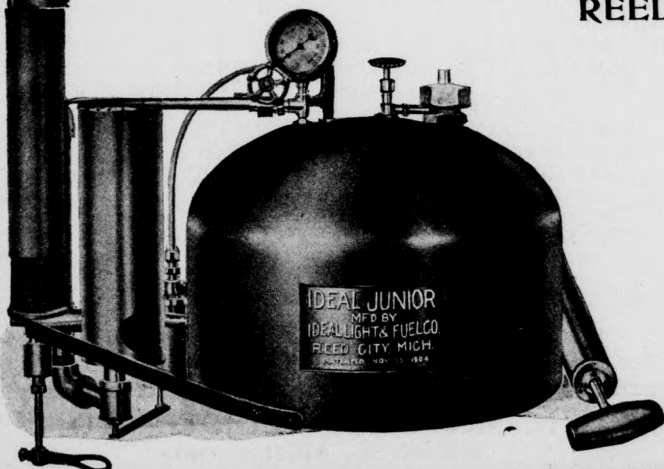
Light from an IDEAL is steadier, clearer and brighter—that's why it is popular. Needs no generating and is always ready for use.

## IDEAL LIGHT & FUEL CO.

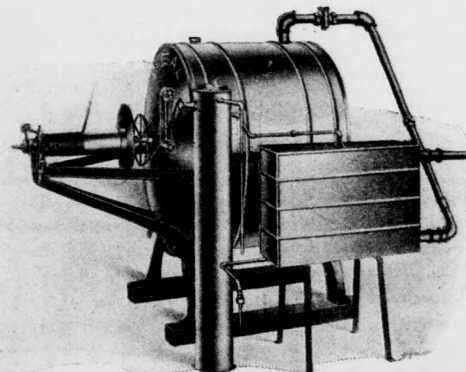
REED CITY, MICH.

W. R. Minnick, Michigan Sales Mgr.

Grand Rapids Office, 363 Houseman Bldg.



Complete  
Catalogues  
and  
Prices  
for  
the  
Asking





## TOLD BY THE FATHER.

## Solution of the College Problem in One Family.

Written for the Tradesman.

All my life, ever since I was a boy and worked at my arithmetic in school, I have had problems to solve. At the back of the book were a few pages, well-worn and dirty from being constantly referred to, that contained the answers. I supposed the problems in that old arithmetic were as difficult as anything could be made, but since I left school I have found that the problems of life are harder than anything to be found in the books. And there is no ready-made set of answers which can be consulted to see whether one has arrived at the correct result. The only way to do seems to be to use one's best judgment and then wait a few years, or longer, as the case may be, and see how the thing comes out.

My wife and I have four children and, to use a hackneyed phrase, we have tried to do our full duty as parents. At first I thought I knew just how to bring up children, but after our first few years of experimenting I began to wish that I could obtain a reliable chart or book of directions for each child that would set forth in a clear and simple manner the training, government and education best adapted to that individual case.

Lacking such specific directions we have stumbled along as best we could, doubtless committing innumerable blunders.

With a family of children there is always some problem to solve; some question to be decided. Just lately the college question has been uppermost.

Our oldest boy, Robert, will be graduated from our High School in June. He has always been a reliable, obedient boy; has made a good record in his studies as well as in the High School base ball nine. He is bright and capable and it is needless to say we are very proud of him. The problem that has been taxing our brains is just what Robert better do after he finishes the High School. The Superintendent of our schools, Prof. Wadsworth, and the Principal of the High School, Prof. Granville, both say send the boy to college. They contend that nothing can take the place of a course in a college or university; that no matter what the calling in life the college graduate has a broader outlook and a better mental grasp than the man who lacks this training. They also argue that it is best a boy should go directly from the High School; that if he does not go at once he is apt to drift into something else and lose interest in the intellectual life; perhaps he may get to earning money and hate to give up his position, and so fall into a narrow-minded, provincial rut that he will never get out of.

Both the Professors are graduates from the same institution and naturally are partial to their alma mater, and recommend their pupils to go there. This, by the way, is an old

and rather expensive college having a high reputation.

Both are very bright men and they have had a good influence over their scholars and take a great interest in them. I do not feel that their counsel is to be lightly disregarded.

On the other hand, my wife and I have done some thinking for ourselves on this college question. We are not graduates, and have always regretted that we did not have better opportunities when we were young, and have been accustomed to look upon everything in the shape of a school or a college with the veneration that those who feel their deficiencies always have for institutions of learning.

When Robert was a baby my wife used to plan on how proud she would be when he should have a college diploma and a degree after his name.

We are not of those who regard time spent in school, when a boy might be earning money, as just so much thrown away, nor do we consider a college education useless simply because most men who have made large fortunes have not been highly educated. But the way things have been running the last four years we can not quite tell; we do not know just what is best for the boy.

I suppose I am kind of an old fogey, but the impression one gets from the newspapers is that foot ball and base ball are the main things in many of the colleges nowadays, and that culture and intellectual improvement are taking a back seat. Now my ideal of what a young man should be is not a stoop-shouldered, anaemic, dyspeptic individual with a book always in his hand, but it does seem to me that athletics are being run into the ground.

Then, with hazing and rushes and riots and strikes, it is perfectly plain that college faculties are being put to their wits' ends to maintain any sort of control over the American youth of the present day, and that all many college boys are learning about authority is a disrespect for it.

I have watched the young fellows of our town who have been attending college pretty closely, and when they are home for vacation I always make it a point to talk with them and enquire very seriously how they are getting along in their studies. Some answer in one way and some in another, but I see it seems to strike all of them that a person who asks such a question as that of a college boy nowadays is about as far behind the times as a cave-dweller.

I hope most of the boys are doing fairly well. Two or three that I know of have gotten to drinking. Whether or not that is the fault of the college, I can not say. Maybe they would have done just the same had they stayed at home.

Some of Rob's classmates are to go to college this fall, some have to go to work. I thought the thing might as well be settled in Rob's case so he would know what to calculate upon. My wife and I had made up our minds what we thought would be best, so last Thursday afternoon after school I had him come

into my office and I had a long talk with him.

In the first place I told him that to send him to the college the Professors recommended would require a heavier outlay than I can well stand financially. We could do it, but it would make very close economy here at home absolutely necessary. There are the two other boys and the girl coming on, and we want to do just as well by them as we do by Rob.

I told him that we are willing to make any reasonable sacrifices, but that we have no aspirations to become the home martyrs who get along with old clothes and skimp on common comforts in order that a son may go to some fashionable college, wear a green and yellow sweater, belong to a swell fraternity and give up most of his time either to foot ball or to a pipe and stein.

Then I made Rob an offer. One of my clerks, Mike, is leaving me the middle of July, going West. I told Rob he could have the place at the same pay Mike is getting.

Then my boy rather took me back by saying that if he earned man's wages, he should want to pay for his board at home. I did not express any surprise, but told him I thought his mother would make him a very reasonable price. As he is only 17 I had expected to see that he did not starve for a while yet.

"Now," I said, "if you care to be saving I think you can lay up about half of your money, although you would have no trouble at all to spend every cent of it.

"You work for me a year, and save as much as you can to go to college on the next year, and I will help you out. Just as much as you succeed in saving, I will put exactly the same amount with it. I am very anxious you should have all the higher education that you want badly enough to work and save for. If you want to complete a college course on this plan, all right."

I think the boy was somewhat disappointed, for I guess he had planned considerably on going away with the other boys, but he took me up on my offer and is now figuring on how much he can expect to save in a year.

He has already decided that he will not go to the institution the Professors recommend so highly. He thinks there are other schools that are practically just as good where expenses are much less. He thinks when a fellow earns his own money he can not expect to go in much on foot ball and fraternities.

I do not know that we have arrived at the correct solution of this problem—we can tell better later on. But it seems to me that if a boy has a real desire for learning it ought not to evaporate in a year's time out of school.

And I think working and earning for himself will teach our boy something of the value of money, and that is a little lesson that the great universities seem to fail to impart.

Quillo.

Nothing pleases one kind of sinner better than pounding the other kind.



## Latest Trust Methods

When people talk about Trust Methods you begin to think about the great American Octopus.

The Trust we wish to call your attention to is TRUSTING OUT GOODS or allowing your customers credit.

There are different methods of handling credit accounts, some better than others.

THE BEST METHOD IS THE ONE

That PROTECTS you against ERRORS.

That PROTECTS you against LOSS OF FORGOTTEN CHARGES.

That PROTECTS you against DISPUTED ACCOUNTS.

That PROTECTS you IN CASE OF FIRE

That PROTECTS you with INFORMATION YOU OUGHT TO HAVE regarding your business.

That REDUCES the EXPENSE of handling accounts.

That ASSISTS you in making COLLECTIONS.

The McCASKEY Account Register System is a { COLLECTOR.  
PROTECTOR.  
MONEY SAVER.  
MONEY EARNER.

Our 64-page catalog is FREE. Do you want it?

**THE McCASKEY REGISTER CO.**

27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex, Duplicate and Triplicate Pads; also End Carbon, Side Carbon and Folded Pads. Agencies in all Principal Cities.



**CHARACTER BUILDING.**

**Only Those With High Aims Reach the Heights.**

If you are content with what you have done you will stand but a small chance of becoming famous for what you will do. Progression is a law of nature. You can not stand still; you either must go onward and upward or backward and downward; you never can remain stationary. The man who gives up the life fight and relinquishes his gun before the last shot is fired already is dead as far as the world is concerned, and the grass might as well be waving above his grave.

The spirit that will not make the effort to soar aloft must remain on the ground and grovel amid the dust of its surroundings and become of the earth, earthy.

Failure is pardonable after honest endeavor, but a low aim is a crime against the world as well as the most flagrant injustice to self.

He who aims at a star may hit the treetop, but he who looks no higher than his own level will strike the mud at his feet.

**Can Not Live Without Ideals.**

There must be ideals in life, otherwise there can be no inspiration for confidence, nor can existence be transformed, as it should be, into a grand, sweet symphony of harmony in which all the notes sound a perfect key. We must have an end in view and keep the eye constantly upon it, if we would reach a right destination and fulfill our mission on earth as we should.

It is possible for all to ascend the heights if the powers of attainment only be exerted, but some there are who let these powers lie dormant and never rouse them to worthy action.

The limbs, the legs, the arms, if not used, become atrophied and unable to perform their parts; it is the same with the mental qualities. To bring them to their best they must be exercised, the oftener the better, for perfection only can be reached by constant use of those faculties which place men on an eminence above the rest of the creation.

A definite aim always must be kept in view; the man who never loses sight of his aim finally will grasp it. Ambition will carry him along and nerve him to put forward all that is in him to reach the desired end.

**Meaning of the Mysterious "V."**

Horace Maynard when he entered Amherst put a large "V" over the door of his room. Others ridiculed what they looked upon as an eccentricity or absurdity. Maynard smiled and asked them if they could not infer the meaning of the letter. In time they were enlightened. When the plodding student became valedictorian of his class the meaning of the cabalistic letter flashed upon them with stunning surprise. From the first the word valedictory had the foremost place in Maynard's mental lexicon.

Nothing so strengthens the mind, enlarges the manhood, widens the thought as constant effort to measure up to your ideal. The desire to come up to its standard stretches the

mind, makes it elastic to encompass all purposes, and touches life to finer issues.

Of course all the expectations of youth may not be fulfilled, for often nature holds back some of her wages, lest we quit work and sit down contented with a share when we could have had the whole.

Whenever the spirit flags, when the disposition comes to let the world take its course without interference or effort on our part, the ambition must be fired to set the machinery again in motion. We must not wait for something to turn up, but earnestly set about and turn up something.

Garfield, when he made up his mind to get an education, split wood for fifty days to get \$50 to meet expenses. Then, when he had managed to get his foot on the ladder, he resorted to every honest endeavor to mount higher and higher. He rang bells, swept houses and did general chores. In the end he triumphed over all obstacles and succeeded in carving his name on the topmost notch in his country's history.

To a man with a will and a purpose there is nothing impossible. Such a man can do anything; he can accomplish seeming miracles. Once he puts his shoulder to the wheel he never lets the spokes turn in a backward direction, but always pushes them onward and forward inch by inch and revolution by revolution until he rolls them to the top of the hill.

When indomitable will is combined with lofty ideal no hindrances can block the way to the pinnacle of success. Poverty, so far from being a drawback, becomes an incentive to an iron will and invincible determination to overcome trials and crosses and all kinds of impediments to reach the goal that lies away in the far land of manly endeavor and honest effort.

Therefore, call up the powers of will and load them in the ship of endeavor and you have nothing to fear, for nothing can prevail against you. You are bound to reach the haven for which you start, the port to which the winds of pluck and determination will bring your craft after a safe voyage, no matter how stormy nor how much you may have been buffeted by fate.

Remember the object of life is to grow. There is a progress from the cradle to the grave. As an atom of the universe you must go on—let it be on to success, not to failure.

Don't indulge in aimless reverie, but have a definite aim and always keep it in the light of attainment, never letting the shadows of doubt or uncertainty fall athwart your path.

**Ideal Determines the Character.**

Keep your ideal constantly before you, never lose sight of it. The idealists have transformed the world and spurred their kind on to effort and accomplishment. They have made us great by mingling with our daily pursuit transcendent conceptions and so have thrown around our daily life, our sensuous life, the grandeur of a better.

The ideal in all instances deter-

mines the character. What right has a man to choose a low calling when a higher one is possible? Why should a man stunt his moral faculties in a base pursuit when a respectable one is open to him and one which would enlarge and ennoble his soul? Why should he turn his back on all that lends to life its majesty and dignity and refuse to extract from it all the good that it holds for those who will but avail themselves of its sweetness and bounty?

Let the longing to do some good thing, to be something in the world, find its noblest expression in the impulse to do your best. Enthusiasm for the best alone lifts life on a plane worth living.

Don't dream of a position where drudgery is unknown. There are few sinecures in this age, and such in the end place nothing on the credit side of life's ledger. Let your heart be in your work and aspiration after better things will become inspiration to accomplish them.

Madison C. Peters.

**The Perfection Cheese Cutter**

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

Manufactured only by

**The American Computing Co.**

701-705 Indiana Ave. Indianapolis, Ind.

**Grand Rapids, Holland & Chicago Ry.**

**TO CHICAGO**

In Connection With  
Graham & Morton Line

**Steamers**

**Puritan and Holland**

Holland Interurban Steamboat Car  
Leaves Market St. Depot

FARE **\$2 Nightly 8 P. M.**

**Freight Boat Every Night**

**Jennings' Extracts**

(At It 36 Years)

Our Serial Number is 6583

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.**





### Sennits Look Bright for the Snappy Trade.

Those retailers who bought sennits are openly congratulating themselves on their choice, notwithstanding that the season has not yet opened in the North. Some of the smartest buyers are predicting that low-crowned broad-brimmed sennits are to be the season's nobby hats, and are getting all ready for an early display, which will include brims as wide as three inches, with crowns proportionately low. In these early displays will also be yachts for the conservative trade narrower in the brim and fairly high in the crown. Of course, all buyers have not inclined in this direction, but a few of the smartest, catering to a dressy trade, have followed pretty closely this tendency. One chain of stylish stores is going to show sennits  $2\frac{3}{4} \times 2\frac{3}{4}$  and  $2\frac{3}{4} \times 2\frac{1}{2}$ ; splits  $2\frac{3}{4} \times 2\frac{3}{4}$  and  $2\frac{7}{8} \times 2\frac{1}{2}$ .

A theatrical company which opened with a new musical show recently in New York, and which is every season widely imitated by its nifty patrons, had a big chorus headed by the star, all rigged out in  $2\frac{7}{8} \times \frac{1}{2}$  splits. Of course, this is quite extreme in both height and breadth for yachts, but both the hatter and the star think they are O. K. And all these advance straws influence at least the local trend to a certain extent, which, together with the early extreme displays which will be made along similar lines, and the tendency that developed during the last weeks of last summer, in the minds of many, show what is to come.

Telescopes are considered quite weak and few buyers have purchased them, although some have bought nominal amounts of soft straws for the trade which perennially insists upon comfort.

### Early Straw Displays Decried.

Some hatters who generally come out with the very earliest straw displays announce their intention of refraining from this practice this season, in order not to stop the sale of felts any sooner than it would naturally come about. This brings up the subject of what will be carried over to next fall. While reports of the business which has been done this spring show totals that are mostly quite below what was expected and planned for by many, the season's trade has measured up comparatively well, when other lines are considered, and in contrast to 1907. Last spring was cold and business was badly broken into for weeks at a time all through the year. Now, with the national campaign at hand and a tough winter just over, the way hats have been moving is certainly encouraging. Reports from a few retailers in New England are to the effect that they have just closed with the best spring felt business they have ever done. Also from the extreme South encouraging reports are

at hand of heavy straw sales. The weather there has been exceedingly warm recently and some hatters have done big things with their straw stocks. One old-time New Orleans retailer has just enjoyed the biggest Saturday he ever had on straws.

Some hatters are still postponing getting their fall orders in shape; others have placed them; some are now working on them. The comparative growth or decrease of staple and odd blocks can not accurately be figured from returns now in. The salesmen have not got far enough along with their orders to tell which way the wind is going to blow. The retailer who is going to carry much stock over will likely go in for the staples, while the man who has cleaned up well will take more kindly to the extremes, particularly if he has been cleaned up well all along and has been able to do additional business by keeping constantly fresh novelties on hand.

### Regarding Quick Duplicates.

Many retailers are more than ever inclined to believe they are going to get all they will need in the open market in small orders for immediate shipment, both in straws for the coming summer and in felts for fall. Straw deliveries are not very far along yet, owing to the way cancellations and revisions were handed in to the manufacturers around the first of the year, when orders were in work and the wholesalers thought everything was going smoothly. It is probably due to the same situation that many retail hatters now count on being able to get all they did not provide for in the open market, and good merchandise at that. Wholesalers have all along contended that well-made and properly styled goods could not be obtained this way. It now remains to be seen. If there is an early, strong rush for straws, it may be that some difficulty will be experienced, although most buyers feel this will not be a general condition. Some buyers are counting on the factories turning out stock ahead of orders, believing that this course will be adopted by the manufacturers in order to keep organizations intact. This, of course, is a very elusive basis on which to plan business. However, chances of this kind are more readily taken now than in former seasons, notwithstanding the risk it involves of running short of desirable goods and being unable to duplicate in kind.

Caps are moving about the same as they have been doing for the past month, which is fairly, with no rush. Some cap makers have put fall styles in work where they should be working on duplicates. Duplicates, however, are expected later, in some volume.—Apparel Gazette.

### Men Must Not Go Beyond Their Depth.

It is quite apparent that we must have some definition of what is meant by "falling short of success" before we can proceed with any discussion of the "why or wherefore" of the question.

Do we mean to ask the reason why 95 per cent. of merchants fail or go

into bankruptcy? Probably not. In the first place it would be extremely difficult, impossible, in my opinion, to establish the fact that anywhere near that percentage of merchants actually fail, and, in the second place, it is quite a common occurrence to see a merchant struggling along from hand to mouth never going into bankruptcy who could not be called successful even by the wildest imagination. A merchant to be successful must realize the opportunities which await him, and having realized them must take advantage of them.

The results achieved, compared with the opportunities available give us the gauge by which to measure success, and, while not a failure, it is very often the case that an apparent success falls short of being a real one.

In my opinion there are two chief essentials to business success:

1. A man must be a natural merchant and be familiar with the merchandise end of his business, and up to the point where such a man can keep in close touch with the details of his business I believe that more than half of them are successful.

2. If, when he has achieved this success, his ambitions for a larger business get the better of him, he practically enters a new field and gradually becomes a dealer in ability rather than merchandise. There is an old saying that no man ever made himself rich or famous by his own individual efforts, but he does it by the manipulation of the efforts of others. And it is a very fortunate thing for a man of either ordinary or one-sided ability to be able to fit himself into the organization of one of these great generals.

Many a man has become a millionaire or achieved fame simply because he has the ability to form a cog in one of the important wheels of some great organizer's machinery who never could have done one-tenth as well otherwise.

In entering this larger field the head must be sure to define his policy clearly and must possess a personality strong to inspire every executive in his organization to live up to and carry out his policy as though he were doing it himself. And in order to continue to be successful a man must be as thoroughly well able to control himself as he is to control others.

My reply to the question, "Why do 95 per cent. of merchants fall short of success?" may therefore be brief: "They go beyond their depth." A man unable to swim may fish successfully from the shore, or he may wade in up to his hips and be successful. But let him get beyond his depth and he is in a sorry plight, fortunate if he gets away with his life, even without the fish. Thus, in business, a man must not go beyond his depth until he has developed the ability to keep his head above water no matter where he is. That so many fail to do this is the reason why so many fall short of success.

Charles A. Stevens.

The spirit of truth never is fostered by fighting over its forms.



### "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



## TREE GROWING.

## Upper Peninsula Particularly Adapted for Reforestation.\*

The matter of reforestation in the Upper Peninsula of Michigan can be best treated by dividing the subject into its natural subdivisions and taking them up in sequence:

1. What has been done naturally.
2. What has been done artificially.
3. What is now planned.
4. Ultimate results.

Let us first take up the division included under the heading, "What has been done naturally."

We are prone to believe that nothing has been done by Nature toward reforesting the many thousands of acres which have been deforested, either by the innumerable forest fires of unknown origin or by the woodsman's axe. But here we err, for there are very few acres which have not already restocked themselves, or are now in the process of restocking. There are thousands of these acres, to be sure, which show only an occasional seedling, but that seedling will be followed by others from the same source or by others of its own production and eventually the entire area will furnish forest cover, provided fires do not continually prevent the efforts of Nature. In other words, if protection were furnished every acre would, in time, reproduce itself.

Not always, however, is this restocking of the species desired, but it is a means to the desired end and acts as an usher growth for the more valuable and hence more to be desired species. The best example of this is our native pine or fire cherry. On the loamy sand of the Upper Peninsula, such as characterizes the Coalwood Tract, to be later described, the fire cherry occupies the ground within a year after the removal of the hardwoods and the consequent exposure of the soil to the light and air. The cherry, acting as a nurse, keeps the light soil from blowing and erosion, maintains its moisture and furnishes a quick leaf mould—all things which would be too long delayed if left for the slow-growing maple to accomplish. After four or five years the hardwoods are noticeable under the cherry, which is then from eight to twelve feet high. When the cherry is about twenty feet high it has reached the point of most rapid growth and begins to feel the effects of the black knot which attacks it at all ages in this Upper Country. It then begins to shorten its annual height growth, puts on more body and, if severely crowded by the oncoming maple and birch or overtopped by the wolfish balsam, it may break at about half its height and so add its decaying top to the soil cover. By the thirty-fifth year the cherry has been practically superseded by the clean barked hardwoods, which have since their birth been kept in the straight and narrow upward path leading to light.

On typical hardwood soil—sandy

\*Address by Thos. B. Wyman before the Forestry Club of the Michigan Agricultural College on April 7, 1908.

loam with us—the natural reproduction comes in more slowly, because it produces directly the maple, beech and birch with no usher growth of cherry. This often leads the layman to believe that the soil producing the cherry is the stronger and hence more valuable for agricultural purposes. As a consequence, many of the descriptions of cut over lands purchased with the idea of turning them into farms have now gone back to the State for taxes, while our really good agricultural soil has not yet been exploited.

Of the coniferous timbers there are large acreages reproduced in white, Norway and Jack pine and mixtures of the same on soil graded according to the needs of the species. This regeneration is of all ages from one to fifty years and in stands of all degrees of density. I know of tracts of Jack pine regeneration which are simply impassable and others which to duplicate and raise would cost from \$15,000 to \$20,000 to the acre. Yet few of these lands are protected in any way and every time a few acres are lost by fire the commonwealth is the unconscious loser.

There are also scattered tracts of practically pure poplar of various ages and quality, the most extensive of which borders Deer Lake in town 49 n. range 11 w. This town contains, without doubt, the most diversified regeneration, as well as some of the most typical and beautiful, to be found in the Upper Peninsula, and should in its entirety be set as a State forest reserve. As a reserve it would typify and preserve Upper Peninsula pine and poplar regeneration, while offering to both Peninsulas the most excellent basis for comparison of growth and soil adaptability.

## What Has Been Done Artificially.

The first steps in artificial reforestation in the Upper Peninsula were taken when S. M. Higgins, of the Cleveland-Cliffs Iron Co., planted a forty acre tract near Negaunee in 1903. This tract is a part of what is known as the Baldwin-Kiln Plains and is typical white pine soil. The description was planted to white and Scotch pine and Norway spruce, 3-year-old plants being used, with a smattering of other species put in for experimental purposes. Furrows were plowed six feet apart and the plants were placed approximately six feet apart within the row. The growth during the first year was somewhat retarded by the dense stand of grass which occupies the entire plain. Protection was furnished by a fire lane consisting of a double line of back furrows about eight feet apart running around the entire plantation. The space between the furrows was kept burned clean during the fire season to prevent fire from crossing.

The second season showed a marked growth and a tendency to push the leaders above the grass. The same protective measures were taken and, in addition, a stock fence was built around the plantation. This plantation is looking well now and should have no serious conflicts in

the future, as it is well established.

The next plantation was established near the Company Fish Hatchery, near Munising, and consisted of about thirty acres of Norway spruce. This planting was done in 1905 by Thos. B. Wyman. Three-year-old stock was used and was hole planted about 6x6 inches through a dense growth of fire cherry, which covered a southern slope overlooking the hatchery. No cultivation has ever been given and no especial protective measures other than a sharp lookout for fires by the keeper of the hatchery have been put into force, yet the spruce has developed nicely and will push its way through the overtopping cherry without difficulty. The percentage of loss in this plantation has been less than 5 per cent., and such loss has been largely due to the matting of the brake fern above the plant in the fall and the breakage resulting from the snow bearing all to the ground.

In 1906 a small nursery was established at one of the Company's wood chopping camps and various experimental plantations have been made, including white, Scotch and Norway pine, white and black spruce, balsam, native, Carolina and Norway poplar and black locust. The white and Norway pines and Norway spruce are the more successful plantings and for the large tract of land—clear cut by the furnace department of our company—known as the Coalwood tract, the white and Norway pines will unquestionably be the most successful.

This tract is a light loamy sand and has borne a fair stand of hardwoods, maple and beech, overtopped by some of the finest of Upper Peninsula white pine. Its soil is of just that class which will produce white pine rapidly or the more exacting and slower growing hardwoods very slowly indeed; hence it is advisable to not only shorten the period of rotation as much as possible, but to produce the more valuable timber at the same time.

Plans have been drawn and practically approved for the reforesting of the entire tract, some fourteen thousand acres, and it is expected that work will be started this spring. This will make one of the largest, if not the largest, solid plantation in this country.

In addition to this solid tract the Cleveland-Cliffs Iron Co. will plant and reinforce many other smaller tracts for utility and beauty. Some immediate planting is planned for the Munising District in reforesting the hills overlooking the town, from which the best of the hemlock was removed several years ago and the remainder fire killed by the burning of the slashing.

## What Is Now Planned.

There are various advocates of forestry and reforestation in the Upper Peninsula, chief of these being the Cleveland-Cliffs Iron Co., which hopes and plans to reforest, either naturally or artificially, such of its lands as are not suitable for agriculture.

The Calumet and Hecla Mining

Co. has been considering the reforesting of its cut-over lands, but at the latest report they had not completed their plans.

The Chicago & Northwestern Railroad has withdrawn all of its lands from the market and will soon undertake the raising of tie timber on its now barren acres.

On the southern slope of the divide, in Delta county, the Evergreen Nursery Co., of Sturgeon Bay, Wisconsin, has planted a number of plantations, but the details of these plantings have not yet been given out.

Various small planters have had the matter under consideration, but the dangers from fire are yet too great to tempt the small planter to action. Woodlot planting is not yet called for in the Upper Peninsula because there is still an abundance of virgin forest for firewood purposes. This feature is bound to be one of great importance within a few years; in fact, just as soon as our agricultural lands are occupied.

## Ultimate Results.

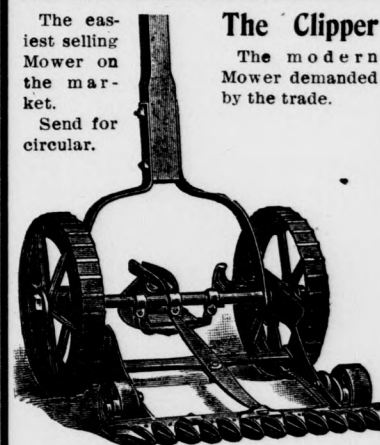
There are many reasons why the Upper Peninsula will, in time, be returned to forest conditions. There are all of the familiar ones, including the need of fuel. This will be particularly important on account of the distance from the coal fields, building timber, wind breaks, etc., but one of the least considered reasons, while being one of the greatest importance, is the absolute necessity of maintaining our streams, which to-day furnish magnificent, although undeveloped, water power.

I thoroughly believe that this Peninsula will eventually be considered as the portion of the State which can, to the best advantage, be retained in forest. Good timbers are native, the soil is splendidly adapted to the raising of trees, the summers are rather shorter than is generally considered best for farming, the need of timber throughout the State will be pressing; all points which, taken together, with the fact that our industries depend upon the conservation and the development of the forests, make the adoption of practical forestry methods on a large scale nothing less than obligatory.

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



## NIGHT RIDERS

## Pursue the Slugging Tactics of the Labor Unions.

The farmers of Kentucky and the neighboring states have been involved for some time in a movement for securing higher prices for their crops. The methods of combination and monopoly which, largely at their instigation, had been denied to corporations by constitution and statute have been revived for their benefit; and irrevocable agency contracts of a sort which would make the fortune of any commercial "trust" have been declared legal when concerned with products of agriculture. There is probably not a crop grown in the Central States which has not in some measure, however slightly, felt, locally or generally, this growing tendency to "hold together." But it has remained for the tobacco raisers to galvanize the movement into life and to produce an illustration of agrarian combination which is, in our national experience, unique.

The tobacco war, which has raged intermittently and recently with increasing bitterness in Kentucky and Tennessee, presents many interesting topics for study, for it has developed a condition of lawlessness for which state authority has proved unable to find a cure; it has shown all the faults of demagogic leadership and ignorant acceptance of wrong teaching which animate the worst of our anarchists; it has shown how easily our apparently law-abiding communities may be thrown into disorder; but most of all it has given us an illustration of some of the possibilities of rural pooling and some of the developments that may be expected of it.

This Kentucky lesson is one every American should take to heart as something which will aid him to understand a situation with which we will all have to deal. The American farmer may be slow in coming to an idea; but when he grasps it he clings to it with determination. The America Society of Equity, which is his present means of pooling and combining his crops, may go the way of all other pools and combines among farmers; but it is a step in advance of all the others and the forerunner of stronger pools in which the crop-growers will year after year demand definite prices for their crops, unless some solution of their troubles be found by the Government.

The situation in Kentucky requires, for understanding, a little knowledge of the general conditions which surround the tobacco growers. There are in Kentucky and Tennessee four principal tobacco-growing districts, each of which has by virtue of its soil, climate and experience, a practical monopoly of one sort of tobacco. The greater part of Central Kentucky, with its chief market at Louisville, and embracing about forty counties around Lexington, is given over to raising white Burley, a grade of tobacco of which the best leaves are used for plug, because of its ability to absorb licorice. The brok-

en leaves and lugs go into cigarette and smoking tobacco. West of the Burley district lies the Green River district, with a loose-leaf market at Owensboro. This region grows a heavier, dark tobacco, which is air-cured and which largely goes abroad to the German market. West and south of this lies the Henderson Stemming district, where is grown a somewhat similar dark tobacco, which is smoke-cured until it tastes of the hardwood smoke, and is then stemmed for the English market, to avoid the heavy duty at English ports. South of the Henderson district, embracing all the Kentucky counties from Princeton to the Tennessee line, with a chief market at Hopkinsville, and in Tennessee all the region down to Paris and extending for several counties east and west, with a chief market at Clarksville, is the "black patch" or dark-fired tobacco district. There is grown a fine quality of dark, heavy leaf, which is cured by firing in barns, the fire being hot and free from smoke. This tobacco is almost exclusively grown for the export trade, and is bought by the so-called "Regie" or royal monopolies.

Tobacco-growing is a tedious business, perhaps the most difficult of any type of farming practiced in this country. It requires first the "burning" of a plant bed by heavy wood fires to kill all weeds and grass seeds in it; then, about the first week in March, this bed is sowed with tobacco seed, and the young plants are tended until about the first or second week in May or sometimes later, when they are set out in the field, 5,000 to the acre. They are then tended almost continuously until ripening time. Worms are the worst pests, but the cultivation is unceasing. At certain stages every plant must be "topped" and the leaves thinned out to concentrate the growth in the remaining leaves. When the crop is ready each stalk is split and cut and hung by the split over a stick, with other stalks. When full each stick is carried to the barn and hung on rafters, and there the crop is air-cured or fired as the case may be. Some brands are first sundried to produce a certain color.

When it is thoroughly fired and ready this tobacco is heaped upon wagons and carried to a loose leaf market and sold; or it is delivered to a prizing house, "prized," or pressed, into hogsheads, and sent away to the Louisville breaks or other hogshead market. The "breaks" are so-called because there the hogsheads are broken for sampling.

The incessant labor at the tobacco crop renders it impossible for one man to cultivate more than three, or at most four acres. A large family, working wife and children, can cultivate about ten acres. To do this requires the services of all nearly all the time. In the black patch there are many small farmers who own their own land and who raise their own tobacco for their "money" crop. In the Burley district, and to a considerable extent elsewhere, the land is owned in large estates, many of them

the fine old Blue Grass farms which are famous in our history. For about thirty years, and especially during the past twenty, this region has been more and more steadily invaded by a legion of ignorant, illiterate tenant farmers, coming from no-one-knows-where, who undertake to raise tobacco on share leases. By these leases each tenant is assigned about thirty-five or forty acres of land, on which are a house and one or more tobacco barns and a stock barn or shed. These houses are of the flimsiest and cheapest type of tenement, costing but little and rarely repaired. The tenant undertakes to grow on this land ten acres of tobacco, and on the remaining acreage to pasture his stock, raise his own corn and pork, and wheat if he uses any, and his own vegetables. The landlord agrees to advance him as much money as is needed to carry on the farm and support the family during the year. At the end of the year the tenant divides the crop, giving the landlord half and selling the remainder for himself. Out of the money thus received he pays back his advances to the landlord, or as much of them as his receipts will cover. It is easy to understand that a lifetime of such labor frequently leaves the tenant poorer than he began; and as

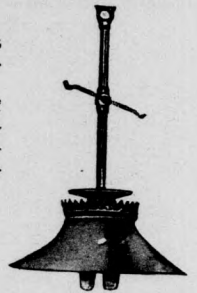
## 100% Better Light

## At Half the Cost

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

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

American Gas  
Machine Co.  
Albert Lea, Minn.



## CHILD, HULSWIT &amp; CO.

INCORPORATED.

## BANKERS

## GAS SECURITIES

DEALERS IN

## STOCKS AND BONDS

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

ORDERS EXECUTED FOR LISTED  
SECURITIES.

CITIZENS 1999

BELL 424

411 MICHIGAN TRUST BUILDING,  
GRAND RAPIDS

THE NATIONAL  
**CITY BANK**  
GRAND RAPIDS

Forty-Six Years of Business Success

Capital and Surplus \$720,000.00

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

MANY FIND A GRAND RAPIDS BANK ACCOUNT VERY CONVENIENT

Successful Progressive  
Strong



No. 1 Canal St.

Capital and Surplus  
\$1,200,000.00

Assets  
\$7,000,000.00

Commercial and Savings  
Departments



children are considered an asset, and the tenant aspires to secure one such wageless worker each year, the increasing years make the problem of support more difficult, the burden of ignorance heavier and the acreage of tobacco larger.

Burley tobacco when raised under these unscientific conditions—for no improvement is ever made in method—costs about 7 cents a pound. It ought to fetch a "round" price of 10 cents, and 12 is not extortionate. A "round" price is an average price for a crop, the best bright leaves running as high as 26 cents a pound, the poorest trash and lugs as low as a cent a pound. The price fluctuates from year to year because of certain natural causes. Among these are unfavorable weather, rain when the crop is ripening, which destroys much of its value, and bad spring weather, which injures the young plants. A good price any year rapidly increases the area of production, and too large a crop next year forces prices very low. The condition of the money market and its effect upon the financial ability of the independent middlemen also affects the price. Thus in a period of twenty years, dating back before the days of the American Tobacco Company, Burley has sold as low as 2 or 3 cents a pound on one or two memorable occasions. It has, however, maintained a much better average, being generally from 8 to 10 cents round. Growers who put brains into their work produced the larger amount of fine leaf and so secured the better round prices.

In the Burley district almost the only buyer is the American Tobacco Company, the independent manufacturers using little of the good grades. The so-called "trust" has for many years been in a position to dominate the market and has been able to manipulate prices, which it has done in a way to keep them uniformly low. An average round price has been about 8 cents a pound, sometimes going below that. It is extremely difficult to get fair figures of this. I take this average from the books of a large warehousing company.

The yield of Burley per acre varies with the age of the land, the season and the ability of the tenant farmer. An average yield is 1,200 pounds per acre. If this fetches a round price of 8 cents and if the tenant is growing ten acres, which is a large amount for one family, he will have a cash return of \$960. Of this one-half goes to the landlord, leaving the tenant \$480. From this he pays his advances to the landlord, which usually amount to \$400 or \$500, leaving the tenant and his family alive at the end of the year with a chance of beginning new advances on next year's crop. Meanwhile he has grown his corn and pork, which are the chief elements of his livelihood. His cash share represents the work of perhaps two adults and three or four minors for one year.

While the tenant and his family are giving their lives in this round-the-year struggle, how about the landlord? Is not half a pretty high rent?

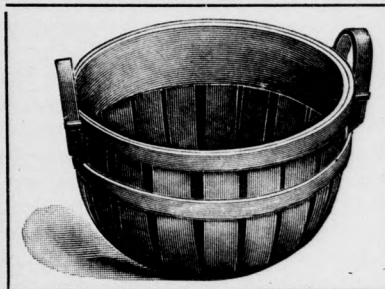
Let us see. If he receives \$480 from his ten acres he must first subtract from that repairs, interest and insurance on the barns and the buildings of the tenant. If the investment in these fourteen acres is \$2,000, the interest will be \$120, or probably \$140, insurance and repairs will easily add \$80, leaving him \$260. He has advanced \$400 to his tenant, on which there is interest to be paid, amounting to \$12, and he has the expense, in some cases, of marketing his share of the crop. He is left then with about \$240—and this is a liberal estimate—as rental, not of the ten acres in tobacco, but of the forty acres which the tenant occupies; he receives then \$6 an acre. As a matter of fact this is an extremely liberal figure. Yet contrast it with another estimate given me by a member of the Kentucky Legislature. This gentleman contended that he worked a very large area, for which he paid rent at \$35 an acre a year. This was "new" land. Then he employed tenants who grew ten acres each, and for whom he engaged cheaper lands for their living. Each of his tenants produced, he declared, close to 1,800 and some 2,200 pounds per acre, a fabulous average, for which his share was, of course, about \$900 a tenant, or \$90 an acre, leaving him \$55 clear above the landlord's rent. He engaged two or three acres elsewhere at cheap rent, for every good tobacco acre paying yearly about \$4 an acre, and he claimed that all his other expenses came within \$15 an acre, so that merely standing as middleman he enormously enriched his landlord, gave his tenants good money, and he drew down each year for his trouble something more than \$25 an acre for his tobacco land. It is safe to say there are few such instances in the tobacco regions.

In the dark tobacco district the prices are less than in the Burley. Sometimes as low as 3 cents a pound is paid. But the average price runs around 7 cents. On 3 or 4 cents a pound, of course, everybody goes into debt. On 7 cents they break even.

Some years ago by a combination of circumstances the Regie buyers of dark tobacco, agents for the foreign government concessions, began to go direct to the farmer instead of buying in the open market. Through the Italian Consul at New York and a Mr. Dunnington, of Virginia, the dark district was subdivided and only a single buyer placed in each division. Thereby competition was eliminated. The reasons which brought this about were several; nesting, or dishonest prizing, was one of the strongest. The independent speculators were making most of the profits and charging the foreign governments large prices. The whole trade was demoralized. By going to the farmers the Regie buyers could secure loose leaf, which they prefer, and get it prized to suit themselves. Unfortunately having removed competition they resorted to the worst element of monopoly and offered ridiculous prices. Three cents a pound was a common offer, and if not taken left the farmer with his crop unsold.

## 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.**

## 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.

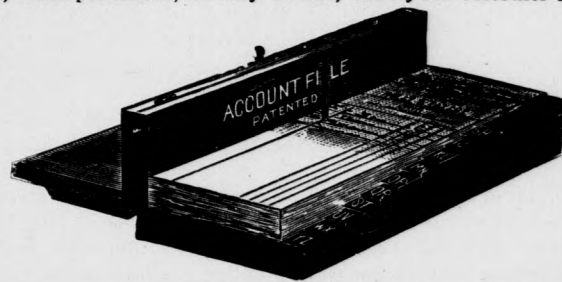
has proved popular. Its quarterly cash dividends of two per cent. have been paid for about ten years. Investigate the proposition.

## Simple Account File



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

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



**TRADESMAN COMPANY, Grand Rapids**



It seems to me, after a careful study of the situation, which offered an easy solution, that two courses were open to the farmers. They could still ship to the city market where there was competition. If they had refused to sell on the farm and consigned to the open market they could have had better prices. This, however, they may have been prevented from doing by lack of capital.

The second method would have been to go to the Legislature, where they were very strong, and have had an open tobacco market under State control established, in which the quality of the tobacco and the pricing of the hogsheads could be guaranteed, and requiring all tobacco to be handled through such an agency. As many state markets as were needed could have been established and the Regie and other buyers would there have met the middlemen and the buyers for Bremen markets and have regulated the price by competition. I believe that is still the solution.

When the exposure of the sins of monopoly and over capitalization became a common thing the tobacco growers began to take notice of the tobacco trust. A grower of Burley who had sold his crop at 7 cents a pound was told it went into Star plug. He stopped and bought some Star plug and had to pay 60 cents a pound. Where was the difference? In profits on the water in the trust stocks. There is no doubt about that answer. He had guessed right. The Burley growers began to shout against the trust and the dark growers, taking their cue from that, also denounced it, although in their case it was probably not at fault. Under the leadership of Joel and Charles Fort and Felix Ewing, of Adams, Tennessee, they organized a tight little corporation of their own, and summoning the growers asked them to pledge to them the handling of their crop, promising to hold it for a good price. They did not absolutely make a pool of it. They held each man's crop by itself and sold it for its price; they established figures for each grade and sold exactly according to them. The movement spread like wildfire. First five thousand and then ten thousand pledged themselves to sell through the new corporation. They did not belong to the so-called "Association," but they allied themselves with it. At once dark tobacco went up. But there is nothing to prove that they forced it up except their own assertion. Many men outside had secured better prices in off years than the Association secured; and tobacco was on the rise everywhere. But, at any rate, it began to go up. To add to the effectiveness of the Association some of its members or allies organized a "terror" arm for the purpose of frightening those who stood outside. In this they followed the lead of the labor union; in fact, this is a typical union organization. This slugging took the form of night-riding. Bands of marauders set out under cover of darkness and scraped plant-

beds, burned barns of tobacco and otherwise injured those of "scabs" who were outside the new trust. Not able by this means to control them they took to whipping men, shooting up houses, and finally to attacking even large cities, shooting up the streets and burning all warehouses which contained independent tobacco.

The result was commercial chaos. Whatever good the Association had done was offset a hundred fold by the deterioration of the region. That part of Kentucky and Tennessee went backward fifty years in respect for law and order; property lost more than half its value, as it must when it is not protected by the machinery of the law. Capital sought other fields, stores closed; banks found their business gone. Only one class was at all benefited and that was the tobacco landlord himself. The Association this year is holding dark tobacco at a round price approaching 12 cents and is selling it well at that. More than half the crop now passes through the Association pricing houses. Foreign buyers must take prized tobacco instead of leaf. Whether it is paying the farmer more than he would otherwise get is a debatable question. But the region in which dark tobacco is grown has never been so badly off as it is now with tobacco high. The present aim of the Association is to form a trust contract, a deal between brother trusts, by which it will sell all its holdings at an agreed price each year to the Regie buyers. Such an agreement if successful might hold many growers for a time; but in the end good prices would stimulate overgrowth, and as the reign of violence must some day end, outside growers would soon have the market flooded again.

Stimulated by the results in the dark district the Burley growers organized under the Society of Equity, obtained a State law permitting pooling of crops, and began to pool their Burley. They had a real opponent in the trust and one well worth their fighting, for there is no doubt that if the trust holds plug at present prices the grower ought to have 30 cents a pound for his leaf. By eternal solicitation they secured a large membership, and in the course of two years have secured more than half the crop. Instead of night-riding they attracted their growers by offers of financial support, and if not interfered with by the late panic would have advanced 7½ cents a pound on all of two years' crops. They have advanced several million dollars as it is, and with half of two years' crops held off the market has seen the price soar to 12, 13 and 14 cents. They are holding for 15, and will sell to the trust only at this round price, although outsiders get low grades cheaper. The trust has now made an offer to meet that price for a million pounds, a little more than one-half of 1 per cent. of the whole pool crops; but it does not seem possible to market it all without utterly destroying prices.

It is not my purpose here to discuss the inevitable lawlessness with

which this pooling of crops is attended. That is a feature which can not be separated from any agitation of the sort. The interesting thing is the attempt to solve the farmers' troubles by pooling; and in this it has been demonstrated that even by taking advantage of special and unconstitutional legislation, a pool of this size can not be held together. Members are continually being tempted to sell out just under the pool price, to get ahead of their fellows. More than that, a majority can not often be obtained without the fear of violence; and a majority being obtained can not be held because there is always enough acreage available to allow outside growers to extend their crops. Only if there were a fixed number of acres,

and these controlled, could a pool eventually succeed.

The fight in Kentucky must soon begin all over again. The high price of Burley and dark leaves will stimulate abnormal crops, prices will be smashed in consequence and the growers will then have to seek a new relief. And they will have to find that relief in State laws limiting acreage, or in laws establishing open markets, or in the final destruction of the overcapitalized trust and the es-

### G. J. Johnson Cigar Co.

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



This cut shows exactly the appearance of our new glass hermetically sealed package

### This Package Tight Keeps Ben-Hurs Right

It means much to be able to sell such a good cigar as the Ben-Hur from a package that always insures for it its splendid freshness and perfect flavor.

Orders are pouring in for this new package from dealers far and wide, to whom it appeals because of its real merit and who are convinced that it will be taken up by their customers and more sales will be assured.

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

Worden Grocer Co., Distributors  
Grand Rapids



### Cut Down Your Ice Bill

When you buy a McCray Refrigerator you use less ice—and it actually pays for itself. Many grocers have figured it up in dollars and cents, and have found that their McCray Refrigerators cost them practically nothing—they saved the money on the ice bill and made more money on account of the perfect condition in which their goods were kept.

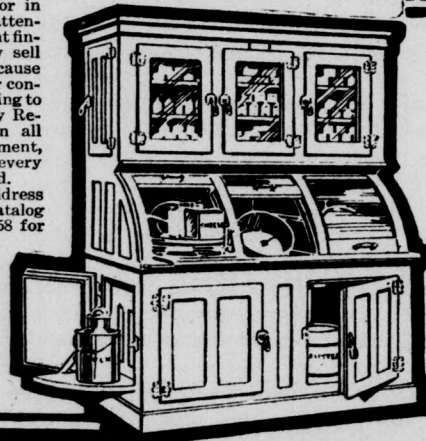
### McCray Grocer's Refrigerators

have the best system of circulation. They keep everything sweet, free from taint, and absolutely dry.

A McCray Refrigerator in your store will attract attention because of its elegant finish, and it will actually sell more goods for you because they will be kept in better condition, and be more tempting to your customers. McCray Refrigerators are made in all sizes for immediate shipment, or built to order, and every refrigerator is guaranteed.

Write your name and address on a postal—ask for catalog No. 65 for grocers, or No. 58 for meat markets. Do this now before you forget. Every moment's delay means the loss of real money and trade to you.

McCray Refrigerator Company  
5558 Mill Street  
Kendallville, Ind.





establishment of independent and competitive buying and manufacturing. A movement to substitute other crops for tobacco, for diversified farming, for the education of the tenant children, and for doing away with the idea that there must be one "money" crop on which everything must depend, will do more for the glory of the American Society of Equity and the prosperity of Kentucky than a score of years of pooling.

John L. Mathews.

#### What Carelessness in Figuring Profits Leads To?

A well-known retail grocer of Seattle, Wash., has made a public statement that many a retail grocer, so careless is he in the matter of figuring profits, is actually selling at a loss goods that he thinks he is realizing a profit upon. To substantiate his statement he has made some calculations, which are reproduced below:

Best patent flours at present cost per barrel \$5.15. The average cost of doing business in this city is 17 per cent., or per barrel, 88 cents; total cost, \$6.03. Retailed at \$1.50 per sack, \$6. Loss per barrel, 3 cents.

It will be seen by this that grocers are selling at a loss of 3 cents per barrel, when cost of doing business is considered. Yet some grocers try to make themselves believe that they could sell for less and make profit.

Best cane sugar at present cost per sack, \$5.65; cost of delivery, 3 cents; total, \$5.68; less discount of cash 25 cents, total, \$5.43. The average cost of doing business, 17 per cent., is 93 cents. Total cost, \$6.36.

Sold at 15 pounds for \$1, the prevailing price, amounts to \$6.67, or a margin of 31 cents on a sack of sugar.

Deduct from this the full sacks that are sold at \$5.65 to \$6, and sugar is handled without profit. Condensed milk costs per case, \$4.05, less discount for cash, 2 per cent., 8 cents; total, \$3.97.

The average cost of doing business is 17 per cent. or per case, 67 cents; total cost, \$4.64; 48 cans to case, sold at 10 cents per can, \$4.80; margin of profit, 16 cents.

Deduct from this the cases sold at \$4.40 and \$4.50, and condensed milk pays no profit above the cost of business. Yet there are some grocers so foolish that they are trying to make their business pay by selling condensed milk at 3 cans for 25 cents or \$4 per case, that costs them, when cost of doing business is considered, \$4.64. Is it any wonder that such grocers generally wind up in bankruptcy?

Standard tomatoes now cost, per case, \$1.90; the average cost of doing business, 17 per cent., 32 cents; total cost, \$2.22; 24 cans retailing at 10 cents per can, \$2.40; margin of profit above actual cost of doing business, 18 cents; this would be  $\frac{3}{4}$  cent per can.

Tomatoes are always sold very close to cost. Still we find some grocers selling them at three cans for 25 cents and believe they are making a profit. They argue that be-

cause they purchased futures at 85 cents per dozen, or \$1.70 per case; to which should be added 14 cents for interest, plus 31 cents for cost of business, making a total cost of \$2.15 per case, or a net loss of 15 cents on every case sold at three cans for 25 cents. Interest should always be added in figuring cost of future goods, for the reason that they are actually purchased far in advance of their sale.

Lenox soap costs, per case, \$3.20; cost of doing business at 17 per cent., 55 cents; total cost, \$3.75; retailing at 6 bars for 25 cents, \$4.20.

Margin of profit paid on 17 sales, 45 cents. Fels-Naptha soap costs, per case, \$4.50; cost of doing business at 17 per cent., 76 cents; total, \$5.26; sold at 5 cents per bar, \$5; actual loss per case, 26 cents.

Quaker Oats cost, per case of 36 packages, \$3.80; cost of doing business at 17 per cent., 63 cents; total cost, \$4.43; or a possible margin of 1 per cent. per sale, 7 cents.

Violet Oats cost, per case of 36 packages, \$3.75; cost of doing business at 17 per cent., 63 cents; total cost, \$4.38; sold at two packages for 25 cents, \$4.50; total, 12 cents.

Margin of profit trifle more than  $\frac{2}{3}$  cents per sale.

Cocoa costs, per pound, 43 cents; cost of doing business, 17 per cent., 7 cents; total cost, 50 cents.

Commonly sold at 25 cents per package of  $\frac{1}{2}$  pound, 50 cents; no margin of profit.

Best potatoes cost, per ton, \$22; cost of doing business at 17 per cent., \$3.74; cost of delivery, \$1.50; total cost, \$27.24.

Sold at an average of \$1.35 per 100 pounds, \$27; actual loss per ton, 24 cents.

Ordinary ham weighing 12 pounds costs \$1.50; shrinkage 10 per cent., 15 cents; cost of doing business, 20 cents; total cost, \$1.94.

Sold at 15 cents per pound, \$1.80; actual loss, 14 cents.

#### Tom Murray's Theory of Business Success.

Ninety-five per cent. of the salesmen in the United States are failures, yet a large percentage of American business men are recruited from the ranks of salesmen. How, then, are we to expect anything except the same ratio of failures in business?

Business men are failures for the same reasons that cause failures in salesmen. Instead of seeking to make reputations for themselves, they seek to do the least possible for the money they get. They are indifferent.

The business man who is indifferent to his reputation must come to grief. Personality is one of the greatest of assets. Smile. Meet your customers. Make friends. Welcome the kickers. The good business man finds it a genuine pleasure to talk to customers with a kick. When the kickers leave, they have become his friends. I know of many instances in which a kicker, instead of injuring a business, actually sent many new customers—simply because he was treated right. The trouble with some merchants is that they have a grouch.

No man can succeed if he's grouchy.

The proprietor is judged by his clerks. A salesman must earn more than his salary before he gets a raise, and usually he must wait a year or more for the raise. The business man must do business on the same principle—give the public more than full measure.

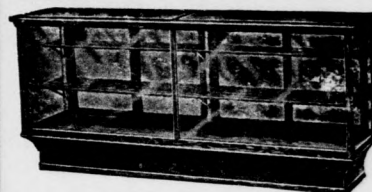
Tom Murray.

#### Too Optimistic in Times of Optimism.

One of the most important causes of failure is the overdrawal of credit. Business men who draw against a credit which has not been securely established are unable to withstand a period of depression. Men who incur greater obligations in times of prosperity than their finances or prospects warrant, on the assumption that their business will grow sufficiently to enable them to meet the obligations at the time they become due, are successful only as long as that prosperity lasts. If an unexpected contraction in the money market occurs in the meantime, the strain upon their resources is greater than the business can stand and failure results.

As a class the American business man is inclined to be too much of an optimist in times of optimism, and his actions are not tempered by sufficient conservatism to check his extravagances when the market is easy—a condition for which those banks who encourage speculative interests are partly responsible.

Alexander J. Hemphill.



#### A Case With a Conscience

is known through our advertising, but sells on its merit.

The same can be said of our DEPENDABLE FIXTURES.

They are all sold under a guarantee that means satisfaction.

GRAND RAPIDS FIXTURES CO.

Grand Rapids, Mich.

Jefferson and Cottage Grove Avenues

#### It Does Pay

To handle the best line of

Harnesses

That Is Why

so many firms sell our make

Write for catalog and price list

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.

#### 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.



## AVERTING PANICS.

## Measures Suggested by the Village Solons.

Written for the Tradesman.

One after another the "Sons of Rest" assembled at the village store for the regular evening session. The weather being warm it was as pleasant and comfortable outdoor as it was inside. It soon became apparent that the chief attraction was outside where the "Everlasting Argument," as a certain man was called, was warming up in a discussion of the financial situation, and the store was soon vacated by all who were not transacting business.

"The panic was not averted after all if the papers did claim that it had been. Of course, it might have been a great deal worse. This reassuring the people didn't amount to an everlasting sight. It didn't prevent a lot of money being drawn out of business and hidden away. The bankers could have prevented a good deal of that if they had managed right and held the depositors right down to the law."

"What law? There is no law to prevent a person drawing his money from the bank any time he chooses, is there?"

"Yes; that is, there is a rule of the banks that depositors must give thirty to ninety days' notice, if the banks are short of ready money, before they can draw their deposits. If they had shut right down on the start and made every one give that notice, it would have prevented runs on the banks until the scare was over or until arrangements could be made to satisfy depositors."

"It is easy enough for you to say that. I don't think it would have helped matters at all. Don't you suppose those old bankers have longer heads than you or I? If that would have done the business, you may be sure they would have required the notice. When winter was just at hand it would have been a pretty how-de-do to make people who wanted their money to buy supplies of all kinds for winter give so many days' notice. Then how many times it happens that a person doesn't know three days ahead, let alone thirty, when he will need his money. He must have it right on the day or a deal falls through or the opportunity to make or save money is gone. What quicker way can you tie up business than to hold back their money from the people who want it to pay out to the stores or invest in property?"

"Oh, I know that just as well as you do. I am talking about savings deposits that people don't need every day—working men and women, widows, retired people and others who only want the interest of their money to live on, or put it in the bank for safe keeping. Once in a while, of course, some one gets enough ahead to start in business or make a payment on a home, and wants to draw all his money."

"There you have it. Hold back every depositor's money, and those you mention are balked on their calculations; buying and selling proper-

ty, building houses and starting in business are done for. Stops business just the same, does it not?"

"Have it that way if you like. It may be just the same way, but not the same in amount. If one in a hundred or one in fifty is put out of his calculations, how much of a figure does that cut in comparison with every depositor pulling out all his money and secreting it somewhere? The banks could make exceptions in such cases and not hinder business deals."

"No, they could not. Would that be fair to the other depositors? Let the one who has enough to build a house or buy a home have his money and refuse those who have only a little? They must leave theirs in the bank and lose it if the bank fails."

"But the banks would not fail, if they took this safe course. The small depositors' money would be safe and in business somewhere, and lessen the money stringency instead of making it greater."

"Precious little you know about human nature. Every mother's son of a depositor, and a good many of the daughters, too, would have a good excuse to draw their money. It would be some bill to pay, a note, a mortgage, a life insurance premium, an organ or piano, furniture, clothing or something else."

"Well, I say what I said first: require the notice. Then there would be notes and mortgages paid at the banks and they could pay off small depositors at the time specified. The larger depositors who only wanted the interest would be glad to take mortgages of the banks, and they need not take anything which was not first-class security."

"I don't believe you will ever avert a panic, and I don't believe the bankers will ever avert one by the method you propose. You can stop a panic after it is once started just about as easy as you can stop the tide coming in. I don't say panics can not be prevented, because I believe they could be if there was law or power to stop the things which cause panics. What do you say is the cause of panics?"

"Want of confidence. Some big bank or institution fails and people get scared just as they do at an alarm of fire, real or false."

"Want of confidence it may be, but it is no false alarm. There are good reasons for want of confidence. High prices cause panics; always have and always will. There is a limit beyond which they can not be forced without making trouble. Why? Because everybody can not keep up with the procession. If wages and incomes and interest and produce and goods and everything went up together, equally, it would not matter so much. Some people's incomes increase with high prices and some do not. Take the old pensioner, for example. His pension does not begin to buy as much as it did ten years ago. He can't work if wages are twice what they were then. He can't increase his income, and that is the case with a great many people to-day. They can not live de-

cently and comfortably and pay the prices asked.

"Of course there is want of confidence. Who wants to buy a home or build or start in business when prices are high, especially if he goes in debt to do it, when in all probability he will have that debt to pay when wages are much lower, or produce brings less, or he has to sell goods for less than they cost him? There ought to be laws to regulate prices and maintain an equality."

"There is a law now to regulate prices—the law of supply and demand."

"Oh, yes; but is that law allowed to operate naturally? Not when any trust, or combine or monopoly can control the supply and make exorbitant profits from it. If prices were fixed by law there would be no temptation for any one to try to corner the market."

"That can not be done. In the first place it is too big a job for the Government to tackle. It would have to manage the entire business of the country. The people will not submit to that, because they know it would be a great deal worse than it is now."

"You carry the thing too far. I am not advocating Government control of everything. Are not the rate of interest fixed by law, the fare on railroads and street car lines and many other fees and charges? The General Government, or in some cases, the state government, could fix by law a limit to prices on such commodities as it was found necessary. I mean a

W. J. NELSON

## Expert Auctioneer

Closing out and reducing stocks of merchandise a specialty. Address

152 Butterworth Ave. Grand Rapids, Mich.

## BRUSHES

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

MICHIGAN BRUSH CO.

211 So. Division St. Grand Rapids, Mich.

Our registered guarantee under National Pure Food Laws is Serial No. 90

## Walter Baker & Co.'s Chocolate & Cocoa



Registered  
U. S. Pat. Off.

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

48 HIGHEST AWARDS  
in Europe and America

Walter Baker & Co. Ltd.

Established 1780, Dorchester, Mass.

# Worden

## GROECR COMPANY

GRAND RAPIDS, MICH

### Quaker Brand

# ROASTED COFFEES



## Big Sellers



ALL HANDS TAKE NOTICE



relative price; not a fixed, unalterable one. For instance, suppose beef sells at 5 cents per pound alive, it would be easy to determine just how much it ought to sell for at wholesale dressed and how much the different cuts should retail for and every necessary agent between the farmer and consumer have a fair compensation for his work or services."

"Well, there is no need of so many go-betweens. With beef there is only one needed—the butcher. If consumers would kick hard the retail butcher would have to go out and buy of farmers and save a lot of the expense of shipping to slaughter houses in all the big cities and back, besides stock-buyers' commissions and wholesalers' profits."

"Oh, yes; butchers could do so, and they do do so to a greater extent now than at one time, but the consumer has to pay just as high a price as when the retailer buys dressed beef. The packing houses establish prices, that's why. Buying and killing at home is limited and always will be because all the beef can not be grown in the locality where it is consumed. Don't you know that everything is utilized at the big slaughter houses? Nothing goes to waste. What is realized from blood, bones and refuse ought to pay for the expense of dressing and more, too. No, sir; shipping to the cities and back need not increase the cost of meat to the consumer. It simply gives the beef trust control of prices."

"Regulating the trusts, then, is your way of preventing panics. Why, that is just what the Government has been trying to do, and it seemed to be getting the upper hand, too, and still the panic came."

"Yes, because our laws are not strong enough—that is, the Government's powers are limited, are not clearly defined by law. It can not accomplish what it should for the people. This panic emphasizes the fact that not only the trusts must be prevented from controlling prices, but firms and individuals everywhere should be held to a strict account, and be liable to punishment for raising prices or cutting down wages without good reasons for so doing."

"Who is to establish prices or decide whether or not they are unreasonable?"

"Courts, judges, juries, commissions elected for the purpose."

"Better leave things as they are. Let every man look out for himself in buying and selling. If a thing is too high priced, don't buy; go without if possible. That will bring prices down. Everyone who is improvident, or greedy, or living beyond his means, or investing in get-rich-quick schemes, or gambling on prices is to blame for panics. Most people learn only by bitter experience. There is a new crop every few years to learn the same old lesson. Panics are like thunder storms; they come when the weather is ripe for them. If every one was wise and prudent and always did right, I suppose there would be no panics."

"Say, do you know you're just on

the opposite side from what you were a while ago?"

"Why not? I believe in looking at a thing from all sides. Don't you?"

"Yes; especially the outside, if it is a panic. There comes to mind the old proverb: 'The prudent man foreseeth evil and hideth himself; but the wicked pass on and are punished.' You and I will live just as long and be just as happy as if there never had been a panic."

"Of course we will. Let's go home, boys."

E. E. Whitney.

#### Prepare For Hard Times During Prosperity.

When an emergency comes in a man's business, success and failure lie close together. The emergency marks the point where the road diverges.

The reason why so many business concerns do not get beyond this point lies further back.

Almost always, it is some one creditor or group of creditors who bring about a critical emergency in a business. If they can be satisfied the crisis can be safely passed.

Now, at such a time in a man's business career, there is one thing that stands out conspicuously. It is his past record. It is then that all his acts, big and little, are weighed. If he has been careless in his dealings with creditors and customers, if he has been remiss in those financial and personal obligations that are imperative in a business man, if he has gained a reputation for deception or trickery—then he is more than likely to take the road bearing the sign, "Failure." On the other hand, if he has shown himself to be honest and careful, if he has guarded his reputation in the trifling transactions as well as the big ones, if he has shown himself to be dependable in his personal life—then he is almost certain to enlist the financial assistance that will carry him upon the road marked "Success." Success or failure, in my estimation, hinges largely on a man's reputation. The percentage of failure is heavy because so many men do not put a consistent value on this asset. They do things continually that injure their reputations.

In prosperous times men are apt to grow careless. When business is good they often become independent, not only in their stores, but in their personal lives. Instead of taking advantage of prosperity to prepare for hard times, they exhaust their reputations as well as their capital, and when the emergency comes they can not find men who will trust them.

Success in business is made up of little things. There is scarcely a business man who has not been called on at some time or another to meet a critical situation. Those who have surmounted the obstacle are the men whose daily and hourly lives established confidence.

Alexander H. Revell.

#### Common Property.

"Maude was afraid the girls would not notice her engagement ring."

"Did they?"

"Did they! Six of them recognized it at once."

More  
More  
More

comes the call for

**Karo**

**CORN SYRUP**

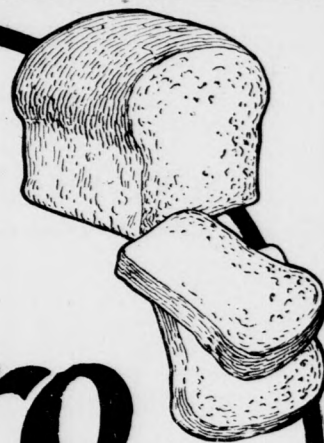
*The Best Spread for Bread*

You haven't a customer who will not delight in the wholesome flavor of Karo and joyously pass along the story of its unusual goodness. It's a food sweet and best fulfills every purpose for which a syrup can be used.

Big advertising campaign now in full force right among your customers. Are you reaping the benefit?

**CORN PRODUCTS  
MFG. CO.,**

**Davenport,  
Iowa.**



## FIREWORKS

This being presidential year we look for a big demand for fireworks and other

### Fourth of July Goods

We carry everything in this line and are prepared to make prompt shipments. Catalogue mailed for the asking

**PUTNAM FACTORY Grand Rapids, Mich.**

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



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

#### Center Generating Arc, Hollow Wire System Lamps

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

**BRILLIANT GAS LAMP CO.**

**42 STATE ST., CHICAGO**





### WOMAN'S BELT.

#### It Is the Bete Noire of Her Existence.

Written for the Tradesman.

"It takes a deal of assurance to try to dissuade a woman from buying something for her waist-line that for brilliancy outshines 'the flaming glories of Orion's belt,'" remarked the young woman who presides over the destinies of the counter devoted to belts and buckles, stocks and veilings in a large department store.

"A woman," she continued, rolling her eyes to Heaven with a little shrug of pretty shoulders, "a woman," she repeated, "may be perfectly sane on every other subject under the canopy and yet, when it comes to the matter of dress, show no more sense than a Hottentot!"

"As a general proposition, women do not make a deep enough study of themselves—of their physical and mental peculiarities.

"Some women are all to the physical; are greatly lacking in spirituality. I don't mean to say by this that they are fools, nor anywhere near that mark; but their bodily individuality overpowers—completely overmasters—their mind attributes. If they have any of the latter they are strictly in the background, so that people's prevailing thought of them is never that of a 'brainy person.'

"These folk are apt to give much time to the consideration of themselves as a mortal entity, and they regard that special entity as quite consequential in the universe. Defective in intellect they make up for that want by making themselves especially attractive physically. They seldom make a mistake in selection; they either know intuitively what is most becoming to their 'style' or have made a careful study of their figure and govern themselves accordingly. If they are undersize at the waist-line they pick out something that will give them a sufficiently rounded-out contour. If they are overblessed with avoirdupois where it is not only not a necessity but a positive detriment to good lines they eschew all those sorts of belts that tend to give a larger appearance. Neither of these extreme types can afford to tamper with her looks in this important section of the anatomy.

"Any number of things enter into the question: 'Is this belt becoming to me?'

"In the very first place, no belt looks nice on any woman if it is a belt that makes her 'look more so'—if that 'more so' is in any way ob-

jectionable. A velvet belt will make a too fleshy lady 'look more so,' no matter what the color. Velvet is all right for slender Sweet Sixteen, but let Madam who is 'fair, fat and 40' fly from it 'as if from the doom of fate.' Soft rubber, that easily stretches, is also impossible for the fleshy one, who, if rubber is preferred for belting, must select the kind that has scarcely any 'give' to it. If there is ornamentation all its lines must be such as would cause the wearer to look smaller around. If the embellishment is otherwise, no matter how great the beauty, let the stout person not make its purchase.

"Anything in red—leather, velvet, silk, no matter what material—makes for a bulky appearance. The same is true of orange.

"If possible, try on a belt at the store. And if you are not entirely satisfied with it then, take it 'on approval,' or else pay for it with the privilege of getting your money back if you don't care to keep it.

"Some women always seem so neat at the waist-line, while others are so very—what I call 'sloppy'—that the otherwise nice effect of the gown is lost. This trigness, if not natural, may be acquired. There is no part of dressing that requires so much adjustment as 'getting into one's belt.' Actually, when I dress in the morning for my work I am appalled at the amount of fussing before me to have my belt the way it ought to be to look as I like to have it."

The speaker was so precise at the belt as to be the personification of nicety.

"Really," she continued, "the putting on of a belt rightly is as much as the belt itself. No matter how fine the latter, if it is put on higglety-pigglety its elegance is nearly nil. You would think some women were actually molded and run into their belt, it looks so particular, while others are 'every way for Sunday.'

"It makes all the difference in the world, as I said, what a plump woman picks out to encircle her waist. She looks tiny in one belt, in spite of too much flesh, and like a tub in another. It's all in the lines and the shape of it and the material of which it is made.

"A girdle has 'troubles of its own,' for the points are forever getting skugee and forever requiring attention. The woman who is perpetually short on time should always have at hand a wide black satin ribbon of soft quality that she can knot around herself in a jiffy, a black pin at the back and front saving her the annoyance of having to hurriedly put

on a stiff belt and know that she is coming apart.

"One time I saw a piece of poetry that described (I wish I had saved it) the constant tribulations of the average woman with her belt, she being always feeling of it where her eyes wouldn't reach. And every line ended with:

"And she felt of her belt at the back!"

Erminie Kenyon

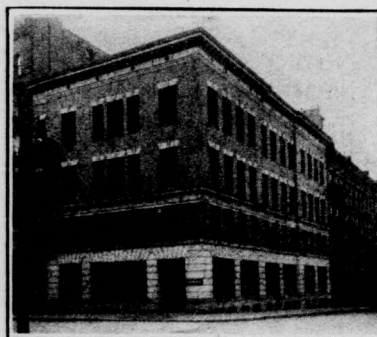
### Where Is Podunk?

It has not been many years since the popular expressions in the East to denote remoteness and outlandishness were such place names as Oshkosh and Kalamazoo. Yet both these places are now hustling cities having a population of more than twenty-

five thousand; and each is approximately as near the geographical center of population as Chicago and St. Louis.

The standard expression to denote rural obscurity is "Podunk." Everybody has heard of Podunk; but where is it? There is no Podunk in the list of sixty-two thousand Federal postoffices. The United States Board on Geographic Names has thrown only a little light on the subject by decreeing recently as follows: "Quaboag, pond in Brookfield town, Worcester county, Massachusetts. Not North, nor Podunk." Is there a Podunk anywhere?

In our anxiety to accomplish big things we overlook a lot of little things that aggregate greatness.



## Our New Home

in which we expect to be settled by June 1 with a large and complete line of dry goods, men's and ladies' furnishings and floor coverings.

**P. Steketee & Sons**

**Wholesale Dry Goods Grand Rapids, Mich.**

## Our Spring Lines

are now

## Ready

for

## Inspection



**Grand Rapids Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Michigan



# UNCLE LOVE'S GARDEN.

## One Sunny Spring Morning at the Seed Store.

Written for the Tradesman.

Uncle Love sat on a bag of peas at the end of the counter in the seed store. He puffed steadily at a cob pipe, which wasn't lighted, and whenever a customer appeared he made an ear trumpet of his right hand and listened. Uncle Love is a man who takes an interest in almost everything that goes on around Aurora, whether it is any of his business or not.

While he sat there, trying to scratch a match which was long past its usefulness, a pretty girl came in and asked for something that would grow into a long trailing vine.

"Our front porch looks too bare for anything," she said, "and, besides, the sun shines there in the afternoon so we can't hang the hammock. We want something that will grow fast and make a dense shade."

"He! He! Rebecca Ruth an' me used to want the hammock back in the shade, too."

The girl turned up her nose at the old man and appealed to the seed man.

"Have you something that will cover the porch this summer?" she asked.

"I'll see what I can do for you," said the seed man. "Uncle Love seems to be in fine spirits to-day," he added, with a shrug of the shoulders.

"What say?" demanded Uncle, leaning forward so as to get his ear an inch nearer to the seed man. "Oh, no, I ain't had no spirits to-day. Spirits costs money these hard times. What does the girl want, Steven?"

"She wants a vine to cover the front porch," said the seed man, yelling until the people out in the street stopped and looked in. "Say, Uncle, it's getting along about dinnertime for you!"

"What say?" asked Uncle. "Oh, wants a vine? Did I ever tell you about the Jonah vine Aunt Victoria's cousin's wife brought home from Joppa? That was the biggest vine I ever heard tell on. It was a Jonah vine."

"I never heard of a Jonah vine," said the girl.

"I wouldn't want one on my house," said the seed man. "Did they call it a Jonah because it was such a whale, Uncle?"

"I'm gettin' a little bit hard o' hearin'," said Uncle Love. "Why don't you speak up, Steven? This vine was a gourd. 'An' th' Lord prepared a gourd an' made it to come up over Jonah, that it might be a shadder over his head.' This vine was a shadder over everythin'. If Jonah'd had a sprig of it in his pocket when the whale gulped him down that fish'd 'a' been a floatin' Emerald Isle in the Sea o' Joppa. I never see anythin' grow so in all my born days."

"Do you think it would cover my front porch?" asked the girl, seriously.

"It would cover the State o'

Maine," replied Uncle Love, forgetting to ask a repetition of the question. "If they hadn't 'a' chopped it down it would 'a' connected us with Jupiter, Venus an' Mars. I lost most everythin' I raised that summer on account o' that Jonah vine. Aunt Victoria's cousin's wife brought it home from the Holy Land an' planted it down to the barn."

"Isn't that the 12 o'clock whistle, Uncle?" asked the seed man.

"What say?" demanded Uncle Love. "I don't care ef I do wet my whistle, ef you've got some prime cider or a glass o' buttermilk. Aunt Victoria's cousin's wife planted this vine down to the barn, an' it invaded my garden. When a shoot got started towards my melons Deacon Crope's hens, that was always in my patch, used to steer up alongside an' see which could run the fastest, theirselves or the vine. The vine allers got there first. If Bryan runs like that this fall he'll git sixteen to th' other feller's one. Grandson Hennery used to take sprouts o' that vine an' send 'em out to catch the cows. The trouble was, though, that the consarned thing wouldn't stop after it got the cows. It carried 'em right on into town an' laid 'em down in front o' the butcher shop. I don't suppose any other man in town could tell what that vine done without gettin' the reputation of makin' careless statements."

"Isn't that Rebecca Ruth coming down the street, Uncle?" asked the seed man.

But Uncle Love wasn't alarmed about Rebecca Ruth. He knew that she was concealed about the house somewhere, giving her credulity a rest during his absence.

"One day," he continued, "we missed the plow, an' where do you think we found it? Up on top o' the barn! Hope to die sometime if it wasn't right up on top of the cupola on the red barn. It had got caught on a shoot o' vine an' been carried up, like the prophet that had the two bears. One rainy week, when we thought the weather was about to clear an' give the sun a chance, that plaguey vine reached up an' got a thunder head that was goin' along mindin' its own business by the scruff o' the neck an' squeezed it until the garden looked like a riparian right o' way."

"I'd like a vine with a pretty flower," suggested the girl, as the seed man sorted over a bunch of envelopes. "Isn't it just awful, the way Uncle Love sits around and remembers things that never took place?"

"What say?" asked Uncle Love.

"She said the boys were down at the corner, waiting for you to go fishing," said the seed man. "You'll have to hurry up, or they'll be gone."

"Oh, yes, the vine would run in water as well as on dry land," continued Uncle Love. "It would catch a perch quicker'n a net. It grew so thick around the barn that it lifted it off the foundation, an' we had to teach the horses to walk up a ladder. We used to tie bags o' wheat to the runners an' head em' for town until we had to quit on account of the railroads. They said we was doin'

a carryin' business without no franchise. No, I never seed anything grow like that vine. It growed deep in the ground, too. I disremember whether it was three wells or four it pulled out'n the school house lot an' dropped on Old Ike Robbins' hay ricks."

The seed man walked to the back of the store and took a package of seed out of a drawer.

"Here is the best thing we have," he said. "It will make a fine vine, and there is a bright pink flower all through the season. That is a quarter a package."

"What say?" asked Uncle Love, walking back. "Yes, that vine had everythin' else beat at the quarter. It grew around the hen house so that we had to put in alarm clocks to wake the roosters up at crowin' time. It was so dark inside that the hens couldn't see to turn their eggs, an' the chicks come out cooked on one side an' raw on the other. Did you say you had some prime cider?"

The seed man shook his head.

"You don't need anything to stimulate the imagination," he said.

"What say?"

The girl paid for the package of seeds and went away.

"That was the summer the cucumbers grew inside the early pea pods, wasn't it, Uncle Love?" asked the seed man.

"What say? Did you sell that girl some of the Jonah seeds?"

The merchant nodded.

"Then I'll be on my way," said the old man. "If that vine gets the start o' me I'm likely to find my house moved over into Elder Vinton's pasture lot. The only thing the vine that Aunt Victoria's cousin's wife brought from Joppa couldn't lift was the mortgage on the farm."

The seed man went to the front part of the store to wait on a woman who wanted a package of lawn seed. Uncle Love ambled along and stood in the doorway.

"You want to be keeful about gettin' lawn seed," he said, feeling for a match to light his pipe. "Dave Snow brought some lawn seed up here from Grand Rapids once that run everythin' else out o' the yard. It run the iron fountain off the south lot, and started in on the tax collector when he come to collect."

"I'd like to invest in a package of that seed," observed the customer. "It would come in handy along in December."

"What say?" demanded Uncle Love. "In December? Oh, yes, if you could cross it with a ton of coal, I guess it would run the snow

off the walks. Guess I'll be movin' along, Steven."

The old man winked slowly at the seed man and started away.

"If you find some of that lawn seed," said the customer, "just let me know. It might help some in running out the prohibition vote next spring."

"Oh, I don't know," said the seed man. "I guess the prohibition vote won't get tangled up with anything that will crowd a pure water fountain off the lawn."

"I dunno," said Uncle Love. "I've seen some mighty strange things things hereabouts. Vines an' things grows pretty thrifty about here."

"The only thing we seem to lack now," said the merchant, "is a seed that will run out a good lively liar."

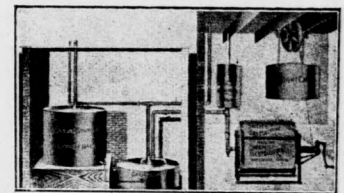
"I never had no patience with a man who didn't stick to the truth," said the old man, with a broad grin.

Alfred B. Tozer.

A lot of men who are waiting for ships to come in have failed to weigh their anchors.

A well trained conscience heeds no accuser.

## BRIGHT LIGHT



Better light means better results in either business or home. More and better light for the least money is the result you get from the Improved Swem Gas System. Write us. SWEM GAS MACHINE CO. Waterloo, Ia.

## There Is

no such thing as "Telephone Competition." The proper phrase is "Telephone Duplication."

Avoid it.

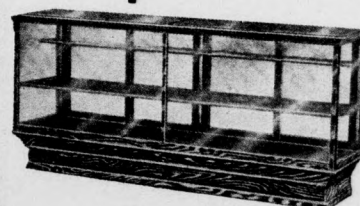
## "Use the Bell"

IT PAYS

CALL MAIN 330



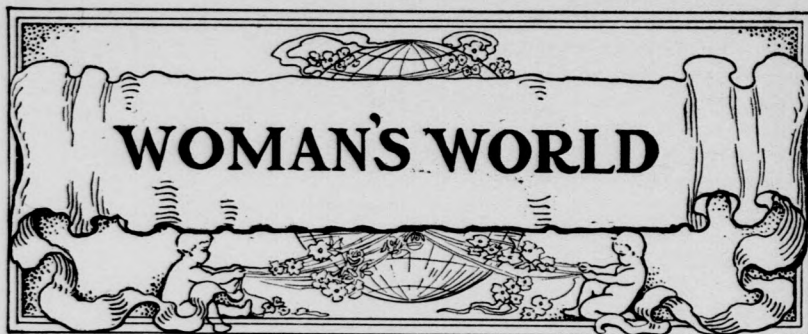
## A Better Case for Less Money



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

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





### About the Woman With the X-Ray Eyes.

Paris has a sensation in a woman who can see through opaque substances, and who is called "La Femme Roentgen." She was discovered by a certain doctor of Narbonne, who has been amazing his colleagues by giving exhibitions of her marvelous power. One of the feats which she accomplishes is to read a letter at a distance that is securely sealed and that has been previously posted as an additional precaution. Her chief stunt, however, is to pierce the human frame with her eagle glance, and to describe with accuracy any object that a man holds hidden from view behind his back.

There is nothing so wonderful in this latter test. She is not the first woman who has been able to see through a man. Any ordinary, every day sort of a woman, with normal eyes, can do that whenever she wants to, and when she does not, it is because she deliberately shuts her peepers and declines to look.

This will be news to most men, for the average man believes that he is an inscrutable mystery to woman, and that she only sees the kind of a living picture that he chooses to present to her admiring gaze. More than that, every man confidently believes that every woman believes what he chooses to tell her, and there is no other thing for which he is so grateful to heaven as for having made women nearsighted. In all of these cheerful theories he is utterly and totally mistaken. Women pretend to be shortsighted because the conventions of society make it polite for them only to see the things that are under their noses. It is also generally more comfortable not to see too much; but, as a matter of fact, women see much farther into men than men do into them, and this is easily explained: A woman's success, her happiness, her support, depends upon her understanding man, but while woman presents an agreeable and interesting study to man, it is not essential to him. In other words, an ability to read man at sight is a necessity to woman, while an ability to know woman is merely a polite accomplishment with man—a sort of extra in the curriculum of life.

There are talents of whose possession it is not wisdom to brag, and the ability to see through a man belongs to this category. Oliver Wendell Holmes once said that every man was three men in one. There was the John Smith that John Smith thought he was. There was the John Smith that John Smith's friends

thought he was, and there was the real John Smith. To these should be added a fourth: The John Smith that John Smith's wife beholds with her lovely Roentgen gaze, and he is an entirely different personage from the other three gentlemen.

Very often we wonder at the blindness of a wife, and ask each other what she sees in her husband, but heaven forbid that she should ever know, and, most of all, that the husband should ever know. Many a giant would turn into a pigmy, many a hero would show as a craven coward, many a philanthropist would be revealed as a hypocrite, many a wit and genius would appear mediocre if only we could look at them through their wives' spectacles, and it is to the honor and glory of women that they so often hide what they see in a man from the world.

Sometimes we see a woman who is married to a pompous windbag of a man, who is always boasting and bragging and assuming a Sir Oracle air, and as we observe her admiring attitude, and the way in which she hangs upon his words as if they were inspired wisdom, we think how fortunate it is that she is so deceived and thinks him the genius he pretends to be. In the majority of cases our congratulations on her stupidity are wasted. She sees through him, and beholds just as clearly as we do that his brains are mush, and that there is nothing in him but a pair of leather lungs and an endless tongue. All the women with X-ray eyes are not giving public exhibitions of their powers by a long shot.

Or, perhaps, it is some meek little woman who apparently spends her life in burning incense at the feet of some big, blustering brute of a man that she treats as if he were a little tin god. She lets him blame her for everything that goes wrong. She defers to his opinion. She apparently thinks he has a perfect right to tread upon her and trample her in the dust, as religious fanatics used to think that it was an honor to be crushed beneath the car of Jugger-naut, and the man goes serenely on his way believing that his wife sees in him a superior being and the noblest manifestation of masculine strength and authority. But the woman is not as purblind as she seems. She is looking right straight through his miserable soul, and seeing him for the cowardly bully he is and wishing that she was big enough to trash him. If many a man could see himself through his wife's eyes, he would feel as if he was looking through the wrong end of an opera glass.

Do you think, Oh wise and most unscrutable husband, that your wife has not seen through you and discovered every one of your weak spots? Perhaps you are a little vain about your success in business. Do you think it is by chance that she tells you that every one says that it is wonderful how you have gotten along, and what a Napoleon of finance you are, just before she strikes you for a new addition to the house, or an expensive set of parlor furniture? It may be that you have a natural pride in being good-looking. Think you it is mere coincidence that she should mention that your other name is Apollo Belvidere, and then suggests that she needs a new frock, because a woman who has such a handsome husband has to dress up to him? Perchance you have a conceit of your own wit. Do you think it is a mere lucky fluke that caused her to beg you to tell your best story, and thus induce a melting mood in you just before she announced that the doctor said that she really must spend the summer in the North? Of course, you have always thought of your wife as a dear, simple soul who couldn't see an inch in front of her face, but—

Messieurs, voila la femme Roentgen in private life!

In society you frequently see a fresh young fellow telling a timid little debutante what a wonderful creature he is, and how he always knows beforehand how everything is going to turn out, and how he can always pick out the horses in the

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

**Wingold**  
THE FINEST FLOUR IN THE WORLD

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

**Bay State Milling Co.**  
WINONA, MINNESOTA

**Lemon & Wheeler Co.**  
Wholesale Distributors

## Bixota Flour

Manufactured by

**Red Wing Milling Co.**

Red Wing, Minn.



Every Sack Guaranteed or Money Cheerfully Refunded

**S. A. POTTER**

859 15th Street, Detroit, Michigan  
Michigan Agent



faces, and she looks at him with an adoring expression, and asks him if it isn't nice to be so wise, and if he isn't ashamed to be so cruel to the poor bookmakers, and he thinks how easy it is to fool a girl. Or perhaps he is one of the unappreciative geniuses who get their satisfaction in life from bragging to women about the great plays they have written, or the marvelous poems they have composed, or the wonderful pictures they are going to paint, and the women listen with an absorbed expression, and the man thinks that he has convinced them that he is a Rosstrand or a Millais, and he goes away believing that it is the easiest thing in the world to pull the wool over a woman's eyes. Or it may be that the man thinks himself a fascinator, and he tells the woman he never loved before, and because the woman smiles a sweet and childlike smile, he departs congratulating himself on how easy it is to deceive a woman, but let the man who holds these opinions watch out. Women are seldom such fools as they look, and behind the baby stare there is hidden an X-ray that reveals all his miserable little lies and flatteries and vanities, and she has set him down as the Ananias he is. La femme Roentgen has a million sisters.

It is ill looking a gift horse in the mouth, or scrutinizing a husband's excuse too closely, says the proverb, but let no man think that he can impose on his wife with the specious assertion that he was kept downtown on business or was going over the books until 3 a. m. She may let it go at that, and she may even add frills to his friends, but she has seen through the falsehood and knows it for what it is worth. When a wife makes the invariable excuse when she appears alone in society, or spends months away from home, that her husband's business was such that he could not accompany her, the fiction passes current, but neither the wife nor any other woman is deceived. Their X-ray eyes have seen through the flimsy excuse, because no sweetheart's business ever kept him away from the side of his lady-love.

Sometimes la femme Roentgen sees too much, and knows that she should look no farther, for she sees love lying dead in the heart of a man, and she would fain hide from her gaze the skeleton she has beheld. Then she shuts her eyes and turns away her head, and pretends the man's neglect is coldness of temperament; that his absences are the result of the exigencies of business; that his irritability is overwrought nerves; that his kisses have lost the thrill through habit and custom, but it is all in vain that she pretends to herself. No woman but knows when a man loves her, and no woman but knows—God help her—when a man ceases to love her, no matter how much she may lie to herself about it. She sees through men too clearly.

Poor woman with the Roentgen eyes!  
Dorothy Dix.

No man really holds any ideal that he is not seeking to actualize.

#### The Home-Made Bread Habit.

Some of the baking papers are again discussing the question of why the disproportion is so great in this country between the amount of bakers' bread and home-made bread consumed by the people. In Europe the proportion of bakers' bread to the home-made bread consumed is about 80 to 20; while in the United States the proportions are at least reversed. As a matter of fact, there are whole states where the proportion would not be near 20 per cent., possibly not even reaching 10. According to one of our baking contemporaries, bakers are asking themselves why this is so and whether they are turning out the right kind of bread.

We do not believe it is really a matter of quality that influences the consumption of home-made bread in preference to the bakers' article. Such things are largely a matter of habit, and the use of home-made bread is certainly a dietetic habit of the American people. So far as quality is concerned, we believe the bakers' bread will average better than the home-made article; but that argues little, so long as the consumer prefers what he has always been accustomed to.

One of the obstacles in the way of a greater use of bakers' bread is the belief in the greater economy of the domestic article. As a matter of fact, this economy is more in seeming than in reality. Probably few householders know exactly what their home-made bread costs them. They doubtless figure only on the cost of the flour, and not on the fuel or other materials that enter into the cost of their home breadmaking.

A further obstacle is the common and unfounded belief that bakers' bread is made of inferior materials and that it is adulterated. While

bakers probably do not use, on the average, as high a grade of flour as the average well-to-do American family, nevertheless this is largely made up for by the superior scientific manipulation which it receives in the bakery.

The baker will have less trouble in competing with the home article when he has convinced the householder that his bread is made of the best materials, is prepared in a cleanly manner and in a cleanly place, and that the economy of home-made bread, everything considered, has been largely overestimated. We think these are the points to which the baker should direct attention, rather than trying to produce a bread of different quality from that now commonly on the market. The bread is really good; but quality has little relation to preference, in things like diet. The real difficulty in the baker's way is the dietetic habits of our people. It is hard to overcome the habits of a lifetime; and home-made bread is a habit.—American Miller.

#### Drastic Plan To Collect Bills.

Some \$30,000 worth of bad bills are to be offered for sale by the Geneva Business Men's Association, Geneva, Ill. These include hardware, grocery, dry goods, butcher and other bills. At a meeting of the Association it was decided to take this step as a means of securing a settlement on the bills. The first auction will be held in front of the Geneva State Bank building. Thirty days' notice will be given to delinquents of more than one year. If a settlement is not secured at the end of this time the bills will be offered for sale to the highest bidder, the purchaser to take his chances of collecting. Thirty business concerns are interested in the plan.

## Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

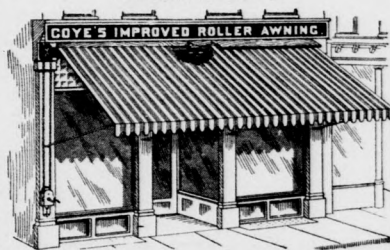
## Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.  
GRAND RAPIDS, MICH.

## Chas. A. Coye

Manufacturer of



## Awnings, Tents, Flags and Covers

Send for samples and prices

11 and 9 Pearl St.

Grand Rapids, Michigan

Mention this paper.



A Good Investment

PEANUT ROASTERS  
and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

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

# You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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

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





### Giving Premiums Legitimate Method of Trade-Boosting.

The foundation of many a merchant's success is his ability to make people believe they are getting something for nothing. This may not consist of cutting prices, as cut prices alone do not make a favorable impression, and the favorable impression is necessary. Every merchant who may be said to have made a conspicuous success of his business has, to a certain extent, followed original lines with the idea of cementing his customers into closer relationship with himself.

The desire to get something for nothing is a perfectly natural one. Indeed, it is one of the strongest attributes of the human race. The psychologist can perhaps explain just why this is so, but as his terms are rather difficult for the tongue and even more difficult to understand, the average person is contented to know that it is so without going into causes.

But let us go into effects a little, for herein awaits opportunity for those who care to embrace it.

### Premiums Help Sales.

The giving of premiums as an inducement to buy goods, while having a tendency to cheapen the business in the eyes of customers if pushed so assiduously as to give the premiums greater prominence than the selling end of the business, has none of this tendency if entered into in a conservative manner consistent with the dignity of the hardware trade. Premiums, if given, should be put forward as a secondary attraction, the first inducement being always the quality of the goods offered for sale and the prices thereof.

The merchant who is short on talk and not ingenious in devising unique methods of advertising and extending his trade will find the premium plan an excellent introduction to new customers. In great measure the premium takes the place of selling argument. It causes people to look around the store for what they may need.

### Appeals To the Ladies.

The premium appeals more strongly to the ladies, and there is hardly a hardware store that can not afford to encourage their trade. The men, too, are not exempt. The man who found a half dollar on the street and spent five dollars in celebrating is a full brother to the premium hunter. The men are susceptible to the influence of the women and children, who request them to patronize the premium store in preference to another, even although that store

may not carry the exact brand of goods desired.

The premium seems of greater value in the eyes of its possessor than something he or she had to pay cash for. It is something for nothing. The pulling power of the premium plan, intelligently worked, is enormous. It makes every day a bargain day. As an advertising investment it makes results absolute, inasmuch as payment in the shape of goods is made only after cash is received.

### A Continuous Advertisement.

A premium is a continuous advertisement for the giver; therefore it should be useful and have permanence. It should not be a part of your standard stock; should it be, customers will feel that you are unloading old and unsalable goods. As a matter of expediency it is also unwise to give away what you have formerly offered for sale. Along the same line, premiums should not be sold, but exchanged only for coupons, as to sell them would lower the plan in the estimation of all those who discovered they could buy your favors. The life of a premium as such is long or short according to its popularity as a prize, and to sell it is to rob it of its atmosphere.

Your fellow merchants in other lines will no doubt object to the custom of premium giving, feeling that they are being robbed of sales, but they will object more strongly and with some reason if you interfere with their trade by selling goods which you would not be supposed to handle.

The hardwareman's lines have been gradually extending until to-day silverware, glassware, crockery, rugs, oilcloth, electrical appliances, watches, and many housefurnishing goods are handled to a greater or less degree by a large percentage of the hardware trade. It will often be found that some novelty in one of these allied lines will make an excellent premium.

### Distribute Premiums from Store.

One of the necessary rules which should govern a premium-giving department is that premiums should be distributed in your own store, and not by any outside party or firm. A great part of the advertising value of the premium lies in its association with our store and methods, and you are deprived of this when your customers' coupons are redeemed away from your place of business. This is one of the great drawbacks to the trading-stamp system. Another and a greater drawback to the stamp is the fact that it can be adopted with ease by your competitor, and

also that the premiums given conflict with the goods on your own shelves.

If a premium system can not be exclusive and planned according to your own needs, it had better not be entered into. The decline of the trading stamp was due to its loss of individuality, and while the trading stamp still holds sway among some of the large department stores, its glory has faded in the face of adverse legislation and the failure and dishonest practices of some of the trading-stamp companies.

The beauty of the individual premium plan is that those who lack the ability to plan a smooth-working system will not succeed in imitating your methods, and those who have this ability will hesitate to imitate and be classed as followers. The first merchant to adopt the system will enjoy a field practically his own.

A premium is equivalent to a cash discount, except that it is more attractive. It is equivalent to a cut price, with the exception that the cut price does not create a marked demand, and the premium does.

### Prompt Payment Encouraged.

Properly used a well-selected list of premiums is a great aid in putting a credit business on a strictly cash or prompt payment basis.

Cash discounts, of course, will not be given, as premium certificates can be made to take the place of the cash discounts, offering full certificates when bills are paid within the specified time, half certificates if overdue, and no certificates at all if long overdue, the exact time to be stated.

Premiums may be considered exempt from many of the fixed charges which affect the regular stock of goods for sale, and basing the premium expense at actual cost of goods, freight, storage and cartage to destination, a scale based upon a 4 per cent. award will be found profitable, considering the reductions which premium giving makes in cost of advertising and cash discounts. Not all the certificates given out will turn up again; many will be lost or thrown away, and thus serve to cut down the percentage of expense.

Many men will throw or give away their certificates, but a woman will save them up for two years to get a coveted article "for nothing." The children are attracted by the pre-

### Clark-Rutka-Weaver Co.

agents for

## "ACME"

### Paints and Varnishes

Send mail orders or call us by phone

**New Era Paint  
Michigan Seal White Lead  
Paint Removers, Etc.**

All kinds of

**Shelf and Heavy**

## Hardware

32 to 46 So. Ionia St.

Grand Rapids, Michigan

## Foster, Stevens & Co.

## Wholesale Hardware

### Fire Arms and Ammunition

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

10 and 12 Monroe St.

Grand Rapids, Michigan

### 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



## THE NEW IOWA CREAM SEPARATOR

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

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

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

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

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

Why not sell it to them—THE NEW IOWA?

Write for our large illustrated and descriptive catalog or ask to have our representative call on you and demonstrate the merits of the easiest selling cream separator you ever saw.

IOWA DAIRY SEPARATOR CO.,

152 Bridge St., WATERLOO, IOWA



mium catalogue and will add their influence to see that trade goes to the store where premium certificates are given. So it is easy to see why the men, urged by the women and children, trade at these stores.

#### Permanency and Fairness.

Several items of vital importance must first be duly considered before taking up the premium system.

The first is permanence. No dealer should try it for a month or two and then give it up, as in that case there is bound to be some dissatisfaction among customers holding certificates which can not be redeemed.

The next is fairness. Certificates should be given out with each cash purchase, whether asked for or not. The merit of the plan lies in its advertising value, which is great only in case it can be openly pushed. Details of the offer should be printed on each certificate.

#### No Expiration.

Premium certificates should run indefinitely, having no set time of expiration. If there is anything calculated to earn for the dealer the epithet of "crook," it is to turn down certificates on the pretext that they have "expired." Such practice may work, to a certain extent, in a large city, but in the town it is better to be perfectly frank and fair with all parties, many of whom have spent their money chiefly in expectation of the premium.

Certificates should be issued with the sale of all classes of goods, making nothing exempt. It may be thought that on some things there is not sufficient margin. Yet upon others there is more than enough to make it up, and as it would be impossible to do good advertising by restricting publicity to only the most profitable classes of goods, it is just as impossible to restrict the giving of certificates and still do good advertising.

#### Advertising Value Is in Quality.

Premiums given should have no advertisements upon them. The advertising value of a premium after it is bestowed depends entirely upon its quality, as in the owner's mind it always represents the giver and his business methods.

The selection of good premiums is no easy matter. Not every article will do. If it lacks the elements of popularity, for example, it will serve as no inducement to pull trade. One of the most important considerations of all, as before mentioned, is to choose goods which are not part of the hardwareman's standard stock. It is a safe plan to buy first in small quantities, in order to determine pulling power. Even after an article has been demonstrated to be a good premium, it will sometimes suffer a reaction and die down, making it necessary to replace it with something else.

#### What Goods Should Be Used.

Premiums should be provided which appeal to every member of the family—and especially to the women. Finger rings have been demonstrated to be as popular as anything. Jewelry of popular patterns is always good.

Broadly considered, it will be found that the most satisfactory premiums are those things which people want, but many feel they can not afford. Luxuries, in other words. If not already carried in stock, silverware, dishes, cut glass, rugs, furnishings—articles for home use or decoration, pictures, toilet and table accessories—are best for the women.

The boys are not hard to suit: just venile books, savings banks, mechanical toys or sporting goods not carried in stock, etc. For the men, fountain pens and ink pencils, smokers' articles, condensed dictionaries and leather specialties will prove popular. Accident insurance policies have been found excellent. No one need hesitate long in selecting appropriate premiums if human nature is only taken into account and the field of available goods is thoroughly looked over.

Seasonable premiums, such as flags and fireworks for the Fourth of July, are now in order. Every holiday and season offers opportunities of this kind.

#### Displaying Samples.

The sample stock of premium articles should be well displayed in the store, and each article should bear a tag, showing the number of certificates necessary to acquire it.

Certificates should be issued from the cashier's department, duly stamped with the date and amount of purchase, as otherwise fraud is liable to creep in through favoritism of clerks.

A catalogue, illustrating and describing the line of premiums should be placed in the hands of as many people as possible.

Twenty years ago there were very few concerns giving premiums. Now there are thousands. As a scheme to draw trade the premium plan has long been accepted as one of the most effective.

#### Who Pays?

The question has been advanced as to who pays for the premiums. It is plain that the customer does not, having had value received for his money and the premium to boot. The dealer comes out ahead of the game through his gain in new trade, cash payments and cutting off the payment of cash discounts and a portion of his advertising expense.

If anyone pays for the premiums it is the dealer who does not use them and thereby loses trade to his competitor who does.

Premiums have a tendency to stimulate buying to the extreme. A woman will pay ten cents carfare to save five cents at a bargain sale, and by the same reasoning she will purchase more goods than she needs in order to get the premium certificates. But that is not for the dealer to worry over. It is a condition for him to take advantage of. If he does not someone else will.

#### Other Premium Ideas.

It has been found profitable to give an upright piano to the person or society receiving the most votes during a contest extending over six months or more. This is a fairer method than awarding the piano to the one holding the most coupons, as

the purchasing power of different parties is unequal. In a voting contest it is possible to enlist the interest of churches, lodges, etc., and a friendly rivalry once started between these factions will prove to be one of the greatest trade pullers imaginable, each individual member of the society buying as much as he can afford in order to get the votes.

One dealer got good results from awarding Teddy bears to those little girls who would each send him ten customers, identification cards bearing their names being furnished the children. These cards would be turned over to customers by the youthful solicitors, and through them would reach the dealer. An extra large Teddy bear was awarded the child sending in the most names.

A few ticket punches bearing the dealer's name, loaned free to car clubs for keeping score, proved to be appreciated in a substantial way.

A hardwareman in the West gave a bicycle race under his own auspices every year, the entrance fee being a receipt for \$5 worth of goods purchased from him during the previous year. The first prize awarded was one of the best bicycles in his store; bicycle sundries constituted the second and third prizes. The event was of great importance in the town and vicinity, and was talked about the year around, giving that dealer control of the bicycle trade that no one could take away and proving a valuable advertisement in every sense.

In advertising a little ingenuity is worth barrels of space poorly used. A knowledge of human nature should enter into all plans. Without this atmosphere the premium plan, the voting contest, the newspaper advertisement—aye, even a business card—will be "stale, flat and unprofitable."—Bent Twigley in Hardware.

To think of truth as finished is a barrier to finding its fullness.

A man's age depends on the ideals he still cherishes.

#### Largest Exclusive Furniture Store in the World

When you're in town be sure and call. Illustrations and prices upon application.

#### Klingman's Sample Furniture Co.

Grand Rapids, Mich.  
Ionia, Fountain and Division Sts.  
Opposite Morton House

## Harness

Ours is  
Made of the Best Material

Have You Our  
Catalog?

Prompt Shipments

### Brown & Sehler Co.

Manufacturers

Grand Rapids, Mich.

WHOLESALE

## 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.,

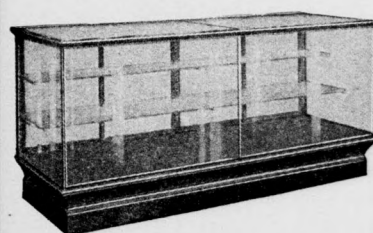
410 E. Eighth St. Cincinnati, O.

## Clearance Sale of Second-Hand Automobiles

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

Write for bargain list.

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



Our Crackerjack No. 25

## Improve Your Store

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

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

### GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

New York Office, 750 Broadway  
(Same floor as McKenna Bros. Brass Co.)

St. Louis Office, 1331 Washington Ave.

Under our own management

The Largest Show Case Plant in the World



## ONE HUNDRED YEARS.

## What Temperate Living Will Do for a Man.

Louis Cornaro lived one hundred and three years—sane, sensible and happy. His death was as natural as life. He simply passed away in a quiet sleep from which he forgot to awaken. When past 90 he wrote a treatise on the temperate life, and in this book he says: "A man can not be a perfect physician of any one save of himself alone."

That is to say, no two persons being exactly alike, one person can not possibly fully understand the needs of another. To follow the maxim of Socrates, "Know thyself," is sound advice.

To know what is good for one's self and what is bad, and to cleave to the good and avoid the bad, in the main is not difficult. The trouble is, as a people we have never tried it. We deliberately violate all the laws of health and depend upon doctors to keep us well.

"The sick man is a rascal," said Dr. Johnson. That is, he is a quasi criminal—one who has slipped his trolley and is out of touch with the currents of the universe.

Our metaphysical friends tell us that it is all a matter of mind, and if we have love in our hearts, thinking kindly of everybody, we will be well. The real fact is that people who are poisoned with malnutrition can not think well of themselves or anybody. The ability to love as well as the ability to endure depends upon the condition of the nerves, and the condition of the nerves depends upon the state of the digestion.

Most of our ills come from over-eating, and to overeat is much more common than to overdrink. We have seen white ribbon clubs organized all over the world to stop the sale of strong drink, but few people there be who are inclined to block and banish disease that travels by the gorge route.

The late Diogenes was once prowling around with his lantern looking for a Roycrofter when he met a young man in gay attire. The philosopher stopped him and asked, "Whither?" The youth replied that he was going to a feast.

Thereupon Diogenes straightway collared him, and, taking him to his home, ordered his parents to lock him up until his sanity returned.

Diogenes, he of the simple life, may have been a trifle eccentric, but he knew that the midnight supper spelled disease, disintegration and death.

Habit is second nature; that is to say, if you accustom yourself to a certain line of conduct you will be compelled to continue it, although it kill you. The mental attitude of most people is the result of bad habits acquired in youth. Bad habits cling with a persistence fully as strong as good ones. For instance, the cigarette or the strong drink habit. The coffee, meat and pancake breakfast is a habit with most people, and it is also a necessity, for what you grow to consider a necessity is. People who have heartburn,

bad breath, colds, throbbing at the stomach, pain in the side, headache, are all our meat breakfast friends—there are no exceptions. All these pleasant symptoms just named are the result of food poisoning. The person has stowed his hold with such a finely assorted cargo of indigestibles that Nature pauses perplexed. Fermentation follows, and the individual is but an animated garbage can.

As a people we are 25 per cent. sick, through eating 25 per cent. more food than our digestive apparatus can care for.

The no breakfast plan has the disadvantage of being revolutionary—contrary to our fixed habit—you are aware of missing something, and a strong effort of the will is required to cut it out. This inward struggle uses up good energy. Often the best way of overcoming temptation is to succumb to it. Our no breakfast friends usually explain the fact to all who will lend an ear—they are always aware they have had no breakfast. Forget it they can not. Good health does not demand that we deprive ourselves of all that appetite craves—simply be moderate. To limit breakfast to fruit, toast and one cup of coffee is not difficult, and soon becomes delightful for most people. And the result for brain workers who have been addicted to the meat breakfast habit will at once be felt in a great sense of ease and clearness of mind. The simple cereal and cream habit means increased length of days. To force your boiler is to have it filled with slag, making the boiler doctor necessary. And occasionally you are told to shut down and have a flue or two removed in order to prevent collapse.

An enlightened people who prize health should make it a rule to eat at least one meal a day without meat, and two may be better.

If we could acquire the habit of health through temperate living, the century run would be the rule and not the rare exception. As it is, most men die at a time when they are just becoming fitted to live.

Having tried a lot of things and found them faulty, we begin to get wise when Death with his scythe comes over the hill.

Let us look to ourselves for health, not to the doctors. People who are forever taking note of their sensations, and who send for a doctor if they feel bad, instead of figuring it out in their own minds why they feel bad and avoiding the cause, are candidates for the ether cone. Those who are given to the luxuries of the table are preparing for the horrors of the operator's table.

The average length of life would be increased immensely if we would just begin to "Know thyself." As it is now, we depend on the doctors to cure us if we are sick, and if worse comes to worst, we are fully prepared to go to the hospital and have the surgeon remove the inflamed organ. Wouldn't it be better to so live that no inflammation would follow?

Disease comes only to those who

have been preparing for it. Disease is a sequence postponed by Nature as long as she can, and then, discouraged, she says, "Let 'er go—back to the mass!"

Beginners on the bicycle run into the object they seek to avoid. The doctor and the hospital are in our minds; we think disease, not happiness and health. Health is within our reach; it costs nothing—only the effort which soon grows into a pleasurable habit. Ask any doctor of any school if I am not right. Why not acquire the health habit? Here is the formula:

1. Deep breathing in the open air with your mouth closed.
2. Moderation in eating—simple dishes—Fletcherize.
3. Exercise at least an hour in the open each day, walking, working in the garden, playing with the children.
4. Sleep eight hours in a thoroughly ventilated room.
5. Drink all the water between meals you care to.
6. Don't bother to forgive your enemies—just forget them.
7. Keep busy; it is a beautiful world, and we must and will and can leave it more beautiful than we found it.

## Humanettes.

A boy under the hand is worth two in the reformatory.

Truth is often stranger than fiction—but seldom so remunerative.

It is safer to loan money to some men than to borrow of others.

If they had to choose most people would rather have a false heart than false teeth.

The curious thing about a moth ball is that no moths are expected to be present.

It is a wise son who knows his own father—but a mean one who tells on him.

Know thyself. Every smoking car contains at least two men who consider themselves smarter than J. P. Morgan.

Incidentally the number of people who disapprove of divorce shows that a good many marriages are still permanently successful.

When you find a man who is satisfied with himself you are wasting time if you stop for his neighbor's estimate of him.



Get our prices and try our work when you need

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

Send for Catalogue and see what we offer.

**Detroit Rubber Stamp Co.**

99 Griswold St.

Detroit, Mich.



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?

- 1st. To handle all the credit sales just as quickly as your cash sales?
- 2d. To settle any account at any moment, pay day or any other day?
- 3d. To tell in five minutes' time the amount of all your outstanding credit accounts?
- 4th. To tell in less time the amount of credit sales made today?
- 5th. To immediately make up a proof of loss for an insurance adjuster in case of fire?
- 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.

## The American Case and Register Co.

Alliance, Ohio

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

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

Cut off at this line

Send more particulars about the American Account Register and System.

Name .....

Town .....

State .....





### Will Canvas Footwear Be In Demand?

Has the extraordinary sale of colored leather shoes, this spring, cut off canvas footwear as the ideal summer shoe? There is considerable discussion on this subject by well informed men in the trade. That canvas goods will not be in as large call as last year all agree. Many shoe men, however, go further in their arguments. They state that the general run of consumers, those who purchase medium priced shoes, can only afford to buy one pair of summer shoes for street wear. Naturally, owing to the popularity of russet leather footwear, the average buyer bought shoes of that kind. For that reason these shoe men will not lay in a fair supply of canvas footwear.

There is another side to the matter: Other shoe men argue that the large call for tans has in many instances taken up the supply, with the result that there is a shortage. As the season advances this will become more pronounced. The public want cool and comfortable shoes, but above all insist upon dressy and stylish footwear. If they can not secure tans it seems only natural to presume that they will buy canvas goods. All well informed men in the trade are of the opinion that canvas shoes ought to have a big sale during the summer, owing to the fact that for comfort and coolness they can not be equaled.

This is another phase of the shoe business that needs careful watching. That canvas footwear will have a moderate sale is assured and that clever shoe men will take advantage of the shortage in tan leather shoes and push canvas goods is merely a case of taking advantage of every opportunity.

### The Cross on Rubber Heels.

The strength which religious conviction can attain has lately been illustrated in a curious way to the manufacturers of rubber boot heels trading in Ireland. They have found that when the rubber is corrugated in the form of a cross the sale of these heel pads has been almost nil. This state of affairs was most noticeable in districts where Roman Catholicism predominates.

"It appears," says the manager of one firm of heel pad manufacturers, "that the Celtic belief as to the power of the cross is so strong that the thought of treading it in the dust under one's heel is to be regarded with nothing but horror. In these circumstances we have had to withdraw all

stock bearing the objectionable cruciform design and substitute heels which are not calculated to offend religious susceptibilities. It was only recently that we discovered the cause of the wide-spread refusal to buy heels of our usual design."

Another manufacturer said that in the north of England he had noted an entirely contrary state of affairs. The presence of the cross was considered there an especial reason for buying heel pads.—New York Sun.

### In the District Court of the United States for the Western District of Michigan, Southern Division—In Bankruptcy.

In the matter of Jay D. Roberts, bankrupt, notice is hereby given by Edward E. Cain, trustee of the estate of said bankrupt, that he will offer for sale at public auction on the 20th day of May, A. D. 1908, at 10 o'clock in the forenoon, at the store building formerly occupied by said bankrupt at South Haven, Michigan, the entire stock of shoes and sundries, store fixtures, etc., of said bankrupt.

Said property will be sold in lots as follows:

1. The stock of boots, shoes and sundries.
2. The store fixtures and furniture.
3. Electric sign, electric wire and lights.
4. Plate mirrors.
5. Canvas awning.
6. Book accounts.

Sale will be for cash and subject to confirmation by the court.

Stock of bankrupt may be inspected one day previous to sale.

Edward E. Cain, Trustee.

Dated at South Haven, Mich.,

May 7, 1908.

### Lightning Magnetizes Volcano Rock.

When lightning strikes a rock it makes magnets. Magnetized places, that is, spots attracting iron, like the lode-stone, often are noticed in volcanic rocks. They have been ascribed by Folgheraiter to lightning, but he knew of no magnetized rocks that had been tested before the lightning struck. An instance has been described: Two investigators had been testing rocks near Mount Etna when, during a September night, lightning fused a telephone wire from which an uninsulated earth wire ran along a basaltic wall which had previously shown a trace of magnetism. Next morning the stones of the wall were strongly magnetic for five inches on both sides of the wire, the polarity indicating that the current passed upwards.



It's the parts you don't see in shoemaking that keep right the parts you do see. The careful, painstaking attention we give to those parts of the shoes we make is why they wear so well. Our goods are right from sole to top. They look right and fit right—what's more important, they stay right.

They are the kind of shoes you need to create a permanent paying custom.

**Rindge, Kalmbach, Logie & Co., Ltd.**

Grand Rapids, Mich.



## Get a Start

It's only a guess to predict what will happen tomorrow, but it's a logical certainty that business competition will be fiercer and more profitable than ever before.

There are today many lines of commodities so well established in the public mind like H. B. Hard Pans that it will cost competition a lot of money to cut down their lead.

With this example of the advantage of getting in early we urge you to consider H. B. Hard Pans now. Get a start, as long a start as you can—a year's start is worth a lot of money, but there is advantage in a single day, it means that much ahead.

For getting a start, suppose you send in today your application for the H. B. Hard Pan line, and a bunch of the dealers' business makers, "The Natural Chap," all yours for a postal.



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.



### Making a Market for Boots and Shoes.

Upon the making of a market depends the success, or the failure, of a business enterprise. The making of a market, in so far as shoe retailers are concerned, is the development of a field of sale for footwear, and the getting of fair prices for the same. This making of a market is one of the fundamentals of business. A shoe retailer may examine it time and again, and each time to his own profit.

Every shoe retailer is a maker of his own markets, just as every man is a moulder of his own fortunes. Every time he offers a pair of shoes for sale, he is endeavoring to make a market. If he sells a pair of shoes on his own terms he makes his own market. If he waits for a customer to come in and buy his shoes or sells them at a bargain price, then the customer is making the market, and at the expense of the shoe retailer.

Some men are born market makers, others are made market makers, and a few have markets thrust upon them. But, whatever the fortune of the shoe retailer, it is his business to promote his own trade. If he takes a broad view of business he will consider his own industry, that of retailing shoes, in competition with other industries, and he will always bear that view in mind in seeking trade. He will get better results than he will by considering his brother shoe retailer as his competitor, and by endeavoring to take business away from him.

Shoe retailers have learned that it is not good business to slash prices to gain trade. Competition between rival retailers which requires a cutting of prices is suicidal to trade. Shoe men now are learning to get together in the common cause of making markets for their goods.

They have lately secured material results from their modern methods of making markets, for they have convinced a great majority of people of the country that they should wear better shoes. They also have convinced a host of people that there is such a thing as style, or art, or beauty in footwear and as a consequence there is a demand for a greater variety of shoes, and for artistic shoes, than there ever has been since the shoe trade was established.

The market makers of the shoe trade are steadily grading up their trade, and are making better markets.

For some excellent examples of making markets shoe retailers may turn to the patent medicine merchants. These men create and often maintain markets to their own immense profits. They convince a host of persons that they need their medicines, and then they convince them that their medicines have done them good. Their advertising consists chiefly of statements intended to create a demand, and of testimonials to prove that their medicine is beneficial. The power of suggestion is certainly an exceedingly strong feature of the business of makers of the patent medicine market. It is not taken advantage of by many shoe men.

Imagine that the methods of patent medicine vendors were adapted to the retail shoe trade, and consider the results. Supposing that shoe retailers warned their customers to wear stout shoes in the winter, and rubbers on rainy days, to avoid cold, catarrh, consumption and pneumonia, just as patent medicine men advise people to take their medicines as protection against these diseases. Wouldn't the shoe trade boom? Isn't it legitimate, indeed isn't it the duty of the shoe retailer to recommend to his customers that they wear footwear that will amply protect their feet?

While the shrewd shoe retailer is contemplating these things, it will occur to him that it would be good business for him to sell his customer a better pair of shoes, at an increased price of \$1, rather than to have his customer pay out \$1 for a bottle of patent medicine, or for a physician's prescription, to cure a cold caused by wearing inferior footwear. It would be far better for the retailer to get \$1 more for his shoes than it would be for him to cut his prices \$1 to move his shoes, and, also, to hurt the trade of his fellow shoe retailer.

For a better illustration, take a case from the real world of business. The corner druggist, every fall, fills his window with Croup Cure, his own favorite patent medicine. He sticks onto his display a big sign advising people to buy a bottle in anticipation of winter's needs. More than that, he sends about his neighborhood little handbills mentioning the merits of his medicine, and suggesting that people keep a bottle in the house for the purpose of breaking up coughs and colds of the winter time. The corner druggist has followed this method of making a market for several years. It must be paying him.

But the shoe dealer, on the opposite corner, has kept in his window this fall and winter only a miscellaneous collection of shoes. He has not put into his window a display of stout winter shoes, nor of rubbers. He has not stuck onto his window a big sign advising people to buy shoes in anticipation of winter's needs. More than that, he has not sent about his neighborhood little handbills briefly mentioning the merits of his boots and shoes, and advising people to buy them, and to keep their feet warm, so that they will not get coughs nor colds in the winter time. This shoe retailer is not making a market for his winter shoes.

In the matter of making markets, shoe retailers must deal with practice, and not with theory alone, if they wish to be successful.

The making of a market practically begins with a shoe retailer's first views of trade. He first determines what market he shall seek, a high grade, medium, or cheap, and then he goes after it. Every detail of his store, and every detail of his business methods, and many details of his life outside of the store, go to make up his market.

The making of a market consists

chiefly of creating a demand for goods, of getting a fair price for them, and of maintaining the market that once is created.

To create a demand many retailers rely chiefly upon advertising, either in newspapers or in booklets or personal letters and by window displays. They inspire in their customers a desire for their goods. But this does not suffice to make a market. Advertising is merely an expression of words. Deeds, not words, count in the race for business. The customer must be got into the store, and must be sold goods to make the market. Advertising is a potent promoter of trade, but it must be followed up with that personal contact between the retailer and his customer which results in a sale.

The sale of a pair of shoes must be made at a fair price, too, if the retailer is ambitious to make a good market for his goods. A price on shoes can not be arbitrarily demanded. The customer must feel sure that he is getting a fair value for his money.

In the matter of making prices, these illustrations are worthy of consideration by every shoe retailer.

There is on the market to-day a certain useful article which retails at \$3. Its designer intended to sell it at \$1. It can be manufactured at a substantial profit to retail at \$1. But the presiding genius of the merchandising department of the firm said: "Here, this may cost us less than \$1 to manufacture, but it is worth many dollars to the person who uses it. We'll price it at \$3, and make a market for it at \$3." He did. He has made a fortune for himself and his firm.

A certain mechanical engineer produced a new device, which figured at a cost of less than \$2,000. It is to-day selling at \$10,000 and upwards. The business man who promoted it fixed its price, not on the manufacturing cost, but on its value to the user.

A certain shoe firm created a novelty in footwear a while ago, and put it onto the market at about \$1. A business man got interested in the firm. He said: "This idea is worth more than \$1. Put better material into it, and we'll price it at \$3." The firm now is making a success on the article at \$3.

In these cases the business men put a price on their goods and then convinced the buyers that the goods were well worth the money. They used advertising and personal arguments to convince buyers that the goods were of value and the prices fair.

The retailer makes his own markets. He himself sets the standards for the shoe trade. He displays, and offers for sale, shoes at a price, and in a manner, that will bring to him the market that he desires. He wears shoes such as will serve as a model to his customers. His business methods also serve as a model to his customers. The manners, the dress, the habits and sales methods of his clerks are the strong supports of his market.

If he wishes a high grade market

he demonstrates high grade shoes, and endeavors to induce his customers to wear high grade shoes. He gets valuable results by personal talks with his customers, showing to them the superior quality of high grade shoes; calls attention to their style and their artistic appearance, and in other ways endeavors to create among his customers an appreciation of high grade footwear. More than that, he follows up his customers, and keeps them firm in their faith in high grade shoes.

It is evident that the shoe retailer who is ambitious to make a market for his goods must make up the minds of his customers. If he lets his customers drift carelessly, they will go along like a leaderless flock of sheep. If he keeps after them, leading them to appreciate good shoes, they will buy good shoes at good prices.—Richard H. Washburn in *Boot and Shoe Recorder*.

### The Men Who Risk All.

Once upon a time—namely, in March, 1908—a man was sentenced to serve five years in a Federal penitentiary.

The man began life as a poor boy, with no one to help him and with very little formal education. As a boy he worked hard in a humble occupation. By his great energy, industry and ability he built himself up bit by bit, year by year, until he became one of the richest and most powerful men in the large city where he lived. Among men of affairs no one's judgment carried greater weight.

At threescore years, in enjoyment of a success as solid as the granite walls that inclosed his office, he wanted more success, more money, more power. To win them he took fearful risks, hazarding—as his own sound judgment must have told him if he had listened to it—more than all he had gained in a laborious lifetime, for he began free and now he dared the penal inhibitions of the law. He lost the stake he played for. His business enterprises were wrecked. His name became a byword. A prison sentence rests upon him. How is it possible for a man situated as he was to take so frightful a risk?

About the same time four men in another State were convicted of conniving at thefts from the public. They also were far above want, successful persons of note and standing in their community, already in enjoyment of the material things that most men strive for. How could they have taken the risk?

The vulgar convict, the common burglar or pickpocket, is easily enough understood. But these other—intelligent, able, successful men, of whom so many appear in the course of every year—how could they have hazarded not only all they had gained, but the birthright of liberty itself? There are, of course, plenty of wise explanations. But one who can imagine must still see in them strange and sad enigmas.—*Saturday Evening Post*.

A lot of people claim to be optimists because they have no sense of responsibility.



**FIGHT FIRE WITH FIRE.**

**How Wholesale Salesmen Can Instruct the Retailer.**

On the last day of October, 1907, a fire broke out in a large shoe store on State street, Chicago. The greater portion of the stock was damaged.

A month later a fire sale was held. So big were the crowds which came to buy that the police had to be called out to preserve order and instructions were issued to admit but fifty persons at a time. This was kept up for days. Many people waited an hour and a half for the doors to open in the morning. The bargain-seekers, mostly women, were drawn from every class of the community.

There would not have been the slightest difficulty in disposing of ten times as much stock as was injured by the fire.

Reference is made to the foregoing incident to prove how deeply rooted in the breast of the average buyer is the love of bargains.

It might be argued that it does not pay on general principles to purchase bargains—that the principle of buying a thing merely because it is cheap is a vicious one—that the people who are continually seeking bargains are usually undesirable buyers. Let all this be admitted, the fact still remains that the houses which cater to bargain-seekers—mail order concerns as well as retail firms—make big profits.

The man who would successfully combat mail order competition must force himself to understand the motives which induce his competitors to offer bargains and the results which accrue from their actions.

The average individual is not a deep thinker or reasoner. If he can purchase at a certain house for 75 cents an article ordinarily sold for a dollar, he is apt to conclude that he can buy everything else proportionately cheap at that house.

It is needless to say that he can not. The loss incurred by the shrewd concern on one article is very much more than made up on other articles. But the bargain offering brings the customer into the store.

It is on the principle of continually offering bargains that the big mail order firms and huge department stores have built up enormous successes.

On each page of the catalogue of one of the mammoth catalogue houses is always to be found one undeniable bargain; but on the same page you will find advertised ten to twenty other articles which yield a handsome profit.

The retailer who would successfully combat mail order competition must follow the lead given him by his rivals. He, too, must offer bargains—genuine ones—and make a bid for the trade which gets away from him merely because he has not known how to hold it. If he does this he will find out two things: The first is that the people who are attracted to his store through being able to buy one article at a very low price will buy enough other things

to much more than make up his loss on the one article. Secondly, he will discover that the ordinary buyer is not a good all-round judge of merchandise. He is keen on buying goods of known values; but when it comes to buying articles of which he can of necessity know little, he buys from the man who sells cheaply merchandise of known value. He reasons—as before stated—falsely, of course, that because a firm's price is low on one article it must be correspondingly low on everything else. He is not as acute in his reasoning as a trial lawyer.

It is hardly possible to lay too much emphasis on this point. The science of losing money to make money has been very highly developed in many lines of business. The drug stores get business through offering a few well known medicines at much below the ordinary selling price. The 5 and 10 cent stores occasionally put articles in their windows for which they have paid 25 cents each, with labels offering them for 10 cents. Wise cigar dealers know how well it pays to make a leader of a certain cigar on which they clear no profit, merely to get the trade of the smoker in certain other lines.

It is a fact that if the mail order merchant averaged up his prices and asked the same profit on each article sold, his trade would at once take an enormous slump. It is questionable whether he would not in a short time be put out of business.

The men who have made fortunes in the mail order business have not succeeded because they advertised to sell more cheaply than competitors, but simply because they understood better the art of selling—knew more of human nature. If the retailer doubts this statement, let him reflect that the highly successful mail order merchant of ten to thirty years ago started out in most cases with next to no capital. Obviously he could not buy in large quantities at the beginning of his career, and yet as he went along he gradually made enough money to erect huge buildings, issue huge catalogues and do huge amounts of business. If he had really been forced to sell at the commencement of his career at less than a living profit, he would have gone bankrupt. The simple truth is that all along the mail order merchant not only managed to make as much profit as his competitors on the goods he handled, but that he made, on the average, a larger profit.

Catalogue houses have reduced advertising to a science; they have been able to inspire confidence through their "money back" proposition; they have led people to believe that they can sell more cheaply than retail storekeepers. They have been persistent, to an abnormal degree, in "going after" trade; they have never been foolish enough to appeal for trade on a sentimental basis.

The man who succeeds in anything is the man who is able to recognize facts. The retailer who would make headway must put aside his prejudices, likes and dislikes, and

go after business along practical, common sense lines. He must adopt up-to-date merchandising tactics. He must not employ selling machinery which has long since been thrown on the scrap-heap by successful competitors.

That he can succeed in overcoming mail order competition if he will go the right way about it has been proved in innumerable cases. All over the country are storekeepers who have successfully combatted it. One big wholesale house has a list of hundreds of merchants who have sought advice and are now no longer troubled by the catalogue problem. Every one of them was scared to death by the mail order houses until he learned that the best way to fight fire was to use fire himself.—Salesmanship.

**Bachelor's Comfort.**

Colgate Hoyt, President of the American Automobile Club, was arguing, at the end of a recent club meeting, about an automobile law.

"Your suggestion," said Mr. Hoyt to his opponent, "offers very cold comfort. It is bachelor's comfort—that is to say, no comfort at all."

"What!" said a bachelor to a benedict, "only married a year, and already so blue?"

"Ah, but," groaned the benedict, "I never imagined that a wife would prove so expensive."

"The bachelor patted his friend on the back in a consolatory way."

"Yes," he said, "a wife is an expensive article, that is true; but then you must remember that she lasts a very long time."

Laughter is the lubricant that makes the wheels of life run smoothly.

It pays to handle  
**MAYER SHOES**

The Boys who  
wear  
**Our Messenger  
Shoes**



get there on  
time

**OUR  
MESSENGER  
SHOE**  
TRADE MARK - COPYRIGHT.

Boys' 2½ to 5½ - - \$1 60

Youths' 12½ to 2 - - 1 45

Little Gents' 9 to 12 - - 1 25

Patent Gun Metal Box Calf

**Grand Rapids Shoe & Rubber Co.**

State Agents



Grand Rapids, Mich.

**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**



## THE SAVING OF NAME.

## How a Loan Shark Was Caught and Caged.

Written for the Tradesman.

Perhaps it wasn't the right thing to do. Loan sharks have their uses in the world. They loan money when no one else will, and take chances no other business man would think of taking. And, then, some of them are not so black as they are pictured. There are a few, a very few, with white spots.

Shylock Sawyer, however, hadn't a white hair about him, to say nothing of spots. He even wore black clothes, so as to look more impressive. He had black eyes and hair and a dusky skin, which shaded pretty dark at the roots of his hair. His nose was the nose of a prying, relentless person. But I don't suppose you care for a detailed description of the man Red-Headed Steve took down the bumps. It is what he did that you are interested in, and what he did to the employees of the Century Cigar Company was a plenty.

Most of the patrons of the Sawyer Loan Agency at the Cigar Company's plant were girls, who earned from two to eight dollars a week. Sawyer also ran a store where one could get a coat, or a pair of shoes, or a new spring hat, on the uneasy payment plan. You paid ten dollars for something worth three and a quarter and mortgaged your salary, and your life, and your nights' sleep, and took chances on losing your job, to trade with Sawyer. It is an easy thing to sell a girl a lot of clothes if you trust her. The best dressed girls usually get married first, and there you are! Anyway, whether a girl wants to marry or not, she wants to look as well as that stuck-up little thing who lives next door!

But Mame wasn't luxuriating in new clothes on the money she borrowed at the Sawyer Agency. That money went for rent, and fuel, and school books. Mame wasn't exactly the head of the family, but she turned all her earnings in every Saturday night. In an evil hour, when the father was out of work, or off on a spree, or something, Mame made the mistake of borrowing from Sawyer. She got \$25, and bound herself to pay for the use of it \$2.50 every month, besides paying \$2.50 on the principal. In other words, she was to pay \$50 within ten months for the use of \$25. At the end of a year she had paid \$30, and still owed the \$25.

Then Mame was taken ill, and before she knew it she owed the Sawyer people \$50, to say nothing of the \$30 she had paid. When she got to work again Sawyer threatened to garnishee her salary unless she paid him \$4 of the \$7 she earned each week. Mame, who was timid and not at all wise in money matters, consented to this, and it looked as if she would have to pay about \$100 for the \$25 she had borrowed. She worried over the matter until there was no sleeping at night. Every time a stranger entered the work room she gave a guilty start, fear-

ful that it was an officer with a summons in his hand.

One evening Red-Headed Steve fell into step with her as she dragged herself in the direction of her home. Red-Headed Steve was handy youth about the plant. He did odd jobs for the superintendent, and was said to be in line for a good job "on the road." He was auburn-haired and freckled, and he had nerve enough for half a dozen young men. However, for all his nerve, he was a favorite in the plant. Mame was quite proud of his company.

"Look here, Mame," he said, after they had reached the quiet street where the girl lived, "there is something the matter with you. You're off your feed, or something. You look as if you was wilting down and getting ready to blow away. What's the dif?"

At first Mame wouldn't tell him. She was ashamed to. But she felt that she must soon appeal to some one for sympathy and advice, and so she out with the whole miserable story. Steve punched his freckled hands farther into his pockets and whistled for a long time.

"It's a shame!" he finally said. "Just like taking milk away from blind kittens to get money out of little innocents like you! Say, but I'd like to get a crack at that Sawyer fellow! How many more kids in the plant are paying their wages over to him?"

"I'm afraid there's a good many of them," replied Mame.

"I suppose a good many of them could break away from him legally," mused Steve, "seeing they have paid him so much, but the newspapers would be sure to get hold of it, and the notoriety would be unpleasant. I think I'll have to fix up a Jose for the old chap that will make him let go without any brass bands in the proceeding."

"I wouldn't have you get into trouble on my account," protested Mame. "Sawyer is an unscrupulous man, and he'll be sure to get back at you."

"Forget it!" said Steve. "This little package can take care of itself."

I never knew exactly how it was done. Steve never told any one how it was done, but it is a sure thing that he was at the bottom of what was done to Sawyer. He only laughs when the thing is mentioned, and says that he isn't any Sherlock Holmes, or anything of that sort. But the girls all know, and Steve is away up in their estimation. The first any one knew that there was something doing was when a constable, one of the dirty Justice Court variety, appeared at the office of the Century Cigar Company with a bundle of papers. Steve, who must have been watching for him—for he had told the girls not to pay any more money—saw him before he got service on the firm.

"What you got?" he asked.

"Papers, Freshy!" was the answer. "Think I've got a brick bird's nest in this file case? Where's the boss?"

"Where you from?" asked Steve, trying to look patient.

"Never you mind who I'm from," was the reply.

"Sawyer's?" asked Steve.

"Well, what of it?"

"I was just wondering if you people printed the bad money they're sending out, or if they bought it in carload lots. It is a pretty good imitation of the real thing."

"Be careful what you say," said the constable, "you're accusing Sawyer of passing counterfeit money, you know."

"He does pass bad money," was the reply. "I've got the proof. I think I'll have him pinched before night. I've got a chum in the office of the United States District Attorney who says it is a sure enough case. Now, Smarty, don't you go and tell Sawyer what I've been saying. I've got to stay here a while, and then I'm going out to see about his case. If you give him a pointer that he's going to be arrested, I'll have you run in for an accessory after the fact."

Of course the constable didn't wait to see the boss after that. He couldn't get out of the office quick enough. Sawyer was half crazy when he heard the story. He had no idea what was coming. He put on his hat and went down to see Steve, who didn't appear to be much moved by his threats. The two went into a private office to have it out, and as they went in two men from the factory came and stood by the door.

"I'll spend every dollar I've got before I'll lie under such an accusation," said Sawyer, white with wrath. "You've got to show me, young man."

"I'm an accommodating chap," said Steve, "and I'll show you. You aren't dealing with any 'fraid little girl now, you old Shylock," and in a moment the two men from the factory were in the room. Sawyer admitted that he had loaned them money that day.

"Show the money you got," commanded Steve. In each roll was a counterfeit \$5 note.

Sawyer raved and roared, saying that he had never seen those notes before. He said that it was a scheme to make him pay out good money for bad, and that he wasn't so easy as that. He'd stand trial first. Steve only smiled.

"There are two others who have received counterfeit money at your place," he said. "I guess you don't want to stand trial in the United States Court. It may be all a mistake on your part. Some one may have paid you in bad money, and you may have handed it out innocently, but you won't be able to make a jury believe that. Jurors will believe almost anything of a man who will rob working girls. Now, you go out and begin suit against me for criminal slander, and I'll go to the Federal building and make complaint."

Sawyer wasn't a man to weaken in the face of any ordinary difficulty, but this was too serious. Whether he was convicted or not, even the making of an arrest would ruin his business. He believed that a job was being put up on him, but he was powerless.

"What is the purpose of all this?" he finally asked. "How much blackmail do you want? Talk about a loan agent! He's a philanthropist side of you!"

"I want you to square things with the girls in this plant," said Steve. "I want you to settle on the basis of legal interest for their loans. You owe most of them money that you've got to pay back."

"So that's the game, is it?" snarled Sawyer. "You're a nervy villain. I could have you arrested for this. It is blackmail, pure and simple. You know where those bad notes came from."

"Go and have me arrested," said Steve. "That will bring us down to cases."

Did he? No! He settled and the girls were made happy.

As I said before, I don't know whether Steve unloaded those notes on Sawyer, or whether the men from the factory—

Anyway, Steve insists that his conscience is clear, that one must fight the devil with his own tools. And as for Mame—this is not a love story.

Alfred B. Tozer.

#### In the District Court of the United States for the Western District of Michigan, Southern Division—In Bankruptcy.

In the matter of George H. Cain, bankrupt, notice is hereby given that the stock of merchandise, consisting of crockery, bazaar goods, dry goods, notions and boots and shoes, together with the store furniture and fixtures and book accounts, belonging to said bankrupt will be offered by me for sale at public auction, according to the order of the U. S. District Court for the Western District of Michigan, on Tuesday, the 19th day of May, A. D. 1908, at 2 o'clock in the afternoon of said day, at the front door of the store of said bankrupt in the King block, Lowell, Michigan. All of said property is now in said store building, and the inventory thereof may be seen at my office, at H. Leonard & Sons, corner of Commerce and Fulton streets, Grand Rapids, Michigan.

Gerrit J. Wissink, Receiver.  
Peter Doran, Attorney for Receiver.  
Dated Grand Rapids, Mich.,  
May 8, 1908.

A Chicago man has obtained a judgment of \$1,500 damages against a railroad company, on account of a cold taken while riding in its cars. If this judgment stands, it will not take long to distribute the earnings and capital of the railroads among the people of the country.

Established in 1873

Best Equipped  
Firm in the State

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

**The Weatherly Co.**

18 Pearl St. Grand Rapids, Mich.



## JUNE AND DECEMBER.

## Instance Which Resulted as Such Unions Usually Do.

Written for the Tradesman.

"What a difference there is in women," remarked Master Tanner, as he came leisurely down the room to his old seat at the stove. "I can't help thinking there is going to be a wonderful metamorphosis when some of them get to the other side of Jordan."

"Now, then, what do these murmurings foretell, Tom?" queried the grocer, with a languid smile. Customers had been few this morning and our usually cheery Mr. Woods was not in overly good humor. He turned to the case and sorted out a cheap cigar. "I understand that you haven't indulged any bad habits since the New Year, Tom—"

"Never you mind; if you have a good one there, hand it over."

When the two men—one old and grizzled, the other plump and under middle age—sat over their cigars, the old master was ready to extrude his thoughts for the delectation of a friendly listener.

"A man has died in the county house," began Tanner, "who was once a well-off citizen in the long ago. His death calls to mind some things in the past that I had almost forgotten. Theron Daylong was a well set up young fellow in my young days, one with handsome black beard and eyes of the same hue. He lumbered in a small way, broke into the hard timber later and cleared a considerable farm. He fought shy of the softer sex, however, and was a confirmed old bach when Belinda Horick came along and captured him as easily as a good fisherman baits a trout.

"Belinda was a newcomer in our settlement and so we were not sure that Theron had captured a prize or the reverse. She was young and kittenish, with sloe-black eyes and dimples of mischief in her plump cheeks. The girl was not half bad to look at, yet I noticed a bit of the old boy glinting in those optics of hers, and wondered what might not be in store for the man who had made her his wife.

"They seemed happy enough the first year. Theron indulged his wife to the top of her bent. You see, the fellow was a good sort, with not the strongest will in the world, and he let Belinda lead him around by the nose and never said an ugly word.

"There were nearly twenty years difference in their ages and this may have had a bearing upon the bickerings that followed. Belinda, only 15 at her marriage, had seen even less of the world than her husband. She liked young company, of which there was a plenty in the settlements, and there was scarcely a country hoe-down which had not Mrs. Daylong as one of the merrymakers. Theron was there, of course, but, since he did not dance, he was simply a glum male wall flower, while his wife carried on to her heart's content and scarcely noticed the glum man in the corner all the evening.

"To make matters worse, old Theron got himself kicked by a horse and was laid up for half a year. During that time the young wife made things hum in our settlement. When Theron was able to hobble about again, he was a pale, unhandsome old man. Then came the bickerings and the trouble that laid old Daylong on the shelf, so to speak.

"The poor man began to remonstrate with Belinda, and she resented his interference. She was young and lusty; he was a cripple, broken down with worry and wounds. The upshot of it was the couple quarrelled one day and fell at each other in fierce combat. Belinda beat him up in great shape. She let go of discretion, once having got the upper hand, and nearly killed her husband. Fact was he would not strike a woman—Theron was very chivalric in that respect.

"Belinda repaired immediately to a magistrate and swore out a warrant against her husband, charging him with assault, with intent to do bodily harm. The brass of it all! There was a young, husky, dimpled Belinda, as fresh as a June rose, while the man was a battered wreck. Those black eyes of hers captured the jury, as is usual in such cases, and Theron was convicted of assault and sent up for ninety days. The wife went jauntily out, throwing roughish smiles at court and jury, while poor old Theron was sent to prison.

"A proof of the blindness of the god of justice," said Woods.

"Exactly."

"I suppose they made up as soon as he got out of the House of Correction, Tom. These women—"

"Quite off your base there, old man," interrupted the schoolmaster. He came back to find an empty home, every speck of personal property converted into money, and his wife gone with a younger man. After giving her husband a thrashing, and sending him up to the workhouse, she turned everything on the little farm into money and dug out with one of her male friends. Wasn't that gentle woman with a vengeance, Larry?"

"I should think as much. What became of the charming Belinda in the end?"

"That part of the story remains a mystery. I am not creditably informed, although I have heard in a round-about way that she is prospering on a Western ranch, with a cowboy husband and greenbacks to burn. If such be the case, how incomplete the rude workings of justice in this cold and cruel world of ours. Poor old Theron died in the county house last week, and not a soul was there to drop a tear to his memory."

The schoolmaster sighed and dusted the ashes from his half burned cigar. He sat staring musingly at the floor for some time. Larry got up, flung his weed disgustedly into a cuspidore and retreated to the shelter of his high desk in the corner.

"And thus endeth chapter one!" A merry laugh followed the words.

Tom looked up with a start to see Mrs. Larry Woods standing just back of the stove. She had come in from a rear room and had overheard a part of the history the master had been telling.

"Quite true, Nancy," agreed old Tom Tanner, "that is but one chapter in the history I set out to tell. Women, thank heaven, are not all like Belinda Horick; if they were—"

"If they were the poor men would suffer and no mistake," laughingly completed Mrs. Woods. "I should dearly like to hear the rest of the story, Mr. Tanner."

"I'm too depressed to tell more to-day," said the master. "I have in mind a far different specimen than Belinda—not now, however. I've driven Larry away already and the story of my golden-haired Lettice can keep until another time."

"And who was or is Lettice?" asked the curious Nancy.

"One of God's angels now, Mrs. Woods," declared old Tom, rising, casting aside his cigar and moving toward the door.

"I should dearly like to hear about her, Mr. Tanner," coaxed the other.

"And you shall some day, Nancy," returned the grizzled old tutor, going out and closing the door carefully behind him as though any noise might cause him to break his resolution to silence. Old Timer.

## It Was a Dream.


Sitting in his office, the man suddenly recollects that this is the day his household goods are being moved

to the new house, or to a different house. Shuddering, he reflects that he is going home to a scene of turmoil and disorder and disaster, of broken mirrors, scratched furniture, rolled-up rugs, soap in the soup and varnish in the coffee. He sits for some time thinking about this—

He arises, puts on his coat and goes to his new home. To his delight he sees that the curtains are up and that the place has a light, cheery look. Stepping into the hall, his wife greets him. She is dressed in a flowered frock that sets off her beauty to perfection, there are no marks of dust or worry on her face, and her hair is coiled marvelously into a coronet. She leads him to the dining-room, where white linen gleams and cut glass sparkles. He can scarce believe that this is really moving day—

"Mr. Bliggers, it's nearly 6 o'clock," says the janitor of the office building. "I guess you must have dropped off into a doze."

Mr. Bliggers swears at the janitor for awakening him before he got to dream of eating that dinner, and gloomily starts to his new home.



YX  
BRAND  
TRADE MARK

Ground  
**Feeds**  
None Better

**WYKES & CO.**  
GRAND RAPIDS

## What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

**Tradesman Company**  
**Grand Rapids**





### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 9—Whether the improvement in the speculative coffee market will be of permanent duration remains to be seen. For a day or so the proceedings there have been like unto those of the good old days and quotations have made a decided advance. In the actual market there is little improvement as yet, although perhaps the undertone is rather strong. One prominent concern reports 4,500 bags of Rio No. 7 sold at 6¼c. In an invoice way the range is 6¾@6½c. In store and afloat there are 3,516,538 bags, against 4,063,744 bags at the same time last year. Mild coffees have had a better business and considerable call has existed for Maracaibos and Savanillas. Quotations are well sustained. The same is true of East Indian sorts.

The demand for sugar from the trade has been rather light and new business has hardly been in evidence at all, the transactions consisting of withdrawals under previous contract. A better demand is confidently expected within a short time as the weather becomes more seasonable.

Teas are steady and practically without change. Some sellers are said to be shading slightly in order to clear up surplus stocks, but, as a rule, quotations are fairly well sustained.

A better enquiry has existed for rice and there are signs of light stocks being carried by dealers in many parts of the country. Medium grades here are in rather light supply, although other sorts seem to be ample. Quotations show little, if any, change.

In the spice market about all the interest centers in pepper. Stocks of this article are running light and, with a fairly good demand, the tendency is in favor of the seller. Other goods show little change. Singapore black pepper, 7¼@7½c; West Coast, 6¼@6½c; white Singapore, 11¼@11½c; Zanzibar cloves, 11@11¼c; nutmegs, 75-80s, 13@13½c.

Molasses is quiet, although there is a steady call for small lots and quotations are well held. Stocks are not overabundant, and this is especially true of foreign grades. Good to prime centrifugal, 22@30c. Syrups are quiet and unchanged as to quotations. Supplies are moderate.

In canned goods most interest was manifest in the announcement of new asparagus prices by the Associations—California Fruit Cannery and Golden State Packing Co. Both are exactly alike and both show a very pronounced decline from the range a year ago. At the decline there has been a better demand. There is a steady call for 3-pound Maryland standards, but the goods wanted must stand the test. Hold-

ers will not talk less than 72½c f. o. b., and if goods are secured below this the quality is not "positive." Not much doing in corn and New York State goods are held at 65@70c for standard. Other goods show no change. California fruits are said to be weak and holders are showing some anxiety to clear up holdings before new stock arrives, in order that they may suffer the least loss from possible lower rates. Salmon continues in light demand. Red Alaska is well held at \$1.32½. Tremendous rains in New York, Maryland and adjoining states have caused rather an unsettled feeling, but no serious damage has been reported to the growing tomato plants, etc.

Top grades of butter have done well, but grades which will not stand the test have shown some weakness. Special creamery, 27c; extras, 26½c; firsts, 24@26c; held stock, 23@25c; Western imitation creamery, firsts, 20@21c; factory, 18@18½@19c; process, 20@22c.

There is a fair business in cheese. The supply of old stock is nearly used up and arrivals of new are showing better quality. Old, full cream, 15c; new, 9½@10c.

Eggs have been in lessened supply and the market closes well sustained, with best storage Western at 17½@18c; fresh gathered, 16½@17c.

### Revenue Stamps Reflect Big Drop in Demand.

A Washington special says: Prohibition and uncertainty about financial legislation are depressing the employes of the big bureau of engraving and printing that the Government maintains in Washington. These employes reason that the prohibition wave sweeping the South and the West is responsible for the decreased demand for internal revenue stamps. The Commissioner of Internal Revenue does not attribute the falling off to the same causes, but rather to the failure of distillers and others to withdraw their liquors from warehouses in the usual quantities.

The internal revenue stamps are used as a Government seal on all distilled liquors, cigars tobacco and the like. Whatever the cause of the decreased demand for stamps may be, whether from prohibition or something else, a large percentage of the plate printers engaged on this work have been put to other tasks. Some have been requested to take their leaves during the winter, instead of waiting for the summer months.

The comparative statement of Government receipts and expenditures for March, 1908, shows the receipts to have aggregated \$44,616,955, which is the lowest point reached in several years. The expenditures for March were \$58,201,320, which leaves a deficit for the month of \$8,584,364, and a deficit for the nine months of the fiscal year of \$35,675,000. For March, 1907, there was a surplus of \$10,600,000. The receipts from customs amounted to \$21,055,047, a loss as compared with March, 1907, of \$7,300,000. Internal revenue receipts also fell from \$22,556,920 in March, 1907, to \$19,543,889 for last month.

### Problem For the Boy's Father To Solve.

That father who at the present time looks about the prospective fields of specialization in behalf of his young son confronts a situation which is perplexing. Before he is done with the problem of anticipating the best that life offers his boy he may expect more lines in his face and fewer and grayer hairs on his head.

Long ago the world began to prepare for specializing in human occupations. As the sum of human knowledge grew the fact obtruded that for one man to learn and execute a one man's work to the best advantage he should master a specialty which would be a linking part in a whole structure in which many specialists each had a builder's place.

As specialization evolved in the industrial and commercial fields the magnitude of single institutions increased. Occasionally men of ordinary intelligence, specializing in these lines, found that their working time was spent in producing a something so remotely distant in its effect and bearing on the whole as to leave them ignorant of what the completed structure would be, which at once necessitated other men's specializing in men and directing their efforts toward the common end.

While all this has been developing in the lines of business the process has been influencing the professions, the trades, and almost every occupation of man in the city centers of the country. "Learn to do one thing well," has been the reiteration of the social body, and it has been accepted with such assurance that specialties have been split into subdivisions almost without end. Medicine, surgery and the law are marked examples of this in the professions. The "general practitioner" has been submerged.

Considering that all these things have evolved and developed from man's original occupation of hunting, fishing and tilling of the ground, it has been an interesting development that in the last few years specializing in even the once despised farming has grown rapidly and widely.

A few years ago to have told the corn grower in the Illinois "corn belt" that he might have something to learn of the agricultural experiment stations would have been to be scoffed. To-day this corn farmer in the richest corn lands in America sends samples of his soil to the laboratory at Champaign and awaits with eagerness the report of the soil tester of the laboratory. For the agronomist, specializing in the chemical composition of soils, has proved even to corn land farmers that unless newer and better methods are adopted the Illinois corn belt one day will be a memory.

It is too much to expect the world to fail of going on in its present centralizing, specializing way. It is significant when it is recalled that some of the gospels of the "exact sciences" of fifteen years ago have had to receive interpolations—per-

haps some chapters virtually rewritten. Specializing has accomplished this. One brain is not large enough to contain one volume of one science and have left sufficient stimulus of its motor centers to turn this volume of knowledge into the concrete products which the world expects of it. How long may it be before the economies of a crowding civilization demand a far wider splitting up of the existing divisions allotted to the specialists?

Whatever that arbitrary subdividing may be, however, it will be accepted as economic law. To-day no farmer within reach of markets would depend upon the old general farming for profit, no matter how his father may have scorned the introduction of the agricultural school twenty years ago. In the same manner the doctor who to-day specializes in diseases of the "eye, ear and throat" may live to see the impossibility of his young son's embracing half so much as a profession. Nor can this same specialist say with certainty that in the next twenty-five years such disease groups may not disappear altogether. These are suggestions only. They have a rightful bearing upon the family and community life as subjects for thought.

John A. Howland.

### To Identify Postage Stamps.

According to instructions that have been received at postoffices the public may punch small holes in postage stamps, subject to certain restrictions, without impairing the value of the stamps, but must not let one stamp overlap another in fixing them to a piece of mail matter. The instructions set forth that for the purpose of identification only, and not for advertising, it shall be permissible to puncture, or perforate letters, numerals or other marks or devices in United States postage and special delivery stamps. The punctures or perforations shall not exceed one-sixty-fourth of an inch in diameter, and whole space occupied by the identifying device shall not exceed one-third inch square. The puncturing or perforating must be done in such manner as to leave the stamp easily recognizable as genuine and not previously used. The use of ink or other coloring matter in connection with such puncturing or perforating is prohibited.

It is said the business men, in enclosing return postage in letters frequently wish to know just what returns are received from the letters and have been desirous of obtaining permission to adopt some such scheme as is now permitted. The order in regard to overlapping stamps sets forth that when "postage or special delivery stamps are so affixed to mailable matter that one overlies another, concealing part of its surface, the stamp so covered will not be taken into account as prepayment." On various occasions it has been found that such overlapping has been resorted to as a means of covering up a cancelling mark that has mutilated only a small portion of the stamp, although the overlapping is usually the result of carelessness.



## INVITING CRITICISM.

## Banks Finds That It Comes Hot Off the Bat.

Written for the Tradesman.

Banks, the grocer, was screwing a metal letter-box to the outer side of the front door casing when the shoemaker passed along to his work. He stopped and looked.

"I'm fixing up a machine for the collection of public opinion," said Banks, in answer to the enquiring look. "This is going to be an Italian 'Lion's Mouth,' and you can say anything you please about me or my store if you write it out and slip it in here."

"I've lived long enough," said the shoemaker, "to learn that if you give people a chance to bump you, without any danger to themselves, they are going to bump, and bump hard. Better cut it out."

"Not I," said the grocer. "I want to know what people think about the way I'm doing this grocery stunt. I may get a lot of good suggestions."

"The best way to run any business," said the shoemaker, "is to go at the matter intelligently, lay out a course of action, and go ahead, in your own way. You'll find that the people who know least about the grocery business will be the ones to tell you how to run your store. You'll get jolts, all right, if you ask people to put their ideas of yourself and your store in that box."

"Well, there'll be a little fun in it, anyway," laughed Banks, busy putting up the mail box.

"You'll get a lot of personal insults, that's what you'll get," replied the shoemaker. "You can't trust people, I tell you. Give 'em a chance to hang something coarse on you and they'll do it. At least, nine out of every ten will."

"Well, I'm giving them a chance," grinned Banks. "They can just write their private opinion of me and dump it in here without signing their names. Honest, though, I expect to get a number of good ideas every day."

"Good luck to you," said the shoemaker.

"I'm going to take the criticisms and paste 'em on that board back of my desk."

"I'll gamble that you don't," said the shoemaker.

"Do you think they'll be so tough and so personal that I won't dare to?" asked the grocer, working away with his screwdriver.

"That's what I think. I'll go you a box of cigars that you don't paste 'em all up. Are you game?"

"You're on," replied Banks. "Of course I won't put up anything that's positively indecent, but I'll stick up enough to keep people guessing. What's the use of being in business if you can't get close to the heart of the people?"

The shoemaker went his way with a grin on his face.

"If ever a man went out looking for trouble," he muttered, "Banks is that man. If he don't get a few warm ones I'll eat my head off."

The grocer finished putting up the box and went back into the store.

When customers began coming in he told them about his new scheme.

"You'll see some practical notions on that bulletin board," he explained. "What's the good of being alive if you can't keep up with the times? I rather guess this will help some!"

"When you goin' to put 'em up?" asked a freckled faced woman with red eyelids. "I want to see them."

"To-morrow," said Banks, "you'll see 'em on the board. I hope the people will be perfectly frank with me. I'm doing this to get suggestions, you know."

"I guess you'll get 'em," said the freckled faced lady. "I guess most everybody around these corners knows more about runnin' a grocery than you do, if you leave it to them. Oh, yes, you'll receive suggestions good and plenty."

That night when the shoemaker was going home the grocer called him into the store.

"Wait until I open the box," Banks said, "and I'll show you what sort of a crowd of customers I've got."

There was about a quart of contributions in the box. Some of them were written on gilt-edged paper and enclosed in envelopes. Others were scrawled on coarse wrapping paper. It was evident from the handwriting that most of them had been written by women. There was one communication written on a shingle.

"If the quality equals the quantity," said Banks, "I've struck a gold mine in this popular opinion scheme. Come on back here to the desk and I'll read 'em."

The shoemaker put out his hand to take some of the epistles as soon as they were laid on the desk, but Banks grabbed and tossed them into a drawer, where he could secure them at his leisure.

"What you afraid of?" demanded the shoemaker. "They've got to go on the bulletin board, you know."

"I don't want to get 'em mixed," said Banks. "You can hear 'em as I read 'em out to you. Listen to this: 'Why don't you fire that red-headed delivery boy? I saw him swipe a two-pound cake of maple sugar the other day.'"

"Now, that's worth while," said Banks. "I've long been suspicious of that boy. I think I'll keep this scheme going indefinitely."

The next one he took out of the drawer read:

"If you wouldn't flirt so outrageously with the wife of the druggist, the ladies about here would patronize you more."

"That's a lie!" shouted the grocer. "I guess I've got a wife of my own to flirt with. This shows that I've got an enemy here."

Then he opened a pretty envelope and took out this:

"Your candy is just bum. Your clerks handle it after dealing out gasoline and codfish. Why don't you get a move on, and get some clerks everyone doesn't hate?"

"That's a shame!" laughed the shoemaker. "In order to save time, I'll be pasting 'em up on the board. Give me that one to commence with. No, I guess the one about the druggist's wife will be the most attrac-

tive. Say, but won't she come sailing in here when she knows about it?"

Banks took the communications referred to and stuffed them away in his pocket.

"Time enough for the board when we've got through this mess," he said. Then he read a criticism from a piece of wrapping paper:

"It might be a good idea for you to get some new weights and measures. If you don't you'll be arrested. I notice you don't give short weight to the pretty milliner. We're next to your game."

"Now, that's a nice thing to say of me, eh?" complained Banks. "My weights and measures are all right, and I don't even know the milliner."

The next one read:

"Next time you play poker don't bet a pair of tens so high."

"Think you'll keep this 'Lion's Mouth' game going indefinitely?" asked the shoemaker.

"I never play poker—don't know how," said the blushing Banks.

"That is what this correspondent thinks," laughed the grocer, "you do not know how. You're getting a lot of businesslike suggestions, eh?"

Banks said a few things to himself, and read: "Take some of the soap off your old shelves and put it on your windows. They're rotten nasty." The grocer was now about ready to explode. Again he read: "Why do you let the kittens sleep in the sugar barrel? Why does the cashier put her hand into her pocket so often while making change?"

"I've been thinking about that cashier," said the grocer.

"Of course," said the shoemaker, "believe everything that doesn't give you a smash."

Once more to the box: "You look like Weary Willie half the time. Why don't you get a haircut and a bath?" Then another: "Shake your milk before selling. The chalk settles to the bottom." The next read like this: "I got four rotten eggs out of a dozen. Can you buy rotten eggs cheaper than good ones?" Banks fairly howled when he drew this from the box: "Drink less and give your nose a chance."

He walked over to the cigar case, took out a box of good ones, and handed it to the shoemaker. Then he took up the communications and put them into the stove. After that he got an ax and chopped the box down and smashed it.

"If a man wants to be square the people won't let him," he grumbled. "I'll run this shebang in my own way. If they don't want to come here they can stay away."

"That's the idea," said the shoemaker. "Whenever you begin asking folks for their opinions of you, you'll get some mighty queer ones. The only way to run a business is to learn how first, and then go ahead on a mapped-out plan. How about putting those slips on the bulletin board in the morning? Customers will be expecting them."

"The customers will get the worth of their money in goods," said Banks. "I won't be here in the morning. I

feel that I need rest. I'm going off to the pines to fish and make up my mind that rubbernecks are not worth bothering with."

"Now you begin to act like a real business man," said the shoemaker. Alfred B. Tozer.

## The Race of the Cities.

There is almost a touch of personality in the way American cities have moved in relative position during the last one hundred years. Their changing fortunes are full of suggestiveness.

New York, which had become the largest city by 1790, has held its place in front in every census up to the present time, and now, with a population more than double that of its next competitor, is not in immediate danger of losing pre-eminence. Chicago first appeared on the list in 1850, as the twenty-fifth American city. At each census it made a long stride and passed many competitors until it reached second place in 1890.

St. Louis appeared one decade earlier than Chicago, and by 1850 had jumped to the eighth place—a sensational advance. Philadelphia started in the second place, has never been below fourth, and is to-day the third American city. Boston started as third, and stands to-day the fifth. Charleston, the fourth city in the original list, lost steadily in relative position until, in 1880, it appeared for the last time among the first fifty. Baltimore has kept its place very evenly. Northern Liberties, the sixth city in the first census, and Southwark, the tenth, are now part of Philadelphia.

It is interesting to study the influences that make cities powerful the world over. The greatest gathering of the Chinese is at Canton. Hong Kong Island, at the mouth of the Canton River, was well-nigh deserted until European commercial interests found their way into Asia, formed a new centre of population and founded a city that is already great.

European cities have not had so many ups and downs as those of America, although the population of Rome has shown extraordinary fluctuations. Careful estimates put it at more than two million in the fourth century and at less than 140,000 in the eighteenth. It is now about half a million. For many centuries London and Paris have been the largest cities in Europe. St. Petersburg, Berlin and Liverpool are comparatively modern.

## Perspective on Your Business.

Ever notice that the straight front view of a very handsome building makes a pretty tame looking picture? No perspective; that's the reason. Most photographers will climb a telegraph pole to get a corner view, or to work in a little of the beauty of the surrounding landscape. How about your business; sticking so close to it that you see only the flat front; one side? Resolve to get a little perspective on it this year. Go fishing—go most anywhere. When you come back you'll wonder how it is that you have permitted some things to exist so long.—Iron Age.





### Two Sales Plans Which Have Stimulated Demand.

It may be accepted as an axiom in selling that no territory is ever worked to death.

There are some salesmen, properly belonging to the crab family, who are always content to seize upon this phrase, "My territory has been worked to death," as an excuse for a falling off in their returns. I speak of them as crabs advisedly. The crab is always walking backwards—these salesmen are always creeping backward in their mental processes. They only take into consideration the reason why their customer would not buy last time—the objections that come up when they make their rounds on a former occasion—they are figuring upon conditions generally which did exist—all of which is in the way of looking backward and of retrogression. They should instead make headway by framing reasons why their customers ought to buy and shall buy in the future; by finding arguments which will make objections more easily conquerable henceforth; by planning a campaign which shall change existing adverse conditions.

It is not true that any territory is ever worked to death; trade is never so dead in any quarter but that it can be galvanized by the exercise of a little ingenuity. It is not the territory over which mortuary services should be held, but the old played-out, hackneyed selling methods which have been in use there, and whose impotency is the cause of temporary stagnation.

There are innumerable ways of stimulating business in the territory which discouraged salesmen believe to be worked to death.

Some of them are the more effective for their very simplicity.

As an example, we cite the means by which the Morgan & Wright Co. revived its trade in rubber heels in an Eastern territory some years ago.

There was a sudden and unaccountable falling off in orders for rubber heels. This item was only one of innumerable specialties which our salesmen carried therefore the four or five salesmen in the territory affected were inclined to concentrate their efforts on other specialties for which there was a brisk demand. By getting larger orders for the goods that were in demand, they expected to make up for the loss of the rubber heel trade.

So far as gross returns were concerned this arrangement might have proved satisfactory. But the firm wasn't considering gross returns so much as its impaired prestige. The

salesmen were urged to push the rubber heels. One and all they replied that this branch of the trade had been worked to death so far as their particular territory was concerned. They claimed to have exhausted all their arguments on the dealers and cobblers who comprised their clientele. Former patrons shook their heads and said that the demand for rubber heels "was a thing of the past."

It remained for the manager of the rubber heels department at the factory to find a way out of the difficulty.

He made a trip to the principal towns in the defunct territory and investigated matters. He found conditions exactly as the salesmen had represented them.

Unlike the men, however, he was unwilling to accept defeat on this issue without a life and death struggle. They were crackerjack salesmen; but he was a crackerjack manager with enough initiative and ingenuity to counterbalance the weight of responsibility which he felt toward his firm.

The possession of these two qualities, by the way, is probably the reason for his holding the managership.

The manager of the rubber heels department sized up the situation. He concluded that when rubber heels "had been the rage" local dealers had put in a heavy stock of them, and had subsequently failed to push this article duly, giving the prominent place which it ought to have had in their advertisements to other staples.

The trade on rubber heels had died out through lack of attention and cultivation, just as a crop dies out through lack of irrigation.

He first visited personally each small dealer and cobbler in the respective cities on his itinerary. To each he made a novel proposition. He guaranteed to furnish them, gratis, with "streamers" and window-cards advertising their respective shops, if they would reciprocate by "plugging" for the brand of rubber heels which he represented.

So many streamers were to be delivered to each dealer or cobbler, for distribution in the neighborhood from which each patron expected to draw his trade. Their appeal to the public was in behalf of the individual dealer or cobbler who distributed them. In some cases a cut on the reverse side of the streamer illustrated the rubber heels in actual use; in others, the only reference to rubber heels was made in a fine line of type at the bottom of the advertisement, as follows:

"We recommend Morgan & Wright rubber heels."

The effect of this mode of advertising was extraordinary. Its direct benefit was enjoyed by the dealers and cobblers who were the recipients of the free advertising. The public suddenly remembered that it was down at heel and that half soles were in the direct line of economy. There was an influx of business in all the repair shops. And the public began making enquiries about the rubber heels which were mentioned in the fine line of type at the bottom of the streamers they had received. Naturally, the dealer, out of gratitude for the boom which he had enjoyed at the hands of the makers of the rubber heels, endorsed them and "plugged" for them.

"Then put rubber heels on my shoes," was the rejoinder of the public.

Dealers and cobblers alike urged their necessity for Morgan & Wright rubber heels upon the jobbers; the latter realized that a demand for this particular brand of rubber heels did exist, and it only remained for the salesmen to reap the harvest of orders for rubber heels of the Morgan & Wright variety.

There was never again a slump in this item. The sudden boom had left its indelible impression on the minds of the jobbers. They remembered their profit from the transaction, and were as eager as the manufacturers themselves to keep the brand before the public.

One question arises in this connection: Why should not one of the salesmen have originated the plan for galvanizing the trade on this article? Why does it almost invariably devolve upon the manager to "think out a way?"

In cultivating a new class of trade, patience and diligence are necessary on the part of the company and on that of its salesmen, equally.

As a case in point the introduction of Morgan & Wright automobile tires might be cited. This company was rather late in entering the field. When its tire had been perfected and was ready for marketing, it was found that competitors had succeeded in making tremendous inroads with the trade. Tires that had been turned out hurriedly to meet the exigencies of a sudden demand were everywhere exploited. They were extensively advertised and talked about, and the priority of their claim on public attention in many cases took the place of substantial merit.

The question arose as to whether we should combat competitors with their own weapons, trying to turn the tide of popular favor in our direction by still more extensive and elaborate advertising, by out-Heroding Herod, as it were, or whether some other means would be likely to prove more practicable.

We resolved upon a compromise, and it proved an unqualified success.

Of course the Morgan & Wright tires were advertised, extensively and elaborately. But the advertising was only a preliminary process. What made it really effective was our system of personal canvass among prospective buyers of automobile sup-

plies. We sent canvassers through the country. It was the business of each to carry a rim fitted with a Morgan & Wright pneumatic tire, and to exhibit the same to bankers, doctors, other professional men and society people, whose income and whose aspirations might be expected to encompass the purchase of an automobile. The canvasser was furnished in advance with a list of prospective automobile buyers in each town on his route. He called upon each man on the list, and disarmed the occasional objections that were leveled at him by suavely announcing that he was not selling automobile tires—that he was not privileged to take orders for them even upon request.

But he explained the peculiar merits of the tire to each prospective buyer. He demonstrated its points of excellence—answered the questions and forestalled the objections of prospects in a manner which would be impossible through the medium of advertising.

In conclusion, it is not only the personal tactics employed by salesmen in dealing with the trade that makes successful salesmanship. Success goes further back than that. It has its foundation in a plan—a mode of procedure that takes account of the fundamental conditions in the selling field. The salesman who is the most alert in judging such fundamental conditions—in framing a campaign with regard to them—and who in addition is able to employ the right tactics in his personal relations with the trade—is sure to succeed. The reason that so many salesmen never make more than a "fair showing" where they had expected to eclipse all records, is that they are too often satisfied to let the manager do all the thinking and scheming, relying upon themselves merely to carry out his plans more brilliantly than another man could do. It is not only the carrying out of a selling plan, but the inception of the plan, that offers the golden opportunity for distinction.

Salesmen with prolific brains can command good money everywhere.—A. I. Philp in Salesmanship.

### 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.

It may be a little out of your way to

### Hotel Livingston Grand Rapids

but we went a little out of our way to make our Sunday dinners the meals "par excellence."



**PARDRIDGE & BLACKWELL.**

**Proposition Made To the Creditors of the House.**

Detroit, May 12—Plans to reorganize the firm of Pardridge & Blackwell have been perfected and a statement is herewith submitted of their financial condition on April 6, 1908, on which date the audit of their books was completed:

**Assets.**

Cash on hand .....	\$ 11,857 72
Merchandise .....	693,506 33
Accounts receivable ....	42,549 11
Furniture and fixtures, barn account, etc. ....	277,639 80
Eye Fix Remedy Co. . . .	82,133 57
Safety Folding Bed account .....	217,957 20
Leases (valued at) ....	250,000 00

**\$1,575,643 73**

**Liabilities.**

Money borrowed from banks and others ....	\$ 559,592 72
Trade accounts .....	564,126 56
Sundry accounts .....	11,833 34

**\$1,135,552 62**

**1,575,643 73**

**\$ 440,091 11**

Under the reorganization a Michigan corporation to take over the assets of the firm will be formed with \$500,000 common stock and \$700,000 preferred stock. William L. Milner, of Toledo, Ohio, and his associates will invest \$200,000 of new money in the business, and will receive an equal amount of preferred stock therefor. Mr. Milner will become President and Financial Manager of the new corporation. Mr. Blackwell will continue at the head of the merchandising as heretofore.

The creditors are asked to take the notes of the new corporation for 50 per cent. of their claims, payable in three equal installments, maturing in six, twelve and eighteen months from the date of the proposed adjustment. For the other 50 per cent. of their claims they will be offered at par the 6 per cent., cumulative preferred stock of the new corporation, redeemable at the end of five years. The articles will provide that the preferred stock shall have precedence over the common stock, both as to dividends and assets.

The firm has been conducting a private bank, and the deposits on the date in question aggregated \$102,392.72, which are included in the item of money loans above. The depositors will be paid by the new corporation, and the banking department discontinued.

The mother and some other relatives of Mr. Pardridge, who have claims against the firm for money loaned in the early part of this year, aggregating \$128,000, will take prececed stock of the new corporation for the entire amount of their claims.

The new corporation will have as its assets both stores of Pardridge & Blackwell at Detroit and Port Huron, and their merchandise, accounts, cash, leases, and also the \$200,000 of new money.

Its liabilities will consist of the obligations to the bank depositors

as above set forth, and one-half of the present indebtedness, minus the indebtedness to the Pardridge family; or, in all, \$550,000, approximately.

The banks and larger merchandise creditors have already signified their approval of the plan and agreed to accept one-half preferred stock and one-half notes as above.

Maybury, Lucking,

Emmons & Helfman,

Attys. for Pardridge & Blackwell.

**Movements of Michigan Gideons.**

Detroit, May 12—The Cabinet met in quarterly session in National headquarters, Chicago, on Saturday, May 2, with the following officers present:

President—Chas. M. Smith.

Vice-President—J. K. Hemphill.

Secretary—H. A. Garlick.

Chaplain—L. C. Smith.

Treasurer—Nels Rylander.

Trustees—N. W. Dennett, M. P.

Ashbrook, W. C. Hall, W. W. Crissinger, L. C. Humphrey.

Absent—A. B. T. Moore.

The principal business done was in relation to the Field Secretary's office, which was considered best to continue, and a committee, of which N. W. Dennett was made chairman, was appointed to solicit funds with which to conduct the office for another year.

The Committee on Bibles in Hotels reported progress and wished to be continued for another three months and have a report ready for the National Committee, which will take up the matter of the quality of the book to be distributed and of the best means to collect the same. It was considered a very great project and a larger one financially than at first thought, but its importance was considered so much that all means possible will be put forth to make the project a realization.

W. J. Ennis, of Saginaw Camp, conducted the service at the Volunteers last Saturday evening and gave a very earnest plea for the better life. Brother Ennis has been in this city for the past three months representing the Johnston Optical Co. and aiding in the Gideon evangelistic work. Brother Ennis will go to the Pacific coast during the week. He will be greatly missed by Michigan Gideons.

During the meeting at the Griswold House last Sunday John H. Nicholson, of Janesville, Wis., arrived and gave an interesting history of the work done by the Gideons East, West and South. Brother Nicholson covers most of the United States, spreading the "good tidings of great joy." The meeting was of unusual interest and two expressed a desire for the better life. Wheaton Smith, the leader, gave a very interesting opening address, which continued until about twenty gave testimony. The Griswold House meetings have been a success from the very start this year and are increasing in interest. Traveling men are coming to know about them and come from other hotels to aid in the interest.

Aaron B. Gates.

The trend and purpose of your whole life, that is your prayer.

**Mercantile News from Ohio.**

Lancaster—The Fairfield Shoe Co. will at once begin the erection of a three-story addition to its factory. It will be built of brick, with the same style of architecture as the present structure. In dimensions it will be 187x43½ feet, connecting with the present factory and fronting on Mulberry street. It is hoped ultimately that the remainder of the property on this street desired by the company can be secured upon reasonable terms and the original construction plans carried out.

Piqua—Walter F. Krause succeeds C. F. Doty in the merchant tailoring business.

Canton—The Hygienic Products Co. succeeds to the soap manufacturing business of the Joseph Biechle Soap Co. This concern has been manufacturing the Disinfectine brand of soap products for the past few years, upon which goods they have built up a large business throughout the United States. The stockholders of the new company are all of this city, many of them being the proprietors of the well-known Gibbs Manufacturing Co., of this place. The company will continue the manufacture of Disinfectine soaps and will also make a full line of products of a disinfecting type.

**Some Things In Store For Michigan Druggists.**

Detroit, May 12—Can any one imagine any two things so perfectly incompatible? The long hours of confinement of the ordinary druggist separates him so far from amusements that they only exist in his memory of by-gone school days.

Now draw on your imagination once more and picture a bunch of three hundred druggists divested of unnecessary raiment and turned loose out in the country far away from anyone upon whom they depend for business, and participating in outdoor sports of all kinds. Does that appeal to you? How would you feel to take a day off from the trials and cares of business and run and romp like a boy again? It will do you all the good in the world to get out and get off that high collar and let some other fellow rub your nose in the sand.

The entertainment features of this year's meeting of the State Pharmaceutical Association provide for a field day of athletic sports, listing everything from a tug of war to a base ball game with an ample supply of prizes for every event; and the plan is to get the crowd out to the college grounds of the State Agricultural Society and make every druggist play tag, whether he wants to or not.

"So, come on in, Mr. Druggist, the water is fine," and after we have exhausted your strength with all kinds of out-door stunts we have prepared to fill that vacant space under your belt with an old-fashioned picnic dinner where everything will be "like Mother used to make," and, last but not least, to wind up the day with a dancing party in the evening where "Lansing" has promised to produce

an array of the gentle sex cum "Merry Widows" seldom see in this part of the woods. After such a day we assume you will not need the usual dose of bromide to produce satisfactory sleep.

An additional feature this year will be a voting contest, in which prizes will be given to the most popular druggist; the best looking and the worst looking druggist; the longest and the shortest druggist; the oldest and the youngest druggist; the thickest and the thinnest druggist; the best and the worst druggist; the druggist who comes the greatest distance and the one who comes the shortest distance; the fastest and the slowest druggist; the sweetest and the most dyspeptic druggist; the largest and the smallest druggist; the prettiest and the wittiest druggist; the most honest and the most dishonest druggist; the most truthful druggist; the druggist who never substitutes.

Surely you can bring home at least one of these prizes, which will largely repay you for time and money expended at the meeting.

Lewis W. Knapp, M. D.,

Chairman Publicity Committee.

**Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.**

Buffalo, May 13—Creamery, fresh, 20@23c; dairy, fresh, 18@22c; poor to common, 14@18c.

Eggs—Strictly fresh, 16¼@16½c.

Live Poultry—Springs, 12@12½c; fowls, 12c; ducks, 12@13c; geese, 10c; old cox, 10c.

Dressed Poultry—Springs, 15@16c; fowls, 13@14c; old cox, 11c; turkeys, 16@20c.

Beans—Marrow, hand-picked, \$2.25; medium, hand-picked, \$2.35; peas, hand-picked \$2.50; red kidney, hand-picked, \$1.75@1.80; white kidney, hand-picked, \$2.30@2.40.

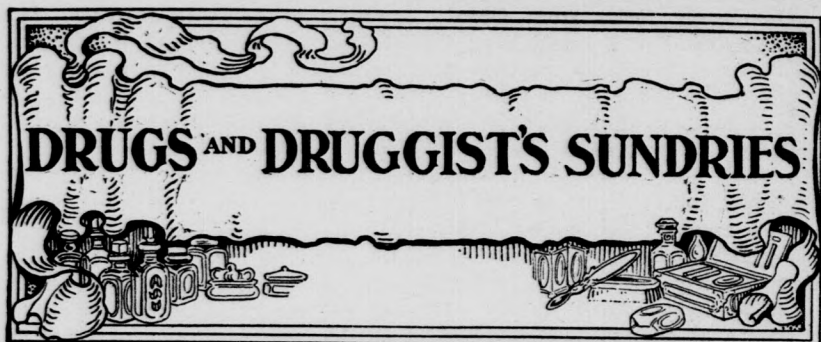
Potatoes—White, 80@90c per bu.; mixed, 75@80c. Rea & Witzig.

**A Word for the Railroads.**

Great as are the power and prominence of the road in the West, it is itself only the instrument by which a mighty nation is making progress. The road was the effort of the East to knit to itself with steel the far-outlying Rockies and the Pacific coast. Without the road the West and the East, diverse in interest and sentiment, never could have been held together. With the interchange of ideas and commodities which it encourages, the American people have been able to build up a great empire, holding together vast territory, firmly founded upon national unity.—Ray Stannard Baker in the Century.

A Pontiac correspondent writes: Hector L. Monroe has severed his connection with the water works, where he has been employed for several years as an engineer, and has accepted a position as traveling salesman for the Thompson Meter Co., of New York. He will be sales agent for the Lambert water meter and will have as his territory Texas and the Southern States. Mr. Monroe will leave this week for a three months' trip through Texas.





**Michigan Board of Pharmacy.**  
 President—Henry H. Heim, Saginaw.  
 Secretary—W. E. Collins, Owosso.  
 Treasurer—W. A. Dohany, Detroit.  
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.

**Michigan State Pharmaceutical Association.**

President—J. E. Bogart, Detroit.  
 First Vice-President—D. B. Perry, Bay City.  
 Second Vice-President—J. E. Way Jackson.  
 Third Vice-President—W. R. Hall, Manistee.  
 Secretary—E. E. Calkins, Ann Arbor.  
 Treasurer—H. G. Spring, Unionville.  
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

#### Stationery and Post Cards.

Most druggists sell stationery and post cards. The post card business is still good, but a little on the wane. Offer for one week to give free with any purchase of a box of writing paper amounting to ten cents or more, ten one-cent post cards, or you might say ten cents' worth of post cards. You can handle this to use up a line of post cards which has ceased to sell with you, old comics or uncolored locals which the people are not buying much. Of course you must make the free goods desirable or the offer will be a boomerang. In the case of a ten-cent box of paper you will break even, and on the better ones you will net a fair profit. It will get you some new stationery customers, though, without doubt.

Offer for a week to throw in a package of your own tooth dentifrice with a 35-cent tooth brush. Make up a window display of 35-cent brushes fastened to the necks of the dentifrice bottles by rubber bands.

Always make up a window display showing the current special offer. Take pains to make offers that will have a tendency to introduce new goods or special brands of your own which you want tried, brands which you know are good enough to be repeaters.

If you educate the public to look for something special at your store every week they will take pains to notice what you are giving and will come out of their way to take advantage of your bargains. They will tell their friends, too.

#### Heard in the Corridor of a Local Hospital.

Written for the Tradesman.

Two girls hired to do "hall work" at one of the city's hospitals were busy at their cleaning. At the same time their tongues were not idle.

"Who's that nice looking young feller that jest went out?" enquired the one who is new to the place.

"Thet?" succinctly asked the one

questioned, who, by reason of her longer servitude, is looked up to as nothing short of an oracle by her less sophisticated friend. "Thet," she replied, proud of her ability to air superior knowledge, "is Dr. Blank. He's awful smart. He knows a awful lot."

"Wot does he know so much about?" asked the seeker after information.

"Why! Why, he knows a awful lot, 'cause he's the house doctor. He's the antiseptic doctor."

"The anti what!" uncomprehendingly exclaimed the raw recruit from Nowhere.

"The antiseptic doctor," repeated the employee who has worked "on the halls" the longer.

"Wot's thet?" came next from the r. r.

"Why, the antiseptic doctor's the one wot has ter give all the chloryform to the folks wot has to be op'rated on," came the answer with an air of "Who knows so much as I?"

H. E. R. S.

#### There Is No Poisoned Candy.

Dr. Harvey W. Wiley, Uncle Sam's chief pure food expert, repudiates "poisoned candy;" its ghastly and unfounded pretensions have been exposed; it has been analyzed and found harmless and lacking in those sickening and deadly qualities which have been attributed to it. The sting of calumny has been removed by the authoritative statement of the great organizer of "poison squads," and he seems glad to defend the sweets of his youth—from the succulent stick candy to the black jack and the chocolate drop.

Dr. Wiley says that he was once a boy, not so long ago, and some of his friends insist that he is still a boy. The fresh memory of that past has inspired him to befriend the little chaps who enjoy their "French mixed" as well as he did. He leaves no excuse for mothers to refuse to supply their offspring with confections and he drives into the attic all insinuations of "Poison," "Make baby sick" and the bugaboo of castor oil.

"This talk of poisoned candy is for the most part exaggerated," said Dr. Wiley recently. "In the first place, 'poisoned candy' is a misnomer. I have never eaten any candy that was deadly poison. I will go further than that, and say that I have never seen any candy that was deadly poison or even poisonous to a degree that might be feared. There is such a thing as overeating, and this human frailty sometimes extends to candy eating with the same dire effects that follow

a gormandizing of plain bread and butter. One who eats too much candy suffers, and an eater of candy should remember that it is not bread and butter, and can not be eaten in such large quantities.

"One sort of confectionery there is which should be watched closely, however, and that is the colored candy which is shaded by products of coal tar, and which if taken in large quantities will probably have a temporarily injurious effect. The safest thing to eat is known as the pure white candy on which no attempt at elaborate beauty has been made. The molasses candy is wholesome, the chocolate drop pure, and all those candies made without the brilliant hued coal tar products are perfectly safe."

Dr. Wiley was asked how the pure food law affected the sale of impure candy.

"We can only prohibit the transportation of impure candy from one state to another," he answered, "and most of the candy that is transported is pure. The high grade candy which is shipped from one state to another is generally up to the standard, and so is the very cheap candy which is shipped in boxes and barrels. But the candy that most people eat, the local product, made and consumed in one town or in one state, is the sort we do not inspect. The inspectors have stopped a great deal of impure imported candy from being sold, and in this way have almost put a stop to its importation into this country."

#### The Art of Gargling.

George Richter, of St. Louis, states that the ordinary method of gargling is far from producing a thorough method of application to the nasopharynx or of cleansing it. He recommends a method which consists in bending the head as far back as possible, so as to occlude the esophagus, the tongue being protruded as far as possible. The patient now tries to swallow the fluid taken into the mouth, and in so doing causes it to well up into the nasopharynx. By suddenly throwing the head forward and closing the mouth the liquid runs through the nostrils from the mouth. A very thorough cleansing is thus accomplished, and a feeling of relief results.

#### The Drug Market.

Opium—Is steady.

Morphine—Is unchanged.

Quinine—Is firm.

Cocoa Butter—Has declined.

Glycerine—Is lower.

Balsam Fir—Canada is in small supply and has advanced.

Soap Bark—Stocks are low and prices are advancing.

It is not much use for an empty life to worry about its immortality.

They who know their Father never are far from their fatherland.



**YOUNG MEN WANTED**—To learn the Veterinary Profession. Catalogue sent free. Address VETERINARY COLLEGE, Grand Rapids, Mich. L. L. Conkey, Prin.

## Local Option Liquor Records

For Use in  
Local Option  
Counties

We manufacture complete Liquor Records for use in local option counties, prepared by our attorney to conform to the State law. Each book contains 400 sheets—200 originals and 200 duplicates. Price \$2.50, including 50 blank affidavits.

Send in your orders early to avoid the rush.

**TRADESMAN COMPANY**

GRAND RAPIDS, MICH.

## 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



## WHOLESALE DRUG PRICE CURRENT

Acidum	60	8	Copaiba	1	75@1 85	Scilla Co.	50	Liquor Arsen et Hydrarg Iod	25	Rubia Tinctorem	12@ 14	Vanilla	9 00@	
Aceticum	60	8	Cubebae	2	15@2 25	Tolutan	50	Liq Potass Arsenit	10@ 12	Saccharum La's	22@ 25	Zinci Sulph	7@ 8	
Benzoinum, Ger.	70	75	Erigeron	2	39@2 50	Prunus virg.	50	Magnesia, Sulph.	3@ 5	Salacin	4 50@4 75	<b>Oils</b>		
Boracie	12		Evechthitos	1	00@1 10			Mannia, S. F.	45@ 50	Sanguis Drac's	40@ 50	Whale, winter	bbl. gal.	
Carbolicum	26@ 29		Gaultheria	2	50@4 00	<b>Tinctures</b>		Menthol	2 65@2 85	Sapo, W	13 1/2@ 16	Lard, extra	85@ 90	
Citricum	50@ 55		Geranium	oz	75	Anconitum Nap'sR	60	Morphia, SP&W	3 15@3 40	Sapo, M	10@ 12	Lard, No. 1	60@ 65	
Hydrochlor	3@ 5		Gossippi Sem gal	70	75	Anconitum Nap'sF	50	Morphia, SNYQ	3 15@3 40	Sapo, G	15@ 15	Linseed pure raw	42@ 45	
Nitrosum	8@ 10		Hedeoma	3	00@3 50	Aloes	60	Moschus Canton.	3 15@3 40	Seidlitz Mixture	20@ 22	Linseed, boiled	43@ 46	
Oxalicum	14@ 15		Junipera	40	120	Alrica	60	Myristica, No. 1	25@ 30	Sinapis	18@ 30	Neat's-foot, w str	65@ 70	
Phosphorium, dil.	15		Lavendula	90	360	Aloes & Myrrh	60	Nux Vomica po 15	10	Sinapis, opt	18	Spts. Turpentine	Market	
Salicylicum	44@ 47		Limons	1	50@1 60	Asafoetida	60	Os Sepia	35@ 40	Snuff, Maccaboy	30	<b>Paints</b>		
Sulphuricum	13@ 15		Mentha Piper	1	80@2 00	Atropine Belladonna	60	Pepsin Saac, H & P D Co	71 00	DeVos	51	Red Venetian	bbl. 1.	
Tannicum	75@ 85		Menta Verid	8	00@8 25	Aurant Cortex	60	Picis Liq N N 1/2	21 00	Snuff, S'h DeVos	51	Ochre, yel Mars	14 2 @4	
Tartaricum	38@ 40		Morrhuae gal	1	60@1 85	Benzoin	60	Picis Liq qts	21 00	Soda, Boras	6@ 10	Ocre, yel Ber	14 2 @4	
<b>Ammonia</b>			Myrica	3	00@3 50	Benzol	50	Pil Hydrarg po 80	2 50	Soda, Boras, po	6@ 10	Putty, commer'l	2 1/2 @3	
Aqua, 18 deg.	4@ 6		Olive	1	00@2 00	Benzoin Co.	50	Piper Nigra po 22	18	Soda et Pot's Tart	25@ 28	Putty, strictly pr	2 1/2 @3	
Aqua, 20 deg.	4@ 8		Picis Liquida	10	12	Barosma	50	Piper Alba po 35	20	Soda, Carb.	1 1/2@ 2	Vermillion, Prime		
Carbonas	13@ 15		Picis Liquida gal.	10	40	Cantharides	50	Fix Burgum	8	Soda, Bi-Carb	3@ 5	American	13@ 15	
Chloridum	13@ 14		Ricina	98	1 04	Capsicum	50	Plumbi Acet	12@ 15	Soda, Ash	3 1/2@ 4	Vermillion, Eng.	75@ 80	
<b>Aniline</b>			Rosmarini	1	00	Cardamon	50	Pulvis Ip'cet Opil 1	30@1 50	Soda, Sulphas	2@ 2	Green, Paris	29 1/2 @33 1/2	
Black	2 00@2 25		Rosae oz.	6	50@7 00	Cardamon Co.	50	Pyrethrum, bxs H & P D Co. doz.	75	Spts. Cologne	2@ 60	Green, Peninsular	13@ 16	
Brown	80@1 00		Succini	40	45	Castor	1 00	Pyrethrum, pv.	20@ 25	Spts. Ether Co.	50@ 55	Lead, red	7 1/2 @ 8	
Red	45@ 50		Sabina	90	1 00	Catechu	50	Quassia	50	Spts. Myrcia Dom	2@ 00	Lead, White	7 1/2 @ 8	
Yellow	2 50@3 00		Santal	4	50	Cinchona	50	Rhatany	50	Spts. Vini Rect bbl	2@ 00	Whitting, white S'n	9@ 9c	
<b>Baccae</b>			Sassafras	90	95	Cinchona Co.	50	Rhel	50	Spts. VII Rect 1/2 b	2@ 00	Whitting, Gilders	9@ 95	
Cubebae	24@ 28		Sinapis, ess. oz.	1	00@1 10	Cubebae	50	Sanguinaria	50	Spts. VII R't 10 gl	2@ 00	White, Paris Am'r	21 25	
Juniperus	8@ 10		Tigli	10	120	Cassia Acutifol	50	Serpentaria	50	Strychnia, Cryst'l 1	10@1 30	Whit'g Paris Eng.	21 25	
Xanthoxylum	80@ 85		Thyme	40	50	Cassia Acutifol Co	50	Stromonium	50	Sulphur Subl.	2 1/2@ 4	Shaker Prep'd	1 25@1 35	
<b>Balsamum</b>			Thyme, opt	21	60	Digitalis	50	Tolutan	50	Sulphur, Roll	2 1/2@ 3 1/2	<b>Varnishes</b>		
Copaiba	70@ 80		Theobromas	15	20	Ergot	50	Valerian	50	Tamarinds	2 1/2@ 3 1/2	No. 1 Turp Coach	1 10 1 20	
Peru	2 75@2 85		<b>Potassium</b>			Ferri Chloridum	35	Veratrum Veride	50	Terbenth Venice	28@ 30	Extra Turp	1 60@1 70	
Terabin, Canada	75@ 80		Bi-Carb	15	18	Gentian	50	Zingiber	60	Thebromae	50@ 55			
Tolutan	40@ 45		Bichromate	18	20	Gentian Co.	50	<b>Miscellaneous</b>						
<b>Cortex</b>			Bromide	18	20	Gulaca	50	Aether. Spts Nit 3f	30@ 35					
Abies, Canadian.	18		Carb	12	15	Gulaca ammon	50	Aether, Spts Nit 4f	34@ 38					
Cassia	20		Chlorate	12	14	Hyoscyamus	50	Alumen, grd po 7	3@ 4					
Cinchona Flava	18		Cyanide	30	40	Iodine	75	Annatto	40@ 50					
Ruonymus atro.	60		Iodide	2	50@2 60	Kino	50	Antimoni, po	4@ 5					
Myrica Cerifera	20		Potassa, Bitart pr	30	32	Lobelia	50	Antimoni et po T	40@ 50					
Prunus Virgin.	15		Potass Nitras opt	7	10	Myrrh	50	Antipyrin	25					
Quillaja, gr'd.	15		Potass Nitras	6	8	Nux Vomica	50	Antifebrin	20					
Sassafras, po 25	24		Prussiate	23	26	Opil	1 25	Argent Nitras oz	53					
Ulmus	20		Sulphate po	15	18	Opil, camphorated	1 00	Arsenicum	10@ 12					
<b>Extractum</b>			<b>Radix</b>			Opil, deodorized	2 00	Balm Gilead buds	60@ 65					
Glycyrrhiza Gla.	24@ 30		Aconitum	20@ 25		Quassia	50	Bismuth S N	1 75@1 95					
Glycyrrhiza, po.	28@ 30		Althae	30@ 35		Rhatany	50	Calcium Chlor, 1s	9					
Haematox	11@ 12		Anchusa	10@ 12		Rhel	50	Calcium Chlor, 1/2s	10					
Haematox, 1s.	13@ 14		Arum po	20@ 25		Sanguinaria	50	Calcium Chlor, 1/4s	12					
Haematox, 1/2s	14@ 15		Calamus	20@ 40		Serpentaria	50	Cantharides, Rus.	90					
Haematox, 1/4s	16@ 17		Gentiana po 15	12@ 15		Stromonium	50	Capsel Fruc's af	20					
<b>Ferru</b>			Glycyrrhiza pv 15	16@ 18		Tolutan	50	Capsel Fruc's po	22					
Carbonate Precip.	15		Hydrastis, Canaua	2 50		Valerian	50	Cap'l Fruc's B po	15					
Citrate and Quina	2 00@2 10		Hydrastis, Can. po	2 60		Veratrum Veride	50	Carphyllus	20@ 22					
Citrate Soluble.	40		Hellebore, Alba.	12@ 15		Zingiber	60	Carmin, No. 40	4@ 25					
Ferrocyanidum S	40		Inula, po	18@ 22				Cera Alba	50@ 55					
Solut. Chloride	15		Ipecac, po	2 00@2 10				Cera Flava	40@ 42					
Sulphate, com'l.	2		Iris plox	35@ 40				Crocus	40@ 45					
Sulphate, com'l. by	70		Jaapa, pr	25@ 30				Cassia Fructus	35					
Sulphate, pure	7		Maranta, 1/4s	25@ 30				Centraria	10					
<b>Flora</b>			Podophyllum po.	15@ 18				Cateceum	35					
Arnica	30@ 35		Rhel, cut	1 00@1 25				Chloroform	34@ 54					
Anthemis	50@ 60		Rhel, pv	75@1 00				Chloro'm Squibbs	90					
Matricaria	30@ 35		Rhel, pv	75@1 00				Chloral Hyd Crss 1	35@1 60					
<b>Folia</b>			Spigella	1 45@1 50				Chondrus	20@ 25					
Barosma	40@ 45		Sanguinari, po 18	15				Cinchonidine P-W	38@ 48					
Cassia Acutifol.	15@ 20		Serpentaria	50@ 55				Cinchonid'e Germ	38@ 48					
Cassia, Acutifol.	25@ 30		Senega	85@ 90				Cocaine	70@2 90					
Salvia officinalis.	18@ 20		Smilax, off's H.	48				Corks list, less 75%						
1/4s and 1/2s	18@ 20		Smilax, M	48				Croosotum	45					
Uva Ursi	8@ 10		Scilla po 45	20@ 25				Creta, bbl 75	2					
<b>Gummi</b>			Symplocarpus	25				Creta, prep.	5					
Acacia, 1st pkd.	4@ 45		Valeriana Eng.	15@ 20				Creta, precip.	9@ 11					
Acacia, 2nd pkd.	4@ 45		Valeriana, Ger.	15@ 20				Creta, Rubra	8					
Acacia, 3rd pkd.	4@ 45		Zingiber a	12@ 15				Cudbear	24					
Acacia, sifted sts.	45@ 65		Zingiber j	25@ 28				Cupri Sulph	8@ 10					
Acacia, po.	22@ 25		<b>Semen</b>					Dextrine	7@ 10					
Aloe Barb	22@ 25		Anisum po 20	16				Emery, all Nos.	8					
Aloe, Cape	22@ 25		Apium (gravel's)	13@ 15				Emery, po	6					
Aloe, Socotri	22@ 25		Bird, 1s	4@ 6				Ergota	60@ 65					
Ammoniac	55@ 60		Carul po 15	15@ 18				Ether Sulph	35@ 40					
Asafoetida	35@ 40		Cardamon	70@ 90				Flake White	12@ 15					
Benzoinum	50@ 55		Corlandrum	12@ 14				Galla	30					
Catechu, 1s	14		Cannabis Sativa	7@ 8				Gambler	8@ 9					
Catechu, 1/2s	14		Cydonium	75@ 80				Gelatin, Cooper.	60					
Catechu, 1/4s	14		Chenopodium	25@ 30				Gelatin, French.	35@ 60					
Comphorae	75@ 80		Dipterix Odorate	80@1 00				Glassware, fit boo 75%						
Euphorbium	10		Foeniculum	18				Less than box 70%						
Galbanum	10		Foenugreek, po.	7@ 9				Glue, brown	11@ 13					
Gamboge	25@1 35		Lini, grd. bbl. 2%	3@ 6				Glue white	15@ 25					
Gauliacum	35		Lini, 3rd. bbl.	3@ 6				Glycerina	15 1/2@ 20					
Kino	45@ 50		Lobelia	75@ 80				Grana Paradisi.	25					
Mastic	45		Pharlaris Cana'n	9@ 10				Humulus	35@ 60					
Myrrh	45@ 50		Rapa	5@ 6				Hydrarg Ch...Mt	90					
Opium	90@5 00		Sinapis Alba	8 10				Hydrarg Ch Cor.	90					
Shellac	60@ 65		Sinapis Nigra	9@ 10				Hydrarg Ox Ru'm	1 1/2					
Shellac, bleached	60@ 65		<b>Spiritus</b>					Hydrarg Ammo'l	1 1/2					
Tragacanth	70@1 00		Frumenti W D. 2	00@2 50				Hydrarg Ungue'm	50@ 60					
<b>Herba</b>			Frumenti	1 25@1 50				Hydrargyrum	80					
Absinthium	45@ 60		Juniperis Co O T 1	65@2 00				Ichthyobolla, Am.	90@1 00					
Eupatorium os pk	20		Juniperis Co	1 75@3 50				Indigo	75@1 00					
Lobelia	25		Juniperis N E	90@2 10				Iodine, Resubi	3 85@3 90					
Majorium	25		Saccharum	1 75@6 50				Iodoform	3 90@4 00					
Mentha Pip. os pk	23		Spt Vini Galli	1 25@2 00				Lupulin	40					
Mentha Ver. os pk	25		Vini Oporto	1 25@2 00				Lycopodium	70@ 75					
Rue	39		Vini Alba	1 25@2 00				Macle	65@ 70					
Tanacetum V.	22		<b>Sponges</b>											
Thymus V. os pk	25		Florida sheeps' wool											
<b>Magnesia</b>			carriage	3 00@3 50										
Calcined, Pat.	55@ 60		Nassau sheeps' wool	3 50@3 75										
Carbonate, Pat.	18@ 20		carriage	2 00										
Carbonate, K-M.	18@ 20		Velvet extra sheeps'											
Carbonate	18@ 20		wool, carriage	2 00										
<b>Oleum</b>			Extra yellow sheeps'											
Absinthium	4 90@5 00		wool carriage	1 25										
Amygdalae Dulc.	75@ 85		Grass sheeps' wool,	1 25										
Amygdalae, Ama	8 00@8 25		carriage	21 00										
Anisi	1 60@1 70		Hard, slate use.	21 00										
Aurant Cortex.	2 75@2 85		Yellow Reef, fo	21 40										
Bergamii	3 75@4 00		slate use											
Caliputi	85@ 90		<b>Syrup</b>											
Caryophylli	1 10@1 20		Acacia	50										
Cedar	90@ 95		Aurant Cortex	50										</



## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Wheat and Spring Wheat Flour  
Corn and Oats  
Feeds and Meals

## DECLINED

Cheese  
Prunes  
Pearl Barley

Index to Markets  
By Columns

Col	1	2
A	Ammonia	Ammonia
B	Baked Beans	Baked Beans
C	Canned Goods	Canned Goods
D	Dried Fruits	Dried Fruits
E	Farinaceous Goods	Farinaceous Goods
F	Fish and Oysters	Fish and Oysters
G	Flavoring Extracts	Flavoring Extracts
H	Grains and Flour	Grains and Flour
I	Herbs and Spices	Herbs and Spices
J	Jelly	Jelly
K	Lard	Lard
L	Meat Extracts	Meat Extracts
M	Meat	Meat
N	Nuts	Nuts
O	Olives	Olives
P	Pipes	Pipes
Q	Pickles	Pickles
R	Playing Cards	Playing Cards
S	Potash	Potash
T	Provisions	Provisions
U	Rice	Rice
V	Salad Dressing	Salad Dressing
W	Saleratus	Saleratus
X	Sal Soda	Sal Soda
Y	Salt	Salt
Z	Salt Fish	Salt Fish
1	Seeds	Seeds
2	Shoe Blacking	Shoe Blacking
3	Snuff	Snuff
4	Soap	Soap
5	Soda	Soda
6	Soups	Soups
7	Spices	Spices
8	Starch	Starch
9	Syrups	Syrups
10	Tobacco	Tobacco
11	Twine	Twine
12	Vinegar	Vinegar
13	Wicking	Wicking
14	Woodenware	Woodenware
15	Wrapping Paper	Wrapping Paper
16	Year Cake	Year Cake

1	2
ARCTIC AMMONIA	Plums
12 oz. ovals 2 doz. box .75	Plums
AXLE GREASE	Peas
1 lb. wood boxes, 4 dz. 3.00	Marrowfat .100@1.30
1 lb. tin boxes, 3 doz. 2.35	Early June .100@1.60
3 1/2 lb. tin boxes, 2 dz. 4.25	Early June Sifted 1.25@1.80
10 lb. pails, per doz. 6.00	Peaches
15 lb. pails, per doz. 7.20	No. 10 size can pie .40@.06
25 lb. pails, per doz. 12.00	Pineapple
BAKED BEANS	Grated .25@.50
1 lb. can, per doz. 90	Sliced .24@.40
2 lb. can, per doz. 1.40	Pumpkin
3 lb. can, per doz. 1.80	Fair .85
BATH BRICK	Good .90
American .75	Fancy .100
English .85	Gallon .275
BLUING	Raspberries
Arctic	Standard @
6 oz. ovals 3 doz. box .40	Russian Caviar
16 oz. round 2 doz. box .75	1/4 lb. cans .75
Sawyer's Pepper Box	1/2 lb. cans .75
Per Gross	1 lb. cans .75
No. 3, 3 doz. wood bxs 4.00	Salmon
No. 5, 3 doz. wood bxs 7.00	Col'a River, tails 1.95@2.00
BROOMS	Col'a River, flats 2.25@2.50
No. 1 Carpet, 4 sew. 2.75	Red Alaska .135@1.45
No. 2 Carpet, 4 sew. 2.40	Pink Alaska .100@1.10
No. 3 Carpet, 3 sew. 2.25	Sardines
No. 4 Carpet, 3 sew. 2.10	Domestic, 1/2 s. 3% @ .40
Parlor Gem .240	Domestic, 1/2 s. 3% @ .40
Common Whisk .90	Domestic, Must'd 6% @ .50
Fancy Whisk .125	California, 1/2 s. 11 @ .14
Warehouse .300	California, 1/2 s. 12 @ .14
BRUSHES	French, 1/2 s. 7 @ .14
Scrub	French, 1/2 s. 18 @ .28
Solid Back 8 in. .75	Shrimps
Solid Back 11 in. .95	Standard .20@1.40
Pointed Ends .85	Succotash
Stove	Fair .85
No. 3 .90	Good .100
No. 2 .25	Fancy .125@1.40
No. 1 .175	Standard Strawberries
Shoe	Fancy .20
No. 8 .100	Tomatoes
No. 7 .130	Fair .95@1.00
No. 4 .170	Good .110
No. 3 .190	Fancy .140
W. R. & Co.'s 25c size 2.00	Jallons .360
W. R. & Co.'s 50c size 4.00	CARBON OILS
CANDLES	Perfection .10@.12
Paraffine, 6s .10	Water White .10
Paraffine, 12s .10	D. S. Gasoline .15
Wicking .20	Gas Machine .24
CANNED GOODS	Deodor'd Nap'a .13
Apples	Cylinder .29
3 lb. Standards .90@1.00	Engine .16
Gallon .300@3.75	Black, winter .84@1.10
Blackberries	CEREALS
2 lb. .125@1.75	Breakfast Foods
Standards gallons .65	Bordeaux Flakes, 36 lb. 2.50
Beans	Cream of Wheat 36 lb. 4.50
Baked .80@1.30	Egg-O-See, 36 pkgs. 2.85
Red Kidney .85@.95	Excella Flakes, 36 lb. 4.50
String .70@1.15	Excella, large pkgs. 4.50
Wax .75@1.25	Force, 36 2 lb. doz. 4.50
Blueberries	Grape Nuts, 2 doz. 2.40
Standard .135	Malta Ceres, 24 lb. 2.40
Gallon .700	Malta Vita, 36 lb. 2.85
Brook Trout	Pillsbury's Vitos, 3 doz 4.50
2 lb. cans, spiced .190	Ralston, 36 2 lb. 4.50
Clams	Sunlight Flakes, 36 lb. 2.85
Little Neck, 1 lb. 1.00@1.25	Sunlight Flakes, 20 lbs 4.00
Little Neck, 2 lb. .150	Vigor, 36 pkgs. 2.75
Clam Bouillon	Voigt Cream Flakes .40
Burnham's 1/2 pt. .190	Zest, 20 2 lb. 4.10
Burnham's pts. .360	Zest, 36 small pkgs. 2.75
Burnham's qts. .720	Crescent Flakes
Cherries	One case .250
Red Standards .140	Five cases .240
White .140	One case free with ten cases.
Corn	One-half case free with 5% cases.
Fair .80@.85	One-fourth case free with 2% cases.
Good .100@1.10	Freight allowed.
Fancy .145	Rolls Oats
French Peas	Rolls Avena, bbls. .650
Sur Extra Fine .22	Steel Cut, 100 lb. sks. 3.35
Extra Fine .19	Monarch, bbl. 6.25
Fine .15	Monarch, 90 lb. sacks 2.90
Moyen .11	Quaker, 18-2 .150
Gooseberries	Quaker, 20-5 .465
Standard .175	Cracked Wheat
Hominy	Bulk .30
Standard .85	24 2 lb. packages .250
Lobster	CATSUP
1/4 lb. .225	Columbia, 25 pts. .415
1 lb. .425	Snider's pints .225
Picnic Tails .275	Snider's 1/2 pints .135
Mackerel	CHEESE
Mustard, 1 lb. .180	Acme .111 1/2
Mustard, 2 lb. .280	Elsie .12
Soused, 1 1/2 lb. .180	Gem .13
Soused, 2 lb. .275	Jersey .12
Tomato, 1 lb. .150	Riverside .12 1/2
Tomato, 2 lb. .280	Springdale .12
Mushrooms	Warner's .12 1/2
Hotels @ 24	Brick .15
Buttons @ 28	Leiden .15
Oysters	Limburger .19
Cove, 1 lb. .90@1.00	
Cove, 2 lb. .185	
Cove, 1 lb. Oval .120	

3	4	5
Pineapple .40 @60	Fluted Coconut Bar 10	FARINACEOUS GOODS
Sap Sago .22	Fruit Tarts .12	Beans
Swiss, domestic .16	Ginger Gems .8	Dried Lima .6 1/2
Wiss, imported .20	Graham Crackers .8	Med. Hd. Pk'd .2 1/2
CHEWING GUM	Ginger Nuts .10	Brown Holland .45
American Flag Spruce .55	Ginger Snaps, N. B. C. 7	Farina
Beeman's Pepsin .55	Hippodrome Bar .10	24 1 lb. packages .150
Adams Pepsin .55	Honey Cake, N. B. C. 12	Bulk, per 100 lbs. .350
Best Pepsin .45	Honey Fingers, As. Ice 12	Hominy
Best Pepsin, 5 boxes .200	Honey Jumbles .12	Flake, 50 lb. sack .100
Black Jack .55	Household Cookies .8	Pearl, 200 lb. sack .400
Largest Gum Made .55	Household Cookies Iced 8	Pearl, 100 lb. sack .200
Sen Sen .55	Iced Honey Crumpets 10	Maccaroni and Vermicelli
Sen Sen Breath Perf 1.00	Imperial .8	Domestic, 10 lb. box .60
Long Tom .55	Iced Honey Flake .12 1/2	Imported, 25 lb. box .250
Yucatan .55	Iced Honey Jumbles .12	Pearl Barley
Hop to it .65	Island Picnic .11	Common .300
Spearmint .55	Jersey Lunch .8	Chester .310
CHICORY	Kream Klips .20	Empire .375
Bulk .1	Lem Yem .11	Peas
Red .1	Lemon Gems .10	Green, Wisconsin, bu. .250
Blue .1	Lemon Biscuit, Square 8	Green, Scotch, bu. .265
Frank's .7	Lemon Wafer .16	Split, lb. .04
Schener's .6	Lemon Cookie .8	Sago
CHOCOLATE	Mary Ann .8	East India .5 1/2
Walter Baker & Co.'s	Marshmallow Walnuts 16	German, sacks .7
German Sweet .26	Mariner .11	German, broken pkg. .7
Premium .38	Molasses Cakes .8	Tapoca
Caracas .31	Mohican .11	Flake, 110 lb. sacks .6 1/2
Walter M. Lowney Co.	Mixed Picnic .11 1/2	Pearl, 130 lb. sacks .5 1/2
Premium, 1/4 s .36	Nabob Jumble .14	Pearl, 24 lb. pkgs. .7 1/2
Premium, 1/2 s .36	Newton .12	FLAVORING EXTRACTS
COCOA	Nic Nacs .8	Foots & Jenks
Baker's .35	Oatmeal Crackers .8	Coleman Brand
Cleveland .41	Orange Gems .8	Lemon
Colonial, 1/4 s .35	Oval Sugar Cakes .8	No. 2 Terpenesless .75
Colonial, 1/2 s .35	Penny Cakes, Assorted 8	No. 3 Terpenesless .175
Epps .42	Pretzels, Hand Md. 8	No. 8 Terpenesless .300
Huyler .45	Pretzettes, Hand Md. 8	Vanilla
Lowney, 1/4 s .40	Pretzettes, Mac. Md. 7 1/2	No. 2 High Class .120
Lowney, 1/2 s .39	Raisin Cookies .14	No. 4 High Class .200
Lowney, 1 s .40	Revere, Assorted .14	No. 8 High Class .400
Van Houten, 1/4 s .12	Rube .8	Jaxon Brand
Van Houten, 1/2 s .12	Scalloped Gems .10	Vanilla
Van Houten, 1 s .12	Scotch Cookies .10	2 oz. Full Measure .210
Webb .35	Snow Creams .12	4 oz. Full Measure .400
Wilbur, 1/4 s .39	Spiced honey nuts .16	8 oz. Full Measure .800
Wilbur, 1/2 s .40	Sugar Fingers .12	Lemon
COCOA BUTTER	Sugar Gems .08	2 oz. Full Measure .125
Dunham's 1/4 s & 1/2 s .26 1/2	Sultana Fruit Biscuit 16	4 oz. Full Measure .240
Dunham's 1/2 s .26	Spiced Gingers .9	8 oz. Full Measure .450
Dunham's 1/4 s .28	Spiced Gingers Iced .10	Jennings D. C. Brand
Bulk .12	Sugar Cakes .8	Terpenesless Ext. Lemon
COCOA SHELLS	Sugar Squares, large or small .8	Dos.
20 lb. bags .4	Superba .25	No. 2 Panel .75
Less quantity .4	Sponge Lady Fingers 25	No. 4 Panel .150
Pound packages .4	Sugar Crimp .8	No. 6 Panel .200
COFFEE	Sylvan cookie .12	Toper Panel .150
Rio	Vanilla Wafers .16	2 oz. Full Meas. .125
Common .10@13 1/2	Waverly .8	4 oz. Full Meas. .300
Fair .14 1/2	Zanzibar .9	Jennings D C Brand
Choice .16 1/2	In-er Seal Goods	Extract Vanilla
Fancy .20	Per doz.	No. 2 Panel .125
Common Santos .12@13 1/2	Albert Biscuit .100	No. 4 Panel .200
Fair .14 1/2	Animals .100	No. 6 Panel .350
Choice .16 1/2	Butter Thin Biscuit .100	1 oz. Panel .200
Fancy .19	Butter Wafers .100	1 oz. Full Meas. .90
Peaberry .19	Cheese Sandwich .100	2 oz. Full Meas. .180
Fair Maracaibo .16	Coconut Dainties .100	4 oz. Full Meas. .350
Choice .19	Faust Oyster .100	No. 2 Assorted Flavors 1.00
Fancy .19	Fig Newton .100	GRAIN BAGS
Choice Mexican .16 1/2	Flg O'clock Tea .100	Amoskeag, 100 in bale 19
Fancy .19	Frotana .100	Amoskeag, less than bl 19 1/2
Choice Guatemala .15	Graham Snaps, N. B. C. 1.00	GRAIN AND FLOUR
Fancy .19	Graham Crackers .1.00	Wheat
Choice Java .15	Lemon Snap .50	New No. 1 White .97
African .12	Oatmeal Crackers .1.00	New No. 2 Red .97
Fancy African .17	Oysterettes .1.00	Winter Wheat Flour
O. G. .25	Old Time Sugar Cook. 1.00	Local Brands
P. G. .31	Pretzettes, Hd Md. 1.00	Patents .550
Arabian Mocha .21	Royal Toast .1.00	Second Patents .525
Package	Saltine .1.00	Straight .500
New York Basis	Saratoga Flakes .1.50	Second Straight .475
Arbuckle .1600	Social Tea Biscuit .1.00	Clear .400
Dilworth .1475	Soda, N. B. C. .1.00	Subject to usual cash discount.
Jersey .1500	Soda, Select .1.00	Flour in barrels, 25c per barrel additional.
Lion .1450	Sultana Fruit Biscuit 1.50	Worden Grocer Co.'s Brand
McLaughlin's XXXX	Unedda Biscuit .50	Quaker, paper .480
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	Unedda Jinjer Wayfer 1.00	Quaker, cloth .500
Extract	Unedda Milk Biscuit .50	Wykes & Co.
Holland, 1/2 gro boxes .95	Vanilla Wafers .1.00	Eclipse .470
Felix, 1/2 gross .115	Water Thin .1.00	Kansas Hard Wheat Flour
Hummel's foil, 1/2 gro. 85	Zu Zu Ginger Snaps .50	Fanchon, 1/4 s cloth .590
Hummel's tin, 1/2 gro. 1.43	Zwieback .1.00	Judson Grocer Co.
CRACKERS	Holland Rusk	Grand Rapids Grain & Milling Co. Brands.
National Biscuit Company	36 packages .290	Wizard, assorted .450
Brand	40 packages .320	Graham .440
Butter	60 packages .475	Buckwheat .575
Seymour, Round .6	CREAM TARTAR	Rye .475
N. B. C. Square .6	Barrels or drums .29	Spring Wheat Flour
Soda	Borax .30	Roy Baker's Brand
N. B. C. Soda .6	Square cans .32	Golden Horn, family .580
Select Soda .8	Fancy caddies .35	Golden Horn, baker's .570
Saratoga Flakes .13	Sundried	Duluth Imperial .580
Zephyrette .13	Evaporated .9 @10 1/2	Judson Grocer Co.'s Brand
Oyster	California	Ceresota, 1/4 s .650
N. B. C. Round .6	100-125 25 lb. boxes .4 1/2	Ceresota, 1/2 s .540
Gem .06	90-100 25 lb. boxes .5	Ceresota, 3/4 s .530
Faust, Shell .7 1/2	80-90 25 lb. boxes .5 1/2	Lemon & Wheeler's Brand
Sweet Goods	70-80 25 lb. boxes .6	Wingold, 1/4 s .610
Boxes and cans	60-70 25 lb. boxes .6 1/2	Wingold, 1/2 s .600
Animals .10	50-60 25 lb. boxes .6 1/2	Wingold, 3/4 s .590
Atlantic, Assorted .10	40-50 25 lb. boxes .7 1/2	Pillsbury's Brand
Brittle .11	30-40 25 lb. boxes .8 1/2	Best, 1/4 s cloth .620
Cartwheels .8	1/2 c less in 50 lb cases	Best, 1/2 s cloth .610
Cassia cookie .9	Citron @20	Best, 3/4 s cloth .600
Current Fruit Biscuit 10	Currants	Best, 1/2 s paper .600
Cracknels .16	Import'd 1 lb. pkg. 8 1/2 @ 9	Best, 1/4 s paper .600
Coffee Cake, pl. or iced 10	Import'd bulk .8 1/2 @ 8 1/2	Best, wood .620
Cocoanut Taffy Bar .12	Peel	Worden Grocer Co.'s Brand
Cocoanut Bar .10	Lemon American .15	Laurel, 1/4 s cloth .600
Cocoanut Drops .12	Orange American .14	Laurel, 1/2 s cloth .590
Cocoanut Honey Cake 12	London Layers, 8 c	Laurel, 3/4 s cloth .580
Cocoanut Hon. Fingers 12	London Layers, 4 cr	Laurel, 1/4 s & 1/2 s paper .580
Cocoanut Macaroons .18	Cluster, 5 crown .225	Laurel, 3/4 s cloth .580
Cocoanut Dandelion .10	Loose Muscatels, 2 c	Wykes & Co.
Dixie Sugar Cookie .9	Loose Muscatels, 3 cr. 7	Sleepy Eye, 1/4 s cloth .600
Frosted Cream .8	Lose Muscatels, 4 cr. 8	Sleepy Eye, 1/2 s cloth .590
Frosted Honey Cake 12	L. M. Seeded 1 lb. 8 1/2 @ 9 1/2	Sleepy Eye, 3/4 s cloth .580
	Sultanas, package . .	Sleepy Eye, 1/4 s paper .580



6	7	8	9	10	11
<b>Meal</b> Bolted ..... 3 65 Golden Granulated ..... 3 75 St. Car Feed screened 31 06 No. 1 Corn and Oats 31 00 Corn, cracked ..... 29 50 Corn Meal, coarse ..... 29 50 Winter Wheat Bran 28 00 Cow Feed ..... 28 50 Middlings ..... 29 00 Buffalo Gluten Feed 30 00 <b>Dairy Feeds</b> Wykes & Co. O P Linseed Meal ..... 31 00 Cottonseed Meal ..... 29 00 Gluten Feed ..... 29 00 Malt Sprouts ..... 23 00 Brewers Grains ..... 27 00 Molasses Feed ..... 24 06 Hammond Dairy Feed 24 06 <b>Oats</b> Michigan carlots ..... 57 Less than carlots ..... 58 <b>Corn</b> Carlots ..... 77 Less than carlots ..... 79 <b>Hay</b> No. 1 timothy carlots 13 00 No. 1 timothy ton lots 14 00 <b>HERBS</b> Sage ..... 15 Hops ..... 15 Laurel Leaves ..... 15 Senna Leaves ..... 25 <b>HORSE RADISH</b> Per doz. ..... 90 <b>JELLY</b> 5 lb. pails, per doz. 2 35 15 lb. pails, per pail ..... 98 30 lb. pails, per pail ..... 98 <b>LICORICE</b> Pure ..... 30 Calabria ..... 23 Sicily ..... 14 Root ..... 11 <b>MATCHES</b> C. D. Crittenden Co. Noiseless Tip .4 50@4 75 <b>MEAT EXTRACTS</b> Armour's, 2 oz. ..... 4 45 Armour's, 4 oz. ..... 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 <b>MOLASSES</b> New Orleans Fancy Open Kettle ..... 40 Choice ..... 35 Fair ..... 26 Good ..... 22 Half barrels 2c extra <b>MINCE MEAT</b> Per case ..... 2 90 <b>MUSTARD</b> 1/4 lb., 6 lb. box ..... 18 <b>OLIVES</b> Bulk, 1 gal. kegs 1 20@1 4 Bulk, 2 gal. kegs 1 10@1 3 Bulk, 5 gal. kegs 1 00@1 2 Manzanilla, 3 oz. ..... 7 Queen, pints ..... 2 50 Queen, 28 oz. ..... 4 50 Queen, 19 oz. ..... 7 00 Stuffed, 5 oz. ..... 90 Stuffed, 3 oz. ..... 1 45 Stuffed, 10 oz. ..... 2 40 <b>PIPES</b> Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob ..... 90 <b>PICKLES</b> Medium Barrels, 1,200 count. 8 50 Half bbls., 600 count. 4 75 Small Half bbls., 1,200 count 5 7 <b>PLAYING CARDS</b> No. 90 Steamboat ..... 85 No. 15, Rival, assorted 1 25 No. 20 Rover enameled 1 50 No. 572, Special ..... 1 75 No. 98 Golf, satin finish 2 00 No. 808 Bicycle ..... 2 00 No. 632 Tourist whist. 2 25 <b>POTASH</b> 48 cans in case ..... 4 00 Babbitt's ..... 14 00 <b>PROVISIONS</b> Barreled Pork Mess ..... 14 00 Clear Back ..... 16 50 Short Cut ..... 15 00 Short Cut Clear ..... 15 50 Bean ..... 14 00 Brisket, Clear ..... 16 00 Pig ..... 17 50 Clear Family ..... 14 00 <b>Dry Salt Meats</b> S. P. Bellies ..... 11 Bellies ..... 9 Extra Shorts ..... 9 1/2 <b>Smoked Meats</b> Hams, 12 lb. average. 12 Hams, 14 lb. average. 12 Hams, 16 lb. average. 12 Hams, 18 lb. average. 12 Skinned Hams ..... 12 1/2 Ham, dried beef sets. 18 California Hams ..... 8 1/2 Picnic Boiled Hams. 13 1/2 Boiled Ham ..... 18 1/2 Berlin Ham, pressed 9 Mince Ham ..... 9 Bacon ..... 12 1/2 <b>Lard</b> Compound ..... 8 1/2 Pure in tierces ..... 9 1/2 80 lb. tubs. advance 1/4 60 lb. tubs. advance 1/4 50 lb. tubs. advance 1/4 50 lb. pails. advance 1/4 10 lb. pails. advance 1/4 5 lb. pails. advance 1/4 1 lb. pails. advance 1/4	<b>Sausages</b> Bologna ..... 7 Liver ..... 7 Frankfort ..... 9 Pork ..... 9 Veal ..... 7 Tongue ..... 7 Headcheese ..... 7 <b>Beef</b> Extra Mess ..... 9 75 Boneless ..... 13 50 Rump, new ..... 17 00 <b>Pig's Feet</b> 1/4 bbls. ..... 1 00 1/2 bbls., 40 lbs. ..... 1 80 3/4 bbls. ..... 3 80 1 bbl. ..... 8 00 <b>Tripe</b> Kits, 15 lbs. ..... 70 1/4 bbls., 40 lbs. ..... 1 50 1/2 bbls., 80 lbs. ..... 3 00 <b>Casings</b> Hogs, per lb. ..... 30 Beef, rounds, set ..... 16 Beef middles, set. 40 Sheep, per bundle ..... 90 <b>Uncolored Butterine</b> Solid dairy ..... 10 @12 Country Rolls .10 1/2@16 1/2 <b>Canned Meats</b> Corned beef, 2 lb. ..... 2 50 Corned beef, 1 lb. ..... 1 45 Roast beef, 2 lb. ..... 2 50 Roast beef, 1 lb. ..... 1 45 Potted ham, 1/4 ..... 45 Potted ham, 1/2 ..... 85 Deviled ham, 1/4 ..... 45 Deviled ham, 1/2 ..... 35 Potted tongue, 1/4 ..... 45 Potted tongue, 1/2 ..... 85 <b>RICE</b> Fancy ..... 7 @7 1/2 Japan ..... 5 @6 1/2 Broken ..... 4 <b>SALAD DRESSING</b> Columbia, 1/2 pint ..... 2 25 Columbia, 1 pint ..... 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 <b>SALERATUS</b> Packed 60 lbs. in box. Arm and Hammer ..... 3 10 Deland's ..... 3 00 Dwight's Cow ..... 3 15 L. P. ..... 3 00 Wyandotte, 100 1/4 ..... 3 00 <b>SAL SODA</b> Granulated, bbls. ..... 85 Granulated, 100lb. ca. 1 00 Lump, bbls. ..... 80 Lump, 145lb. kegs ..... 95 <b>SALT</b> Common Grades 100 3 lb. sacks ..... 2 10 60 5 lb. sacks ..... 2 00 28 10 1/2 lb. sacks ..... 1 90 28 10 1/2 lb. sacks ..... 1 90 56 lb. sacks ..... 30 28 lb. sacks ..... 15 <b>Warsaw</b> 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 <b>Solar Rock</b> 56 lb. sacks ..... 24 <b>Common</b> Granulated, fine ..... 80 Medium, fine ..... 85 <b>SALT FISH</b> Cod Large whole ..... 7 @ 7 Small whole ..... 6 1/2 @ 6 1/2 Strips or bricks .7 1/2@10 1/2 Pollock ..... 5 <b>Halibut</b> Strips ..... 13 Chunks ..... 13 <b>Holland Herring</b> Pollock ..... 4 White Hp, bbls. 7 50@9 00 White Hp, 1/2 bbls. 4 00@5 00 White Hoop mchs. 75 Norwegian Round, 100 lbs. ..... 3 75 Round, 40 lbs. ..... 1 90 Sealed ..... 15 <b>Trout</b> No. 1, 100lbs. ..... 7 50 No. 1, 40lbs. ..... 3 25 No. 1, 10lbs. ..... 90 No. 1, 8lbs. ..... 75 <b>Mackerel</b> Mess, 100lbs. ..... 15 00 Mess, 40lbs. ..... 6 20 Mess, 10lbs. ..... 1 65 Mess, 8lbs. ..... 1 35 No. 1, 100lbs. ..... 14 00 No. 1, 40lbs. ..... 5 80 No. 1, 10lbs. ..... 1 65 No. 1, 8lbs. ..... 1 35 <b>Whitefish</b> No. 1, No. 2 Fam 100lb. ..... 9 75 3 50 50lb. ..... 5 25 1 90 10lb. ..... 1 12 55 8lb. ..... 92 48 <b>SEEDS</b> Anise ..... 10 Canary, Smyrna ..... 4 1/2 Caraway ..... 10 Cardamom, Malabar 1 00 Celery ..... 15 Hemp, Russian ..... 4 1/2 Mixed Bird ..... 4 Mustard, white ..... 10 Poppy ..... 9 Rape ..... 6 <b>SHOE BLACKING</b> Handy Box, large, 3 dz 50 Handy Box, small ..... 1 25 Birby's Royal Polish 85 Miller's Crown Polish. 85	<b>SNUFF</b> Scotch, in bladders ..... 37 Maccaboy, in jars. 35 French Rappie in jars. 43 <b>SOAP</b> J. S. Kirk & Co. American Family ..... 4 00 Dusky Diamond. 50 8 02 80 Dusky D'nd. 100 6 oz. 3 80 Jap Rose, 50 bars ..... 3 75 Savon Imperial ..... 3 50 White Russian ..... 3 50 Dome, oval bars ..... 3 50 Satinet, oval ..... 3 50 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox ..... 3 25 Ivory, 6 oz. ..... 4 00 Ivory, 10 oz. ..... 6 75 Star ..... 3 25 <b>LAUTZ BROS. &amp; CO.</b> Acme, 70 bars ..... 3 60 Acme, 30 bars ..... 4 00 Acme, 25 bars ..... 4 00 Acme, 100 cakes ..... 3 50 Big Master, 70 bars ..... 2 90 <b>Marseilles, 100 cakes</b> 5 80 Marseilles, 100 cakes 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 <b>A. B. Wrisley</b> Good Cheer ..... 4 00 Old Country ..... 3 40 <b>Soap Powders</b> Lautz Bros. & Co. Snow Boy ..... 4 00 Gold Dust, 24 large ..... 4 50 Gold Dust, 100-5c ..... 4 00 Kirkoline, 24 4lb. ..... 3 80 Pearline ..... 3 75 Soapine ..... 4 10 Babbitt's 1776 ..... 3 75 Roseine ..... 3 50 Armour's ..... 3 70 Wisdom ..... 3 80 <b>Soap Compounds</b> Johnson's Fine ..... 5 10 Johnson's XXX ..... 4 25 Nine O'clock ..... 3 35 Rub-No-More ..... 3 75 <b>Scouring</b> Enoch Morgan's Sons. Sapolio, gross lots ..... 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand ..... 2 25 Scourine Manufacturing Co Scourine, 50 cakes ..... 1 80 Scourine, 100 cakes ..... 3 50 <b>SODA</b> Boxes ..... 5 1/2 Kegs, English ..... 4 1/2 <b>SOUPS</b> Columbia ..... 3 00 Red Letter ..... 90 <b>SPICES</b> <b>Whole Spices</b> Allspice ..... 12 Cassia, China in mats. 12 Cassia, Canton ..... 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyina ..... 22 Cloves, Zanzibar ..... 16 Mace ..... 55 Nutmegs, 75-80 ..... 35 Nutmegs, 105-10 ..... 25 Nutmegs, 115-20 ..... 15 Pepper, Singapore, blk. 15 Pepper, Singp. white. 25 Pepper, shot ..... 17 <b>Pure Ground in Bulk</b> Allspice ..... 16 Cassia, Batavia ..... 28 Cassia, Saigon ..... 55 Cloves, Zanzibar ..... 24 Ginger, African ..... 25 Ginger, Cochinchina 18 Ginger, Jamaica ..... 25 Mace ..... 65 Mustard ..... 18 Pepper, Singapore, blk. 17 Pepper, Singp. white. 28 Pepper, Cayenne ..... 20 Sage ..... 20 <b>STARCH</b> Corn Kingsford, 40 lbs. .... 7 1/2 Muzzy, 20 lbs. .... 5 Muzzy, 40 lbs. .... 4 1/2 <b>Gloss</b> Kingsford ..... 7 1/2 Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 <b>Muzzy</b> 48 lb packages ..... 4 1/2 16 lb. packages ..... 4 1/2 12 lb. packages ..... 5 1/2 50 lb. boxes ..... 3 1/2 <b>SYRUPS</b> Corn Barrels ..... 29 Half Barrels ..... 31 20lb. cans 1/2 dz. in cs 2 00 10lb. cans 1/2 dz. in cs. 1 95 5lb. cans 2 dz. in cs. 2 05 2 1/2lb. cans 2 dz. in cs. 2 00 <b>Pure Cane</b> Fair ..... 16 Good ..... 20 Choice ..... 25 <b>TEA</b> Japan Sndried, medium ..... 24 Sndried, choice ..... 32 Sndried, fancy ..... 36 Regular, medium ..... 24 Regular, choice ..... 32 Regular, fancy ..... 36 Basket-fired, medium 31	<b>Basket-fired, choice</b> 38 Basket-fired, fancy ..... 34 Nibs ..... 22@24 Sitting ..... 24@11 <b>Gunpowder</b> Moyune, medium ..... 30 Moyune, choice ..... 32 Moyune, fancy ..... 30 Pingsuey, medium ..... 30 Pingsuey, choice ..... 30 Pingsuey, fancy ..... 40 Choice Young Hyson ..... 30 Fancy ..... 36 <b>Oolong</b> Formosa, fancy ..... 42 Amoy, medium ..... 25 Amoy, choice ..... 32 <b>English Breakfast</b> Medium ..... 30 Choice ..... 36 Fancy ..... 40 <b>India</b> Ceylon choice ..... 32 Fancy ..... 42 <b>TOBACCO</b> Fine Cut Cadillac ..... 54 Sweet Loma ..... 54 Hiawatha, 5lb pails. 55 Telegram ..... 30 Pay Car ..... 33 Prairie Rose ..... 49 Protection ..... 40 Sweet Burley ..... 40 Tiger ..... 40 <b>Plug</b> Red Cross ..... 31 Palo ..... 35 Hiawatha ..... 35 Kilo ..... 35 Battle Ax ..... 37 American Eagle ..... 37 Standard Navy ..... 37 Spear Head, 7 oz. ..... 47 Spear Head, 14 oz. 44 Nobby Twist ..... 55 Jolly Tar ..... 55 Old Honesty ..... 43 Toddy ..... 34 J. T. ..... 38 Piper Heidsieck ..... 38 Boot Jack ..... 38 Honey Dip Twist ..... 40 Black Standard ..... 40 Cadillac ..... 40 Forge ..... 34 Nickel Twist ..... 32 Mill ..... 32 Great Navy ..... 36 <b>Smoking</b> Sweet Core ..... 34 Flat Car ..... 32 Warpath ..... 26 Bamboo, 16 oz. ..... 25 I X L, 5lb. ..... 27 I X L, 16 oz. pails. 31 Honey Dew ..... 40 Gold Block ..... 40 Flagman ..... 40 Chips ..... 33 Kiln Dried ..... 21 Duke's Mixture ..... 40 Duke's Cameo ..... 44 Myrtle Navy ..... 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails 40 Cream ..... 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. ..... 22 Plow Boy, 1 1/2 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 38 Air Brake ..... 36 Cant Hook ..... 30 Country Club ..... 32-34 Forex-XXXX ..... 30 Good Indian ..... 25 Self Binder, 16oz. 8oz. 20-22 Silver Foam ..... 24 Sweet Marie ..... 32 Royal Smoke ..... 42 <b>TWINE</b> Cotton, 3 ply ..... 20 Cotton, 4 ply ..... 20 Jute, 2 ply ..... 14 Hemp, 6 ply ..... 13 Flax, medium N. .... 24 Wool, 1 lb. bails ..... 8 <b>VINEGAR</b> Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, B & B. 15 Pure Cider, Robinson 15 Pure Cider, Silver ..... 15 <b>WICKING</b> No. 0 per gross ..... 30 No. 1 per gross ..... 40 No. 2 per gross ..... 50 No. 3 per gross ..... 75 <b>WOODENWARE</b> Baskets Bushels ..... 1 00 Bushels, wide band ..... 1 25 Market ..... 40 Splint, large ..... 3 50 Splint, medium ..... 3 00 Splint, small ..... 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25 <b>Bradley Butter Boxes</b> 2lb. size, 24 in case. 72 3lb. size, 16 in case. 68 5lb. size, 12 in case. 63 10lb. size, 6 in case. 60 <b>Butter Plates</b> 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 <b>Churns</b> Barrel, 5 gal. each. 2 40 Barrel, 10 gal. each. 2 65 Barrel, 15 gal. each. 2 90	<b>Clothes Pins</b> Round head, 5 gross bx 55 Round head, cartons. 70 <b>Egg Crates and Fillers.</b> Humpty Dumpty, 12 doz. 20 No. 1 complete ..... 40 No. 2 complete ..... 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 <b>Faucets</b> Cork, lined, 8 in. .... 70 Cork lined, 9 in. .... 80 Cork lined, 10 in. .... 90 <b>Mop Sticks</b> Trojan spring ..... 90 Eclipse patent spring. 85 No. 1 common ..... 80 No. 2 pat. brush holder 80 12lb. cotton mop heads 1 40 Ideal No. 7 ..... 85 <b>Pails</b> 2-hoop Standard ..... 2 15 3-hoop Standard ..... 2 35 2-wire, Cable ..... 2 25 3-wire, Cable ..... 2 45 Cedar, all red, brass. 1 25 Paper, Bureka ..... 2 25 Fibre ..... 2 70 <b>Toothpicks</b> Hardwood ..... 2 50 Softwood ..... 2 75 Banquet ..... 1 50 Ideal ..... 1 50 <b>Traps</b> Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 25 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes. 85 Kat, wood ..... 80 Kat, spring ..... 75 <b>Tubs</b> 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 <b>Wash Boards</b> Bronze Globe ..... 2 50 Dewey ..... 1 75 Double Acme ..... 2 75 Single Acme ..... 2 25 Double Peerless ..... 4 25 Single Peerless ..... 3 50 Northern Queen ..... 3 50 Double Duplex ..... 3 00 Good Luck ..... 2 75 Universal ..... 3 55 <b>Window Cleaners</b> 12 in. ..... 1 60 14 in. ..... 1 85 16 in. ..... 2 30 <b>Wood Bowls</b> 13 in. Butter ..... 1 25 15 in. Butter ..... 2 25 17 in. Butter ..... 3 75 19 in. Butter ..... 5 00 Assorted, 13-15-17 ..... 2 80 Assorted, 15-17-19 ..... 3 25 <b>WRAPPING PAPER</b> Common straw ..... 1 1/2 Fibre Manila, white. 2 1/2 Fibre Manila, colored. 4 No. 1 Manila ..... 4 Cream Manila ..... 3 Butcher's Manila ..... 2 1/2 Wax Butter, short cut. 13 Wax Butter, full count 20 Wax Butter, rolls ..... 15 <b>YEAST CAKE</b> Magic, 3 doz. .... 1 15 Sunlight, 3 doz. .... 1 00 Sunlight, 1 1/2 doz. .... 50 Yeast Foam, 3 doz. .... 1 15 Yeast Cream, 3 doz. .... 1 00 Yeast Foam, 1 1/2 doz. 58 <b>FRESH FISH</b> Per lb. Whitefish, Jumbo ..... 20 Whitefish, No. 1 ..... 13 Trout ..... 10 Halibut ..... 12 Ciscos or Herring ..... 8 Bluefish ..... 17 Live Lobster ..... 30 Boiled Lobster ..... 30 Cod ..... 11 Haddock ..... 8 Pickerel ..... 11 1/2 Pike ..... 8 Perch, dressed ..... 8 Smoked, White ..... 12 1/2 Chinook Salmon ..... 14 Mackerel ..... 14 Finnan Haddie ..... 17 Roe Shad ..... 17 Shad Roe, each ..... 40 Speckled Bass ..... 8 1/2 <b>HIDES AND PELTS</b> Hides Green No. 2 ..... 4 1/2 Green No. 1 ..... 5 1/2 Cured No. 1 ..... 7 Cured No. 2 ..... 6 Calfskin, green, No. 1 10 Calfskin, green, No. 2 8 1/2 Calfskin, cured, No. 1 11 Calfskin, cured No. 2 9 1/2 <b>Pelts</b> Old Wood ..... 20 Lambs ..... 20@40 Shearlings ..... 10@30 <b>Tallow</b> No. 1 ..... 4 No. 2 ..... 5 <b>Wool</b> Unwashed, med. .... 16 Unwashed, fine ..... 12	<b>CONFECTIONS</b> Stick Candy Pails Standard ..... 8 Standard H H ..... 8 Standard Twist ..... 8 1/2 Cases Jumbo, 32 lb. .... 8 Extra H H ..... 10 Boston Cream ..... 12 Big stick, 30 lb. case. 8 1/2 <b>Mixed Candy</b> Grocers ..... 6 1/2 Competition ..... 7 Special ..... 8 Conserve ..... 8 Royal ..... 8 1/2 Ribbons ..... 10 Broken ..... 8 1/2 Cut Loaf ..... 9 Leader ..... 8 1/2 Kindergarten ..... 10 1/2 Bon Ton Cream ..... 9 French Cream ..... 9 1/2 Star ..... 11 Hand Made Cream ..... 17 Premio Cream mixed 14 Paris Green Bon Bons 10 <b>Fancy-In Pails</b> Gypsy Hearts ..... 14 Coco Bon Bons ..... 13 Fudge Squares ..... 13 Peanut Squares ..... 10 Salted Peanuts ..... 12 Starlight Kisses ..... 11 San Blas Goodies ..... 13 Lozenges, plain ..... 10 Lozenges, printed ..... 13 Champion Chocolate ..... 13 Eclipse Chocolates ..... 15 Eureka Chocolates ..... 15 Quintette Chocolates ..... 16 Champion Gum Drops ..... 9 Moss Drops ..... 10 Lemon Sours ..... 10 Imperial ..... 11 Ital. Cream Opera ..... 12 Ital. Cream Bon Bons 12 Golden Waffles ..... 13 Red Rose Gum Drops 19 Auto Bubbles ..... 13 <b>Fancy-In 5lb. Boxes</b> Old Fashioned Molasses Kisses, 10lb. box 1 30 Orange Jellies ..... 50 Lemon Sours ..... 60 Old Fashioned Horehound drops ..... 60 Peppermint Drops ..... 60 Champion Choc. Drops 76 H. M. Choc. Drops. 1 10 H. M. Choc. Lt. and Dark No. 12 ..... 1 10 Bitter Sweets, as'd 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, plain ..... 60 Lozenges, printed ..... 65 Imperial ..... 60 Mottos ..... 65 Cream Bar ..... 60 G. M. Peanut Bar ..... 60 Hand Made Crms .80@94 Cream Wafers ..... 65 String Rock ..... 60 Wintergreen Berries ..... 60 Old Time Assorted ..... 2 75 Buster Brown Goodies 3 50 Up-to-date Assmt. .... 3 75 Ten Strike No. 1 ..... 6 50 Ten Strike No. 2 ..... 6 00 Ten Strike, Summer asstment ..... 6 75 Scientific Ass't. .... 18 00 <b>Pop Corn</b> Cracker Jack ..... 2 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 100s 1 25 Azuliki 100s ..... 3 00 Oh My 100s ..... 3 50 <b>Cough Drops</b> Putnam Menthol ..... 1 00 Smith Bros. ..... 1 25 <b>NUTS-Whole</b> Almonds, Tarragona ..... 17 Almonds, Avica ..... 17 Almonds, California sft. shell ..... 12@13 Brazil ..... 13 Filberts ..... 13 Cal. No. 1 ..... 13 Walnuts, soft shelled @18 Walnuts, Marbot ..... @14 Table nuts, fancy ..... 13@16 Pecans, Med. .... @10 Pecans, ex. large ..... @12 Pecans, Jumbos ..... @13 Hickory Nuts per bu. Ohio new ..... <b>Shelled</b> Spanish Peanuts .77@7 1/2 Pecan Halves ..... @45 Walnut Halves ..... 32@35 Filbert Meats ..... @2 Alicante Almonds @42 Jordan Almonds ..... @47 <b>Peanuts</b> Fancy H. P. Suns 6 1/2@7 Roasted ..... 7 1/2@8 Choice, H. P. Jumbo ..... 8 @ 8 1/2 Choice, H. P. Jumbo Roasted ..... 9 @ 9 1/2



## Special Price Current

### AXLE GREASE



Mica, tin boxes....75 9 00  
Paragon .....55 6 00

### BAKING POWDER

#### Royal



10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1 lb. cans 4 80  
3 lb. cans 13 00  
5 lb. cans 21 50

### BLUING



#### S. P. Bluing

Doz.  
Small size, 1 doz. box..40  
Large size, 1 doz. box..75

### CIGARS

Johnson Cigar Co.'s Brand



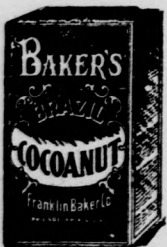
S. C. W., 1,000 lots ....31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32

Worden Grocer Co. brand  
Ben Hur

Perfection .....35  
Perfection Extras .....35  
Londres .....35  
Londres Grand .....35  
Standard .....35  
Puritans .....35  
Panatellas, Finas .....35  
Panatellas, Bock .....35  
Jockey Club .....35

### COCOANUT

Baker's Brazil Shredded



70 1/4 lb. pkg. per case 2 60  
25 1/4 lb. pkg. per case 2 60  
25 1/4 lb. pkg. per case 2 60  
18 1/4 lb. pkg. per case 2 60

### FRESH MEATS

#### Beef

Carcass .....8 @11  
Hindquarters .....10 @13  
Loins .....11 @16  
Rounds .....8 1/2 @10  
Chucks .....8 @ 9 1/2  
Plates .....8 @ 6 1/2  
Livers .....8 @ 6

#### Pork

Loins .....@ 11 1/2  
Dressed .....@ 7 1/2  
Boston Butts .....@ 10  
Shoulders .....@ 8 1/2  
Leaf Lard .....@ 9 1/2  
Trimnings .....@ 8

### Mutton

Carcass .....@11  
Lambs .....@16  
Spring Lambs .....@16  
Veal  
Carcass .....6 @ 8 1/2

### CLOTHES LINES

#### Sisal

60ft. 3 thread, extra..1 00  
72ft. 3 thread, extra..1 40  
80ft. 3 thread, extra..1 70  
60ft. 6 thread, extra..1 29  
72ft. 6 thread, extra..1 50

#### Jute

60ft. ....75  
72ft. ....90  
90ft. ....1 05  
120ft. ....1 50

#### Cotton Victor

50ft. ....1 10  
60ft. ....1 35  
70ft. ....1 60

#### Cotton Windsor

50ft. ....1 30  
60ft. ....1 44  
70ft. ....1 80  
80ft. ....2 00

#### Cotton Braided

40ft. ....95  
50ft. ....1 35  
60ft. ....1 65

#### Galvanized Wire

No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

### COFFEE

#### Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb. ....  
White House, 2lb. ....  
Excelsior, M & J, 1lb. ....  
Excelsior, M & J, 2lb. ....  
Tip Top, M & J, 1lb. ....  
Royal Java .....  
Royal Java and Mocha .....  
Java and Mocha Blend .....  
Boston Combination .....

Distributed by Judson  
Grocer Co., Grand Rapids;  
Lee, Cady & Smart, De-  
troit; Symons Bros. & Co.,  
Saginaw; Brown, Davis &  
Warner, Jackson; Gods-  
mark, Durand & Co., Bat-  
tle Creek; Fielbach Co.,  
Toledo.

Peerless Evap'd Cream 4 00

### FISHING TACKLE

1/4 to 1 in. ....6  
1 1/4 to 2 in. ....7  
1 1/2 to 2 in. ....9  
1 3/4 to 2 in. ....11  
2 in. ....15  
3 in. ....20

#### Cotton Lines

No. 1, 10 feet .....5  
No. 2, 15 feet .....7  
No. 3, 15 feet .....9  
No. 4, 15 feet .....10  
No. 5, 15 feet .....11  
No. 6, 15 feet .....12  
No. 7, 15 feet .....15  
No. 8, 15 feet .....18  
No. 9, 15 feet .....20

#### Linen Lines

Small .....20  
Medium .....25  
Large .....34

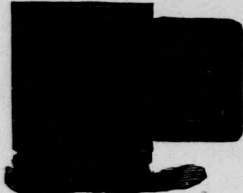
#### Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 60

### GELATINE

Cox's, 1 doz. ....1 80  
Knox's Sparkling, doz. 1 20  
Knox's Sparkling, gro. 14 00  
Nelson's .....1 50  
Knox's Acidu'd, doz. 1 20  
Oxford .....75  
Plymouth Rock .....1 00

### SAFES



Full line of fire and burg-  
lar proof safes kept in  
stock by the Tradesman  
Company. Thirty-five sizes  
and styles on hand at all  
times—twice as many safes  
as are carried by any other  
house in the State. If you  
are unable to visit Grand  
Rapids and inspect the  
line personally, write for  
quotations.

### SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50  
50 cakes, large size..3 25  
100 cakes, small size..3 85  
50 cakes, small size..1 95

Tradesman's Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25

### TABLE SAUCES

Halford, large .....3 75  
Halford, small .....2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids Mich

# Michigan, Ohio And Indiana Merchants

have money to pay for  
what they want. They  
have customers with as  
great a purchasing power  
per capita as any other  
state. Are you getting  
all the business you want?  
The Tradesman can "put  
you next" to more pos-  
sible buyers than any  
other medium published.  
The dealers of Michigan,  
Ohio and Indiana

# Have The Money

and they are willing to  
spend it. If you want it,  
put your advertisement  
in the Tradesman and  
tell your story. If it is a  
good one and your goods  
have merit, our sub-  
scribers are ready to buy.  
We can not sell your  
goods, but we can intro-  
duce you to our people,  
then it is up to you. We  
can help you. Use the  
Tradesman, use it right,  
and you can not fall  
down on results. Give  
us a chance.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale—Stock of jewelry in one of the best towns in Michigan. Bench work, \$5 per day. Wish to retire. Might exchange for free and clear income property. Address G. L. Seven, care Michigan Tradesman. 721

For Sale—On account of sickness, one of the best drug stores in Michigan. Prosperous business, fine location, etc. Invoices \$6,000. Terms \$2,000 down, balance easy payments well secured. Will stand rigid investigation. Address No. 720, care Michigan Tradesman. 720

Wanted—Best prices paid for coffee sacks, flour sacks, sugar sacks, etc. Address William Ross & Co., 57 S. Water St., Chicago, Ill. 719

Tropical and Sub-Tropical America. The new magazine devoted to South America, Central America, Mexico, and the West Indies. In English, profusely illustrated. May Number now ready. Subscription price, \$1 a year, 15c single copy. Address Tropical America Pub. Co., 22 East 22nd St., New York City. 718

For Sale—A good clean stock of general merchandise. Will inventory about \$2,000. Located on railroad in Central Michigan and in a good farming community. Address No. 717, care Michigan Tradesman. 717

Clothing Stock For Sale—About \$1,500 worth men's and boys' clothing in first-class condition at a liberal discount for cash or exchange for real estate. Address Lock Box 10, Gagetown, Mich. 716

For Sale—Stock general merchandise, invoicing \$2,500; store building and residence; cash. Address Box 111, R. F. D. No. 3, Waukesha, Wis. 715

For Sale—Bargain, modern 7-room cottage, on Crooked Lake, at Conway, Mich. Answer George J. North, Latonia, Ky. 714

For Sale—Stock general merchandise with fixtures, inventorying about \$1,800. Other business needs my attention. John G. Carr or Lock Box 308, Boyne City, Mich. 713

For Sale—My restaurant and confectionery; good building, fine soda fountain and ice cream trade; excellent location; best town of its size in Northeastern Iowa; only restaurant in town. Address P. W. Schnack, Edgewood, Ia. 712

Why pay second-class freight rates and stand loss of breakage, when I furnish heavy steel egg case bands, at \$1.50 per hundred sets. Make your cases last twice as long. Special prices on large lots. Arthur T. Barlass, Creamery & Dairy Supplies, 1st. National Bank Bldg., Chicago, Ill. 711

**G. B. JOHNS & CO.**  
Merchandise, Real Estate, Jewelry  
AUCTIONEERS  
GRAND LEDGE, MICH.

Mr. Johns handles an auction sale the best of any man I ever saw. I cannot say enough in his favor.  
NELSON S. SMITH,  
Middleton, Mich.

Wanted—Stock general merchandise, shoes or clothing. Address R. E. Thompson, Galesburg, Ill. 707

For Sale—Stock of fancy groceries in good residence district. Stock and fixtures will inventory about \$2,500. Reason for selling, owner has other business. Address No. 709, care Michigan Tradesman. 709

For Sale—Shoe stock and fixtures in a good Northern Indiana town of 25,000 people. Will invoice about \$3,000. All new goods. Nothing over one year old in stock. Will sell for 75c on the dollar. Address No. 704, care Michigan Tradesman. 704

For Sale—In Oscoda Co., Mich., a general merchandise and mill business; a good clean stock of merchandise, inventorying between \$7,000 and \$8,000; store building 25x100 feet, two stories, with 8 living rooms above; doing a prosperous business. Mill is a sawmill and shingle-mill combined and a money maker, working in well with store; from \$3,000 to \$5,000 per year can be made in the business, \$10,000 will buy it. Good reason for selling. Address Box 111, Kneeland, Mich. 701

For Sale—An improved farm in Barry County. Clay loam soil. Good buildings. Wind mill, ten acres hardwood timber. Or will exchange for shoe stock. Address B. M. Salisbury, Ovid, Mich. 700

For Sale—Two Alpha belt separators like new, close skimmers, 3,000 lbs. capacity. Bargain. Also engines, boilers, vats, weigh cans, scales, pumps, etc., cheap. E. A. Pugh, Oxford, Pa. 698

To Buy—Dry Goods. Ex-merchant desires correspondence with party doing profitable business. Live town 3,000 upwards. Owner wishes to retire. Stock \$5,000 to \$10,000. Mention size store, show-windows, case, sales, expenses. Will be in Michigan in July. Address No. 697, care Tradesman. 697

For Sale—Barred Plymouth Rock eggs, \$1.50 per setting of 15. Incubator eggs \$5 per hundred. My yards are headed by some of the best laying strains in the country. I. W. Harris, Box 540, Hampton, Ia. 696

For Sale or Rent—First-class meat market, including horse, wagons and fixtures. Box 36, Harbor Springs, Mich. 693

For Sale—Only drug store in town of 500, with country trade of 2,000 people. Will invoice about \$3,000. Rent low. Terms reasonable. Address No. 691, care Michigan Tradesman. 691

For Sale—A retail lumber yard. Fine location. Good patronage. For particulars address The Ewart Lumber & Hardware Co., Topeka, Kansas. 690

For Sale—At half off inventory price. Just like finding \$1,000. Great opportunity to start in business. Good assortment; fine location. Proprietor going west. John Cook, Box 62, Owosso, Mich. 702

For Sale—Drug store in Southern Michigan, town 1,500. Invoices \$3,000. Address No. 703, care Tradesman. 703

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

Good feedmill cheap. Run 5 years. Reason, ill health. Feedmill, Wixom, Mich. 688

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—Complete moving picture outfit in first-class condition. Address Box 54, Bronson, Mich. 684

Meat Market—In Wisconsin county seat, for sale; take about \$1,000 to handle. Good business. Write Polk County Bank, Balsam Lake, Wis. 679

## 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

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 28 years and want to retire. Will only consider cash deal. Address J. W. B., 116 South Front St., Dowagiac, Mich. 671

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

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

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—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 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—One 200 book McCaskey account register, cheap. Address No. 548, care Michigan Tradesman. 548

Wanted—Stock of groceries in exchange for real estate, not above \$2,500. Address C. T. Daugherty, R. D. 2, Charlotte, Mich. 592

## HELP WANTED.

Salesman Wanted—To sell enameled ware on commission basis. State territory you are covering and line you are handling. Pittsburg Stamping Co., Pittsburg, Pa. 695

Wanted—Practical man to take charge of machine shop. One having some capital to invest preferred. Box 4, Station D, Grand Rapids, Mich. 705

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



**HISTORY BUILDERS.**

Fortunately for many people who do not care to read repulsive details as to scandals, crimes and disasters President Roosevelt has provided a topic of great interest to which the daily papers are bound to give generous space. The conference of governors of states and men distinguished in the sciences and in politics at Washington this week is an epoch-marking event.

When President Roosevelt made his steamboat trip last fall down the Mississippi River, under the auspices of the Inland Waterway Association and in the company of the governors of sixteen states, it is said that he became impressed for the first time with the idea of calling a conference of governors of all the states and the thought proved so practical and good that this week's meeting will be the result.

For the first time in the history of the world the great governmental federation, represented by the executive officer of each mint in that federation, is to formally take up and discuss the preservation of the natural resources existing in territory aggregating more than four millions of square miles in area.

Prominent among the notable citizens present are the members of the President's Cabinet, the judges of the Supreme Court, the executives of Alaska and Hawaii, John Mitchell, the labor leader, Andrew Carnegie, James J. Hill, William Jennings Bryan, Governor Johnson, of Minnesota, Governor Hughes, of New York, John Hays Hammond, President of the American Institute of Mining Engineers, Hon. Seth Low, of the National Civic Federation, Gifford Pinchot, Chief of the Bureau of Forestry, and many others.

Political opinions, party fealties and business rivalries will be put aside to "take inventory," as the President says in his invitation to those who are to attend the conference, "of the natural resources which have been handed down to us and to enquire how long they are likely to last. We are prosperous now; we should not forget that it will be just as important to our descendants to be prosperous in their time."

James J. Hill will speak on "Relations Between Rail and Water Transportation;" Emory R. Johnson, of the University of Pennsylvania, will discuss "Navigation" from the standpoint of cost, present condition, modern decline, utilization of waterways and the influence of navigation upon production and use of other resources. H. S. Putnam, editor of the Reader Magazine, will read a paper on "Powers"—water, electricity and steam and the estimated cost and amount of development of water power in the United States. T. C. Chamberlain, of the University of Chicago, "Land Resources" and "Soil;" R. A. Long, President of the Long-Bell Lumber Co., of Kansas City, will discuss "Forests;" Dr. George W. Kober, of Washington, will talk on the "Sanitary Values of Preserving Our Natural Resources;" George C. Pardee, of Oakland, Cal., will deal with "Land Reclamation

and Laws;" Judge Joseph M. Corey, of Cheyenne, will read a paper on "Land Laws;" H. A. Jastro, of the National Live Stock Association of Bakersfield, Cal., will deliver an address on "Grazing and Stock Raising;" Andrew Carnegie's topic will be, "Ores and Related Minerals," and Dr. I. C. White, State Geologist of West Virginia, will deal with the "Coal Fields of the United States."

The topic which will be generally discussed and which has been assigned to no one person is: "Conservation as a National Policy."

At the request of the Grand Rapids Board of Trade, Governor Warner has appointed Mr. Charles B. Blair, of this city, as one of three Commissioners who are to accompany him to Washington and who will participate in the conference. Mr. Blair is the executive member of the Michigan State Commission on Forestry Enquiry, and has already made a report which is looked upon as one of the most exhaustive, thorough, accurate and reliable contributions to forestry literature.

**MILITARY EDUCATION.**

There are some good people who can not be persuaded that the millennium is not at hand, and who look upon every dollar spent on military affairs, the support of an army or navy, the maintenance of military colleges and the like as an outrageous misappropriation of public funds for the purpose of encouraging war. One of the latest fads of this class is to decry the Military Academy at West Point as a place where young men are taught to commit legalized murder and to become proficient in all acts of brutality.

While the Academy at West Point undoubtedly devotes a good part of its time to military training, it also teaches its pupils simplicity of life, untiring industry, and inculcates a high sense of honor and integrity. It should also be remembered that West Point teaches a great deal besides military science, and actually ranks with the best of the country's schools in all branches of learning. Although West Point does not turn out as many graduates annually as many of the large colleges of the country, it is still a fact that its graduates have made their mark in every walk of civil life quite as well as in the Army, for which all were primarily educated.

Thus among its graduates the Military Academy has numbered a President of the United States, a President of the Confederacy, three presidential candidates, two vice-presidential candidates, one ambassador, fourteen ministers plenipotentiary, twenty-seven members of the Senate and House, eight presidential electors, sixteen governors of states and territories, one bishop, fourteen judges, seventeen mayors of cities, sixty presidents and chancellors of colleges and universities, fourteen chief engineers of states, eighty-seven presidents of railroads and other corporations, sixty-three chief engineers of railroads and public works, eight bank presidents, 200 attorneys, twenty clergymen, fourteen physi-

cians, 122 merchants, seventy-seven manufacturers, thirty editors and 179 authors.

This long record would seem to prove conclusively that West Point does something more than educate young men for military life. At the same time it is none the less true that it is a military school, and it would be much better for the country, the "peace at any price" people to the contrary notwithstanding, if all the graduates of the institution would devote their talents to the military service of the country for which and where, therefore, the volunteers they were specially educated than to civil pursuits which seem to have claimed so many of them. In a country like ours where compulsory military service is not to be thought of and militia must be depended upon entirely in times of stress, it is of the highest importance that there should be as liberal a number of young men educated in military affairs as possible, so that they can be utilized as instructors of volunteers and commanders of volunteer corps in the event of war.

It is said that West Point, although admirably equipped in most respects, is not provided with facilities for rifle practice, and as a consequence the cadets are not exercised as sedulously at the targets as they should be. An army to be thoroughly efficient must know how to shoot effectively, and the officers must be able to instruct their men in this first essential. If the officers have not been instructed in rifle practice themselves while at the Military Academy they are not properly fitted to supervise the rifle practice of their men when they are assigned to duty with the troops after graduation from the Academy. If West Point is not provided with proper rifle ranges that defect should be made good as speedily as possible.

**TROUBLES IN INDIA.**

The great Indian Empire, which is the brightest gem of the British Crown, has been giving the London government cause for much anxiety of late. Not only have there been symptoms of unrest and dissatisfaction in various portions of Southern India accompanied by riots, but there have been raids by some of the wild Northern tribes adjacent to the Afghan frontier. Some months ago quite a campaign had to be undertaken against one of the border tribes, and that the rebellion did not prove more far-reaching and troublesome than it was was due entirely to the skill with which the campaign was managed. Scarcely had this incipient rebellion been crushed when news comes of a raid by Afghans for the purpose of seizing the British fort in the Khyber Pass, the key to the gate of India. Although the raid was easily repulsed, the fact that the raiders were Afghans has created some uneasiness as to the loyalty of the Ameer of Afghanistan. When Russia was a threatening power in Asia any doubt as to the Ameer's position would have been highly alarming, but since Russia's humiliation by Japan and the conclusion of a compact set-

ting disputes in Asia, Russia is no longer considered as a serious menace to the safety of India.

While Afghanistan has lost something of its paramount importance to the safety of India any disaffection in that country would be sure to stir up all sorts of difficulties for the Indian Government, and make necessary a serious and sharp campaign in the mountain country to punish the rebellious tribes.

The withdrawal of a considerable part of the Indian army to the north to punish the hill tribes would increase the danger of the situation in Central and Southern India from the disaffected natives. While England maintains an army of more than two hundred thousand men in India, only 70,000 of these troops are European, the balance being made up of native levies, officered by Englishmen, however. While the native troops are excellent soldiers, there may be some question of their loyalty in the event of a native uprising. In a word, there are many causes for anxiety growing out of the present situation in India.

**BRADLEY'S BLUNDER.**

Dr. J. B. Bradley, of Eaton Rapids, is making an energetic canvass for nomination as Governor of Michigan. While it is very generally conceded that he is the corporation candidate and really represents the most insidious and vicious elements in Michigan politics, he pretends to stand "for the whole people." Yet he voluntarily contradicts this statement by placing on his announcements and stationery the exclusive emblem of union labor, showing conclusively that his pretensions that he stands for the whole people are false and misleading. His action in this respect would indicate that he stands only for a little handful of strikers and boycotters, who really constitute a very small proportion of the great mass of the American people. A man who thus truckles to any class, clique or clan—especially a gang which represents nothing but social disorder and disaster—necessarily deprives himself of the co-operation of all good citizens.

It is not unusual for a man to worm his way into public office by pretending to represent the people as a whole, while, at the same time, he is really the servile tool of class and corporate interests, but the Tradesman very much misjudges the temper of the people if they tolerate any such nonsense on the part of the Eaton Rapids candidate.

A great deal of defense of old doctrines is but dodging the duty of thinking through the new ones.

It will take more than studies in mud to improve our manners.

**BUSINESS CHANCES.**

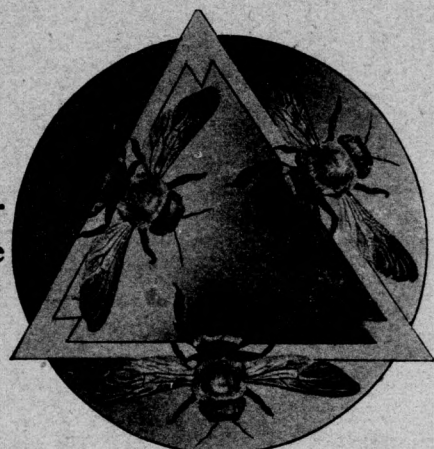
For Sale—Duplicating sales books. We will save you 25% on this store necessity. Battle Creek (Mich.) Sales Book Co. 722

For Sale—Drug stock in city of 5,000 Southwestern Michigan. Local option county. Will invoice about \$3,000, including Twentieth Century soda fountain. One-half down, balance easy terms. Rent of building, \$30 per month. Address Drug Store, Carrier 2, Grand Rapids, Mich. 723



# Boston Breakfast Blended Coffee

Popular  
in Price



Always  
Fresh

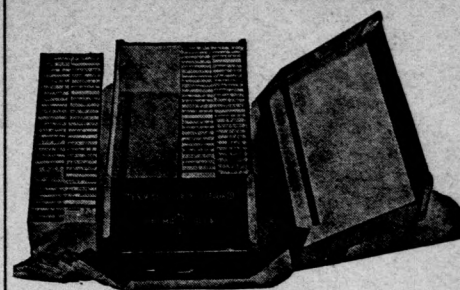
These Are the Busy Boys for Business

## Judson Grocer Co.

Packers

Grand Rapids, Mich.

## The New Keith Fire-Proof System



You would not think of leaving \$500 in money unprotected in case of fire.

There is no reason whatever why you should not have equally as good protection for your accounts, which are the same as money.

You don't need to put your accounts in the safe with the new Keith Fire-Proof System.

Just put the metal hood on the cabinet and lock it and no fire can destroy your accounts.

The interior of the metal cabinet and hood, as you will notice, is lined with a thickness of ASBESTOS sufficient to give ABSOLUTE PROTECTION IN CASE OF FIRE.

DON'T FORGET, also:

The Keith System is SELF-INDEXING.

It does your bookkeeping with ONE WRITING.

It is what might be termed an AUTOMATIC COLLECTOR.

It makes the MIXING OF ACCOUNTS and MANIPULATION of CHARGES impossible, because for each account there is a SEPARATE BOOK NUMBERED IN DUPLICATE FORM from one to fifty.

### The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use  
1062-1088 Court Street

Fremont, Ohio, U. S. A.

"It's All in the  
Shreds"



Through the daily newspapers in

## 200 CITIES

through magazines, demonstration, and other forms of publicity we are making new consumers of SHREDDED WHEAT, the cleanest, purest cereal food made.

We are making more business for YOU. Are you ready to take care of it? Remember there is

### No "Substitute" for Shredded Wheat

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

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

## Quality and Price



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

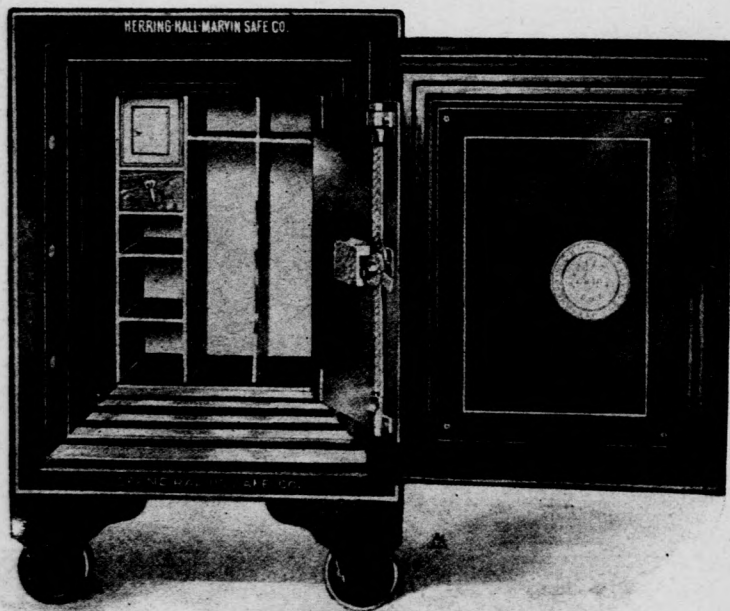


# Protect Yourself

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.

Tradesman Bldg.

Grand Rapids, Mich.

# No Argument Against Facts

Success in merchandising is a result of close attention to the **little things** and the application of methods which have been proven efficient by actual experience.

If your present system is subject to **losses** by errors in computation or the giving of overweight, remember that it is **your** money and **your** merchandise that are getting away from you.

We offer you our services **gratis** for the purpose of showing you where the losses occur, and how they can be successfully prevented.

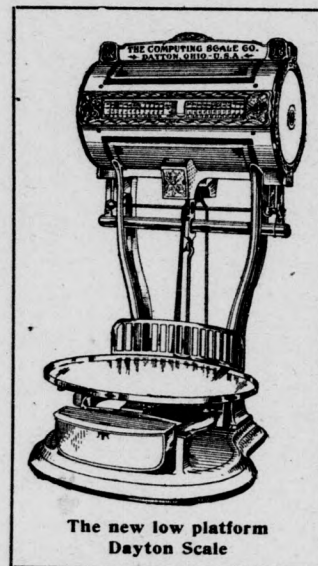
We make no claims or statements regarding

## Dayton Moneyweight Scales

which cannot be proven to your entire satisfaction. The accuracy and efficiency of our scales are proven, not only by successful users, but by

## Four High Court Decisions

If you are at all interested in knowing how to improve your present system of weighing, send us the attached coupon or your name and address. Don't be the **last** to investigate.



The new low platform  
Dayton Scale

Moneyweight Scale Co., Date.....  
58 State St., Chicago.  
Next time one of your men is around this way, I would be glad to have your No. 140 Scale explained to me.  
This does not place me under obligation to purchase.

Name .....  
Street and No. ....  
Town ..... State.....



## Moneyweight Scale Co.

58 State St., Chicago