

Our Answer



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

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

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

WORDEN GROCER COMPANY

Grand Rapids, Mich.

The Prompt Shippers

Every Cake



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

The Fleischmann Co.,

of Michigan

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



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

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

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

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

Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
ing. Our vinegar meets the re-
quirements of the Pure Food Laws
of every State in the Union. ❀ ❀

The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Makes Clothes Whiter-Work Easier-Kitchen Cleaner.

SNOW BOY WASHING POWDER.

GOOD GOODS — GOOD PROFITS.

MICHIGAN TRADESMAN

Twenty-Fifth Year

GRAND RAPIDS, WEDNESDAY, MAY 20, 1908

Number 1287

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

The Capital Stock and Surplus, the
Resources and Deposits of

The Kent County Savings Bank

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

3½% paid on Savings Certificates
of Deposit

Banking by Mail

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Commercial Credit Co., Ltd.

Credit Advices and Collections

MICHIGAN OFFICES

Murray Building, Grand Rapids
Majestic Building, Detroit

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

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THE TOP NOTCH.

Pride and purse have united in their efforts to excel from the earliest times of history. Yet is there not sometimes a bit of pride which can be pardoned in the claim that while the prices in a certain store are a trifle higher than those of competitors, the goods are correspondingly better in value?

Too often the claim is true only with a limited portion of the goods, yet it is made for all. This has a doubly bad effect. The flaws are soon sifted out and the rival who sells sugar a trifle lower secures the patronage; prices on staple articles are taken as a criterion for the entire stock, and the few choice goods remain untested, while the public are satisfied with the cheaper grade to be found at the place where granulated sugar is a fraction of a cent cheaper.

There is no danger of aiming too high, but one should at the same time strive to attract his customers to the same level. Not all of them are able to invest in the higher priced brands. Still fewer realize that the best is in the end the cheapest, while a not inconsiderable number will not study into the matter closely enough to detect the difference in the grade.

To better convert to the higher plane it is not always wise to drop the lower one out. Keep the two grades and show by actual comparison and tests the points of difference. Never try to slide in cheap stuff at advanced rates after you have made your impression with goods of another line. Gain your position step by step, and try not to recede from a point gained. Let it not be said as a reflection, "He charges just a little more than any one else."

KNOW THY GOODS.

"Know thyself" long ago passed into the list of axioms regarding the philosophy of human life. "Know thy goods" may be said to have become as important a feature of the commercial world. With the manifold goods in trade, no consumer can

be able to keep thoroughly posted as to just what he wants. His forefathers' tastes and needs were simple, and they were able to judge regarding the merits and appropriateness of their few purchases. It required little skill to select a scythe, but the buyer of the modern mowing machine is bound to want to know many things before he makes the purchase. He will ask about the nature of the material used in certain parts; what other parts are for; why this piece is not made so and so, like that of a rival machine; just what work can be done and at what rate. Many more queries arise, and the dealer who has never tested the machine is at sea. If he gives a haphazard answer and blunders the error is bound to be detected. His only safeguard is to understand the machine.

If some one comes in and wants paint to use upon tin he will remember if the hardware man sells him a lead paint with the assurance that it will not spoil his roof, or if a customer asks you to give him one of your best melons it is up to you to know a good melon if you wish to retain his patronage.

Study your stock in trade and familiarize yourself with all its qualities and uses. You can not know too much about the goods you handle. Aim to establish a reputation for being a sort of encyclopedia regarding them, one in which reliability and practical knowledge stand paramount.

TIME TO BEGIN.

Referring again to Lyman E. Cooley's vision as to a deep waterway from Lake Michigan to Lake Huron, via the Grand River, the Maple, Shiawassee and Saginaw Rivers, come reminders of the suggestions by Mr. Zueblin as to preserving the titles to river frontage in the State in behalf of the cities and villages located upon rivers. Beginning with Grand Rapids, there are along the canal route dreamed of by Mr. Cooley the following principal towns: Lowell, Saranac, Ionia, Muir, Lyons, Hubbardston, Maple Rapids, Ashley, Chesaning, St. Charles, Saginaw and Bay City; a dozen good sized towns, three of which are important cities and any one of which during the next fifty years is likely to at least double in population.

Moreover, every one of these cities will in due time very much desire the ownership and control of both banks of the river upon which they are located, that those banks may be made to add to their beauty and attractiveness as places of residence.

And so let the State preserve, as soon as possible, the title to all riverside property not yet in private

hands so that—as suggested by Capt. W. H. Bunker—in the development of Mr. Cooley's canal plan water powers may be developed and the flowage of water not only in the streams named but in every river in the State may be controlled and conserved for use in low stages. As Capt. Bunker stated, the problem is too large for any single interest to undertake. It is one calling for co-operation by individuals, municipalities, the State and the Federal Government; and Grand Rapids is the community best qualified to take the initial step.

GREAT WEEK AT HAND.

Merchants' Week, the Grand Encampment of the Michigan Grand Lodge, Knights Templar and a modern up-to-date circus in Grand Rapids at once!

Such are the bookings for Grand Rapids during the week of June 9, 10, 11 and 12 and the fine thing about the arrangement is that Grand Rapids is amply able to take care of the thousands of visitors who will be with us on the occasion mentioned.

Moreover, our city is so accustomed to act the part of host to great gatherings of non-residents that her hotels never think of raising rates, her theaters never fail to provide high grade attractions, her public library and scientific museum are wide open to all, her business men are never too busy to be hospitable and the spirit of fellowship—good fellowship—is on tap permanently.

There is no city anywhere which, at this season of the year, is more attractive than is Grand Rapids with her luxuriantly parked streets and lawns, her hills and dales filled with vistas at once and naturally picturesque and her parks—John Ball, Lincoln, Campau and Fulton. Truly we are ready and equipped and truly we are glad so many of our friends are coming.

The H. C. Frick Coke Co., a subsidiary of the U. S. Steel Corporation, employing several thousand men, has issued an order prohibiting the use of intoxicating liquors by its employes, whether on or off duty. The managers of many of the big corporations are protecting their property and promoting the welfare of their men by orders similar to the above.

The riots now in progress in Cleveland, as the result of the strike of the union men employed by the street railway company, is only another example of what unionism really stands for. In times of industrial peace unionism stands for graft and in times of trouble it stands for riot, murder, arson and anarchy.



Desecration of Illustrious Bard for Commercial Purpose.

My attention was recently called to a bust of Shakespeare in a haberdasher's window, and I was shocked to see it elaborately draped with one of the black and white summer shirtings that is going to be immensely popular with the men and also with the younger masculine element. The bust was dignified, grand, the shirting of fine quality and fashionable in design, but, ye gods and little fishes, what a desecration to combine the two! Had there been a bust of Bacchus swathed in the same material, the idea would not have seemed incongruous, but to take the immortal bard of Avon and thus envelop him was taking a step from the sublime to the ridiculous, and the haberdashery that allowed such a performance to take place in one of its show windows is to be censured.

Balanced Windows.

In creating a balanced window it is not necessary to use exactly the same sort of articles on each side of the space. Part of those used may be alike, while others may be similar as to purpose but different in pattern or shape.

In a high-class toggery shop there recently appeared a fine exhibit of a special make of felt hats and caps, as well as a miscellaneous showing of accessories in the way of traveling rugs, riding crops, sticks and umbrellas, and on one side was an elegant 'gator bag and on the other was a luxurious sole leather hat case. The inside of both the bag and the hat case was exposed to show the lining and the conveniences of the receptacles, and a cane and umbrella which had handles just alike were placed across the open top of each. The two traveling rugs were not precisely the same as to pattern, but each had a light gray background widely barred with narrow lines of black. On nickel stands there were four caps on either side, no two alike as to color but all the same model. Four lay on the floor near the glass. At each end of the display were two expensive canes. Three lent their slender beauty to the center of the window, directly back of the most costly hat of all—\$8. Inconspicuous tags told the price of each item. Could the manufacturers of these various articles have viewed the clever and snappy way in which their output was exploited they must have been highly pleased.

Each Artist Pursues Own Ideas.

Listen to what one of the best authorities says:

"Where to begin dressing a win-

dow is a question which would probably be answered in as many ways as there are different window trimmers. Each artist, in his endeavor to get away from the beaten path—away from the conventional type of display—pursues his own course in carrying out his personal ideas, and there are scarcely two artists who will proceed along the same lines to accomplish the same end. The question is an important one and demands its share of discussion in the analysis of window dressing. It may be supposed that the average window decorator first constructs his foundation upon which the finished picture will appear, as a painter covers the canvas with its first coat of paint. It may be also taken for granted that the subject has been decided upon and its design outlined preparatory to execution. With some the next step would be to arrange the small objects and details first, especially those in the foreground, and conclude with the background; in fact, this is the general procedure of the inexperienced trimmer. This is permissible, and sometimes even necessary, where space is limited; but to obtain the best results the foremost feature should be completed first, and the remainder arranged in harmony and conformity to its proportions. The background should be finished first, when conditions will permit, if a really harmonious trim is desired. With these two major parts disposed of, the treatment of the minor objects will more readily adjust itself. The central figure should have paramount consideration."

Effective Vesting Display.

It would be difficult to imagine a more refined exhibit of merchandise than the following, which appears in a clothing store:

A box about as large as a "family Bible" rests in the center of the background. In front of it is an oval flat block of wood, while at each side of this are two smaller ovals. Over these is thrown brown velvet of a rich golden hue, so tucked around the box and the blocks of wood as faintly to outline their shape. On the back elevation is a form arrayed in a waistcoat of the very newest fabric, thickly sprinkled with a small brown figure of the same tan as the velvet. The cuffs of the harmonizing shirt are neatly pinned up at the armholes and the proper collar, tie and stick pin are used. At the left is draped on a fixture a long piece of other white vesting with a gray figure, while on the right is another white vesting with a green dot. Thrown across

these are generous neckties—gray and green respectively. On the center oval is a hand with a brown business glove smoothly stretched on it, while on the oval at the left stands an unopened bunch of gray business gloves and at the right are appropriate gloves to go with the vesting with the green spots. A couple of canes grace the exhibit, while cat's-eye and moonstone and jade stickpins claim a look just in front of the gloved hand. The ugly top of the form is carefully concealed with a handkerchief shaken out and jauntily laid in other folds. "Altogether a most creditable window," is the consensus of public opinion.

Don't Crowd Displays.

Many country merchants having dealings with the Grand Rapids jobbers, in coming here to buy goods, embrace these occasions to take a run around the streets to get ideas on window dressing.

Numerous of our windows will compare favorably with those of much larger cities, but also numerous of them are a travesty on this fine decorative art. Some trimmers on Monroe street, where one would expect to see the best examples, show the very worst ones as to a conglomeration of stuff.

Take an establishment that deals mostly in small articles, like the Ten Cent Store, and necessity calls for hundreds of different things, but even here there may be plenty of space left between the groups, and a lesson can be drawn from even these cheap-goods exhibits; but where the merchandise is of a larger type, and a sample of most every object in the store, seemingly, is thrown in the effect is anything but pleasing. Far better to have too little than too much in a window. Learn the value of blank space, Mr. Merchant.

Union Men Must Leave Utopia.

Edwardsville, Ill., May 16—The theory of co-operation and the theory of unionism have met in fair conflict. N. O. Nelson, the millionaire manufacturer and philanthropist, is arrayed on one side and on the other is the International Machinists' Union.

Years ago Mr. Nelson founded on the city limits of Edwardsville an industrial village, which he named Le Claire. It is a place of beautiful homes, with drives, lakes, recreation grounds, free schools and assembly halls, billiard and bowling halls and the like—a village known all over the world as a model. It was entirely on the co-operative basis, every workman receiving in addition to his wages a yearly bonus in the way of stock in the company, which bears 6 per cent. interest. For the workman at \$2.50 to \$3 per day this annual dividend amounted to from \$175 to \$225 a year over and above his wages.

Two weeks ago the Machinists' and Brass Workers' Union served notice of a demand for increased wages. Mr. Nelson averred that this was inconsistent, as the workers were stockholders. The men set May 1 for the

final date and walked out of the shops the next day. The following afternoon Mr. Nelson called a meeting in the biggest machine shop and, mounting the bed of a planer, addressed the workmen surrounding him, many of whom had been with him for more than twenty years. He told them that the Nelson idea could not give way to the union idea, and that the latter was unnecessary. From now on the Nelson works, which have never before discriminated between union and non-union men, will be operated without union workmen.

"The strike of the machinists and the brass workers, by order of the St. Louis district union authorities, again raises the issue of authority between the absentee unions and our management," said Mr. Nelson. "Repeated experiences of this kind convince us that the Le Claire idea and the union idea can not work together. For twenty-one years our employes have shared in the profits of the business. In addition to full regular wages in cash they received a dividend of 15 per cent. on their wages in 1905, 25 per cent. in 1906 and a still larger dividend in 1907. The dividend for Le Claire employes alone last year was nearly \$40,000.

"For seventeen years we have been building homes in Le Claire for all employes who wanted them and have made it the freest, most beautiful town in the country, and its people the most orderly, prosperous and happy. The absentee union authorities have repeatedly ordered you out on strikes, as they do now, contrary, as I am assured, to the judgment of a large majority. In your defense, and in defense of the Le Claire idea, we say that we will not be subject to this conflicting authority.

"I am sure you all know quite well that the unions never have and never can be needed to protect your rights here. We shall hereafter not employ any union men. Your places will be held open for you until Monday, May 18. Any who are not then at work as non-union men will not be thereafter employed. This is a business of over \$3,000,000 a year and can not be subject to the caprice of absentee union authorities.

"Should any employe wish to dispose of the home we have built for him we will take it back at the price it cost him, with interest added, and simply charge him rent. We have no unfriendly feeling for anyone and will cheerfully give all first-class recommendations."

Fame.

"The boys in this town must have heard all about me before we moved here," boasted Tommy on the day after the family's arrival.

"But there's no one here that knew us," objected his mother.

"That's all right," persisted Tommy. "Just as soon as I came in the schoolyard this morning they all yelled 'Hello, Bricktop!' just the way they used to do at home."

Modern cynicism may be but the full acceptance of the doctrine of total depravity.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 16—Spot coffee is quiet and, as has been the case for some time, buyers are taking only limited amounts. The undertone of prices seems somewhat firmer and in a speculative way the market is quite firm. In store and afloat to ports in this country there are 3,491,413 bags, against 4,048,417 bags at the same time last year. At the close Rio No. 7 is well sustained at $6\frac{3}{8}$ @ $6\frac{1}{2}$ c. There is said to be a good demand for mild washed coffees and, in fact, there is a satisfactory condition in milds generally. Fair to good Cucuta, 9@10c.

Teas are steady and practically without change of any kind. The fall in silver has caused some disturbance, but nothing serious is likely to happen. Most of the call is for the cheaper grades.

Distributors of sugar seem well supplied and at the moment there is hardly enough business to speak of. The little that is being done is in the way of withdrawals under previous contract. Refiners quote 5.40c for granulated, less 1 per cent. cash.

A fairly satisfactory demand from distributors has existed for molasses during the week of the sort known as grocery grades, and at the close the situation seems to favor the seller, although quotations are exactly as last noted. Syrups are in very moderate supply and unchanged.

Rice is firm. Enquiries and orders have come from many different points and all want to be supplied "right now." This indicates light supplies and a firm market for some time to come. Stocks are large enough to meet the demand with little delay. Good to prime, $5\frac{1}{4}$ @ $5\frac{3}{4}$ c.

Buyers of spices are taking the usual small lots and quotations are firm on the recent basis. Little or nothing has been done in an invoice way.

Canned goods are unquestionably dull. There is not a thing doing in futures and, in fact, it seems as though "future" operations were coming to be less and less every year. Spot trading has, apparently, reached ebb tide. Pacific coast fruit quotations here are simply nominal and probably orders for good lots would be shaded rather than lose the trade. Small fruits are quiet and prices are at all degrees. Tomatoes sell in a very moderate way at $7\frac{1}{2}$ c f. o. b. factory for full standard 3s, but holders do not like to let go at this figure. The weather conditions in the State of New York and Maryland for corn and tomatoes are not propitious and plants are drowned out in some places. Within a fortnight there will be something more to say of this market.

Butter is lower. The market has not cleaned up the accumulation and, with freer arrivals promised and a

demand that is not especially active, the outlook is not particularly encouraging for the holder. Prices have declined and not over $22\frac{1}{2}$ c is obtainable for creamery specials. Extras, 22c; firsts, $20\frac{1}{2}$ @ $21\frac{1}{2}$ c; Western factory, 17 @ $17\frac{1}{2}$ c for firsts and 16 @ $16\frac{1}{2}$ c for seconds; process is lower and not over 21c can be quoted.

Cheese is about unchanged. Old stock, full cream, 15c, and stocks are about cleaned up. New arrivals show better quality and full cream is quoted at $9\frac{1}{2}$ @ $10\frac{1}{2}$ c.

The egg market shows rather more strength. The demand has been good and top grades show little, if any, accumulation. Western, storage packed, $17\frac{1}{2}$ @ $18\frac{1}{2}$ c; fresh-gathered firsts, 17 @ $17\frac{1}{2}$ c.

Do Muscles Control the Heart?

Is it the nerves of the heart that make it beat, or is it the muscles? Each theory has its advocates, and both theories consider the heart beat as automatic and not in any way controlled by the central nervous system. The complete muscular theory is not incompatible with any of the known phenomena of the heart beat and it offers the best explanation of many of them. It is certain that the muscle fibers possess the powers of contractility, excitability, conductivity and tonicity, and it is probable that these are exercised during the normal beat of the heart without the intervention of the nervous tissue. It also is certain that all the muscle fibers are not capable of building up a stimulus for themselves, but there is evidence to show that certain fibers of peculiar structure possess the property. While certain facts seem to find their readiest explanation in the nerve theory, especially the response of the heart to the accelerator nerve, there are others pointing as strongly to the hypothesis that the heart beat is purely muscular. This theory does not exclude the possibility of the beat being influenced by outside nervous impulses. This would give a sufficient explanation of the large nerve supply of the heart. Attributing the rhythmic power of contraction to the muscles is, of course, only a partial explanation of the heart beat. A more intimate cause lies deeper in physico-chemical changes in the cells.

"I'll Be Back in a Minute."

There are a great many clerks who have the "I'll be back in a minute" habit, and in the meantime, of course, the trade rushes in. In the hot weather a great many clerks get the idea to go out and get a glass of soda water. Another clerk feels that his hair needs brushing and still another is busy shining his shoes. All this sort of stuff should be attended to before the trade comes around. There is nothing more disgusting to an employer than to find the trade coming in and the clerks all off the floor. This is one of the little things that keeps a man from getting his salary raised. Don't do it, it's a bad habit and it grows on one.

State Commission Close to the People.

Lansing, May 16—I am pleased to note the articles in this week's Tradesman relative to "Electric Railroads" and "Every Citizen's Resource." In regard to the latter, I wish to assure you that the Commission appreciates every kind word that is said along those lines and trusts that its action pertaining to matters in which the people are interested will bear out the statements which its friends make for it.

As to the decision of the Interstate Commerce Commission on the question of its jurisdiction over electric railroads, I am impressed with the greater value of prompt action and close relation of the State Commissions with the several railroads and the people, rather than the delay and long distance action of the Interstate Commerce Commission. In order that there may be unanimity of action and sameness of decision in matters between the people and the railroads of the several states, at least those in which the people of Michigan are interested—and that is the only point in which it can be claimed that the Interstate Commission is superior—the Michigan Commission has arranged for a conference of Commissions representing the Commissions of New York, Ohio, Indiana, Illinois, Wisconsin and Michigan, the first meeting to be held in Chicago on June 12. These meetings we plan to hold quarterly. There will be discussed such questions as are of common interest to the residents of adjoining states in order that whatever conclusion and decisions are arrived at or made relative to any particular relation of the people to the railroads shall be the same in the several states, thereby avoiding the embarrassment caused by varying decisions of the different Commissions of the several states through which the Michigan railroads operate. We believe, also, that thereby the general public will receive the full benefit of that authority and decision which may result from the Commissions of those states acting in harmony and will also prevent transportation companies from claiming that they receive more favorable consideration at the hands of the Commissions of some adjoining states, which in some particular may have been more lenient than the others. We believe that both the transportation companies and the people will receive better results. So far, such railroad companies as this proposed meeting has been mentioned to heartily concur in the benefits to be received and believe that it will relieve them of much embarrassment. There is much that we accomplish through what might be termed an indirect influence, by preventing the railroads from doing certain things and not altogether from causing them to undo things already done. Of necessity, there is much of this that can not get into print. We therefore want our friends to understand that the work of the Commission, conscientiously performed, can not be gauged or measured entirely by what

it is possible to put into print.

We wish to assure you that the Commission fully appreciates the influence of the Tradesman and the kind assistance rendered by the publisher in accomplishing the work we have at hand. C. L. Glasgow, Chairman Mich. Railroad Com.

What Is Doing in Other Cities.

Written for the Tradesman.

Grand Haven will have more light. Another string of lights will be placed across Washington avenue at Third street, while Central Park is to have a double arch of incandescent globes over the fountain. The Council has also ordered the replacing of the old oil lamps at Highland Park with electric lights.

A Junior Civic Improvement League is being organized in the schools of Lowell. The children promise to observe these rules: To help keep the city clean and beautiful by destroying weeds and not throwing fruit skins or torn paper on the walks or in the streets; to be kind to animals; to protect and care for the wild birds; to learn to grow flowers and vegetables.

The ladies of Frankfort have organized a Village Improvement League, and through their efforts May 13 was observed as a day for general cleaning and beautifying of the village.

Wm. L. Curtis, of Petoskey, has presented to that city for public park purposes a tract of land comprising nearly ten acres on the West Side. The city has accepted the offer and the tract will be improved and called Curtis Park.

Under the auspices of the Calumet Woman's Club, Rev. Caroline Bartlett Crane gave an address in that city recently, urging the civic improvement of Calumet and Laurium.

The Chamber of Commerce of Muskegon has issued 15,000 copies of a booklet entitled "Summertime Amid Muskegon Lakes." It is handsomely illustrated.

Mayor Lyons, by special proclamation, appointed May 2 as Clean Up Day at Terre Haute, Ind., but the Mayor was out of the city all day, and Mrs. Cox, President of the Civic League, was also away, leaving no one to head the movement, and it proved a flat failure.

May 26 has been set apart as Clean Up Day at Evansville, Ind., with a full holiday for school children.

Government dredges have started work in cleaning out the Saginaw River, giving a low water channel of 15 feet from the bay to the south end of Bay City and 12 feet thence to Saginaw.

The Hillsdale Standard offers a cash prize of \$5 for the best phrase to be used in boosting Hillsdale. A few of the phrases used in other cities of the State are as follows: "In Detroit Life Is Worth Living," "Push Adrian—Help Lenawee" and "Menominee Is a Good Town."

Almond Griffen.

There's a world of difference between attention to details and absorption in trifles.



Movements of Merchants.

Ludington—R. G. Winnie has opened a new confectionery store here.

Petoskey—A cigar and confectionery store has been opened by E. E. Costigan.

Ithaca—J. E. Craven, of Elsie, will remove to this place and open a grocery store.

Petoskey—A meat market has been opened by C. E. Sullivan, J. R. Long being in charge.

Detroit—W. Steward & Son have put in a stock of groceries and school supplies at 465 Dix avenue.

Petoskey—J. L. Welling, who has conducted a general store for many years, has made an assignment.

Grass Lake—The capital stock of the Grass Lake Elevator Co. has been increased from \$5,100 to \$7,600.

Harlan—Platler & Imerman have opened a general store at this place. Their purchases include a line of hardware.

Saginaw—D. C. Clark and J. W. Leighton will conduct the bakery business formerly carried on by W. C. Frederick.

Saranac—The bakery formerly conducted by A. W. Bennett will now be operated by his successor, John Arthur.

McBain—The Cavanaugh-Strong Co. has made an assignment. The nominal assets are \$9,000. The liabilities are \$7,000.

South Lyon—W. Warby, of Detroit, but formerly of this place, will return here and open a bakery and confectionery store.

Petoskey—Hoyt Nihart has gone to Harbor Springs to take a position in the Model Pharmacy, owned by H. I. Campbell & Son.

Crystal—A new member has been added to the Crystal Mercantile Co. in the person of S. S. Teed, who has purchased some of the stock.

Alpena—The Churchill Lumber Co. is building the grade for a three mile branch to connect the main line of the Detroit & Mackinac, at Pulaske, and thus reach a number of million feet of timber.

Ann Arbor—George S. Donahue, has sold his grocery stock on East Liberty street to W. H. Romig, formerly of Dundee. Mr. Romig has been engaged in the grocery business at that place for the past twenty-two years.

Holland—George H. Huizinga, jeweler, has taken Joseph Kooiker into partnership with him and the business will now be conducted under the name of George H. Huizinga & Co. Mr. Kooiker has been in the store with Mr. Huizinga for four years.

Mesick—Floyd E. Oliver & Co. have sold their banking establishment at this place to Brewster, Lawson & Co., bankers at Copemish, who will erect a new bank building and put in a burglar proof vault and safety deposit boxes.

Cadillac—A. C. Hayes, who conducts a notion store, has leased the store building adjoining his present location and will connect the two buildings by two arches. It is Mr. Hayes' intention to conduct a department store business.

Owosso—E. B. Stewart, who conducts a dry goods store, is moving his stock from West Main street to 116 West Exchange street and will add a line of five and ten cent goods. Mr. Stewart expects to have his stock in place by May 23.

Bangor—J. W. Locker & Son, dealers in coal, hay and grain, have taken a partner into the business. The new member of the firm is Mr. Ayres, of Goshien, Ind. The business will now be conducted under the style of J. W. Locker, Son & Co.

Pontiac—The proprietors of the People's Clothing Co. are closing out their stock of clothing and will put in a line of ladies' ready-made clothing and dry goods. The business will now be conducted under the style of the Bee Dry Goods Co.

Dearborn—A new hardware and grocery store is to be conducted under the name of S. D. Lapham & Co. The members of the firm are S. D. Lapham, D. P. Lapham and F. E. Prince. D. P. Lapham has been President of the firm of D. P. Lapham & Son for some years.

Detroit—The W. J. Hartwig Co. has filed articles of incorporation. The purpose of the company is to take over the business of W. J. Hartwig, who deals in metals and electrical supplies. The business is capitalized at \$30,000, all of which is paid in by the stock now at 205 Jefferson avenue.

St. Johns—L. A. De Witt has been admitted to partnership in the wholesale grocery establishment of O. P. De Witt. The new firm will be known as O. P. De Witt & Son. In the future traveling will be done by this firm by rail and livery, the wagons that have been in use for years past being taken up.

Kalamazoo—A new store is to be opened sometime between May 25 and June 1 on North Burdick street by A. M. Epstein, formerly of Rockford, who is removing his stock of clothing, shoes and furnishings from that place to this city. Mr. Epstein will occupy a double store and will conduct his business under the style of the Economy Store.

Lansing—The business formerly conducted by W. K. Prudden & Co., manufacturers of automobile wheels, has been merged into a stock company under the style of the Lansing Bending Co., which will continue the same and deal in lumber. The corporation has an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and paid in in cash.

Alpena—The Alpena Chamber of Commerce is anxious to entertain the members of the Detroit Board of Commerce on their trip north on the city of Cleveland June 4. The Alpena organization wants to serve a luncheon on the city hall lawn when the steamer arrives in that port, but the Detroiters insist on being the host and the Alpena plans will have to be revised.

Ann Arbor—Wm. Aprill has sold his shoe business to Gross & Dietzel and will seek outdoor occupation for his health. The new firm is composed of E. J. E. Gross and Jacob Dietzel. The former has been in the employ of B. St. James for eleven years and before that six years with Mack & Co. The latter has been with A. S. Lutz, shoe dealer, for the past three years.

Cadillac—During the first three days following the adoption of local option the druggists of this city made ninety-three sales of liquors, according to the reports of the several pharmacists to the prosecuting attorney. Last week the total was increased to 251 sales. The total was divided last week as follows: A. H. Webber, 26; O. L. Davis, 60; V. Roussin, 117; H. M. Rouse, 34; G. D. Van Vranken, 14. The names of several purchasers appeared on some reports two or three times, and at least one purchaser's name appeared on three reports. The sickness here last week was appalling.

Traverse City—F. A. Dean, who has been with the Hannah & Lay Mercantile Co. for twenty years, in charge of both the wholesale and retail departments, will have charge of the wholesale grocery department hereafter and will devote his entire attention to that, his assistants being John Hanslovsky, C. C. Langley, S. Burns and Mr. Hobbs. W. M. Hitchcock will have entire charge of the retail department. Mr. Hitchcock has had fifteen years' experience as manager of a grocery in a larger city and his experience will bring many dainties not heretofore available in cities of this size. He will be assisted by Richard Herkner, Joe Ehrenberger, Philip Thiel, Mr. Erickson, Miss Anna Bauman and Clarence Reynolds.

Manufacturing Matters.

Lake Linden—The Eddy & Belheimer sawmill has been placed in operation.

Coldwater—The Tappan Shoe Manufacturing Co. has increased its capital stock from \$40,000 to \$100,000.

Battle Creek—The capital stock of the Walker Hose Clamp Company has been increased from \$20,000 to \$30,000.

St. Ignace—The new sawmill erected by Richard Jones on the site of

the old Mackinaw Lumber Co.'s mill is about ready to begin operations. A good stock of logs are on hand and a large quantity will be brought to the mill by rail.

Lulu—A corporation has been formed under the style of the Farmers' Cheese & Butter Co. to conduct a dairy business, with an authorized capital stock of \$1,500, of which amount \$750 has been subscribed and \$400 paid in in cash.

Detroit—The Detroit Wire Bound Box Co. has filed articles of incorporation fixing the capital stock at \$75,000, of which \$20,000 is paid in in cash and \$20,000 in rights to manufacture a patent box. John C. Grier holds 3,000 of the 4,000 shares.

Owosso—The Reliance Motor Truck Co. has been incorporated to engage in the mercantile business and manufacture power vehicles, with an authorized capital stock of \$250,000, of which \$125,000 has been subscribed and \$25,000 paid in in cash.

Port Huron—Plans are being made to re-open the plant of the defunct Meisel Manufacturing Co. by several local people, who are to be known as the American Machinery Company. If this is done, it is probable that business will be conducted as before.

Marshall—A corporation has been formed for the manufacture of gasoline motors and autos and launch parts under the style of the Guy L. Sintz Co. This company has an authorized capital stock of \$10,000, all of which has been subscribed, \$500 being paid in in cash and \$5,000 in property.

Hudson—The Metropolitan Artificial Fuel Co., of Lima, Ohio, has purchased several acres of swamp land four miles northwest of this city, and is preparing to manufacture peat fuel. Tests made by experts show that the muck is of great depth and contains much fiber. Options on adjoining land have been secured.

Bingham—The Carp Lake Lumber Co.'s mill will close Saturday and with its closing this village will practically vanish. A number of years ago Bingham was quite prosperous, having stores, a number of dwellings, churches and a saloon. Now many of the houses are deserted, the others have been pulled down and about all that is left is the mill and saloon.

Leap Year Tragedy.

The importuned young man lost his temper.

"I told you not to propose to me again, didn't I?" he cried.

"I really forgot," she returned, calmly. "Whatever you told me I paid no attention to it."

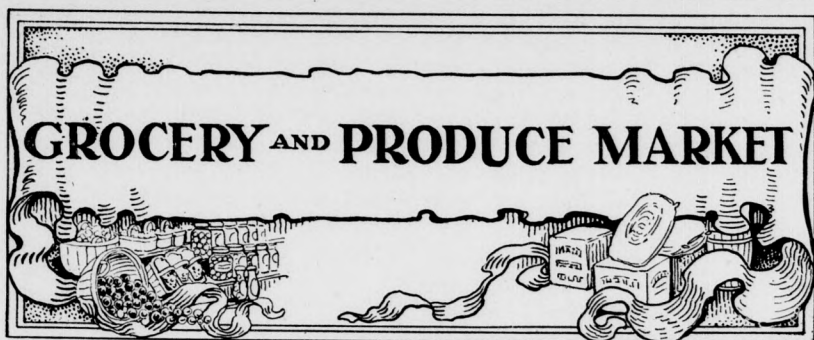
"You didn't, eh? Well, you'll pay attention to me this time. I wager you'll never propose to me again," he said with a warning gleam in his eye.

She drew back.

"Why, what are you going to do?" she asked nervously.

"I'm going to accept you," he said.

The capital stock of the Tanners' Supply Co., Ltd., has been increased from \$100,000 to \$150,000.



The Produce Market.

Asparagus—60c per doz. bunches for home grown.

Bananas—\$1.50@2 per bunch.

Beets—\$1.40 per box for Southern.

Butter—The market is steady at a decline of 2c on all grades. This is entirely a seasonable decline, due to considerably increased production. The market is lower at the present writing than for about two years. The quality of the butter now arriving is very fine, and a lively trade is likely at prevailing prices. Up to the present time the receipts have cleaned up on arrival. The future of the market depends on the supply, which will probably be a little larger than last year, owing to the favorable spring weather. Creamery is held at 23c for tubs and 24c for prints; dairy grades command 18@20c for No. 1 and 14c for packing stock.

Cabbage — Mississippi commands \$1.75 per crate. Tennessee \$1.25 per crate.

Carrots—\$1 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—90c per doz. for hot house and 60c per doz. for Southern.

Dressed Hogs—Dealers pay 7c for hogs weighing 150@200 lbs. and 6c for hogs weighing 200 lbs. and upwards.

Eggs—The market is slightly higher than a week ago. There is a fair movement in all grades, both for consumptive and speculative purposes, and the market is likely to remain steady for a few days at least, after which weather conditions and the production will predominate. Local dealers pay 13½@14c on track for case count, holding case count at 14½c and candled at 15½c.

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

Green Onions—12c per doz. bunches.

Honey—17c per lb. for white clover and 15c for dark.

Lemons—California fetch \$3 and Messina \$2.75@3.25 per box. The fruit holds firm in spite of the cool weather. A slight advance is expected with the approach of warm weather.

Lettuce—8c per lb. for hot house.

Onions—Texas Bermudas are being received in large quantities and the quality is exceptionally fine. The demand has been very active and prices are within narrow range of quotations on old onions, which are nearly all cleaned up. White Silver

Skins command \$1.55@1.75 per crate. Yellow fetch \$1.35@1.50.

Oranges—Navel oranges are in limited supply and an advance of 20c a box has taken place, owing to comparatively light receipts. The price now ranges around \$3.25@3.50. Redlands have also advanced to \$3.50@3.75.

Parsley—30c per doz. bunches.

Parsnips—50c per bu.

Peas—\$1.50 per box for Southern grown.

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

Pineapples — Cubans commands \$2.75 for 42s, \$2.90 for 36s and \$3 for 30s and 24s.

Plants—75c per box for cabbage and tomato.

Potatoes—New have declined 50c per bu. owing to larger receipts, and every shipment from the South is showing an improvement in quality. Old are in good demand and stocks are cleaning up rapidly. Quotations are steady at 1.25 for new and 75c for old.

Poultry—Fowls are in very short supply, receipts having fallen off very materially during the past week. It is believed that farmers are holding hens on account of the good prices received for eggs. Turkeys are also in short supply and frozen stock is not obtainable. Local dealers pay 9@10c for fowls and 25c for broilers; 10c for ducks and 15c for turkeys.

Radishes—20c per doz. bunches for Round or Long.

Spinach—50c per bu.

Strawberries—The market displays very favorable features. The quality not only shows improvement, but the price range has got down to an attractive basis. Stock is now coming from Northern Arkansas and Tennessee. Quotations range from \$2@2.25 for 24 quarts.

Tomatoes—The price has advanced 25c per crate, due to lighter receipts, and the quality is not as good as that of previous shipments. Present quotation is \$3.75 per 6 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 7½@8½c for good white kidney.

William Judson leaves this evening for Columbus, where he will attend the annual convention of the Ohio Wholesale Grocers' Association tomorrow.

A new grocery store has been opened by Curtis & Easton, at Water-vliet, the stock being furnished by the Musselman Grocer Co.

The Grocery Market.

Sugar—The market is utterly without feature. The raw market has weakened considerably and sales have been at appreciable reductions during the past week. There has been no decline in refined, and there probably will not be if the demand opens up shortly. Already, as strawberries are commencing to come into the market, the demand for sugar shows some little increase.

Tea—The demand is slightly better and prices are unchanged. It has been disclosed during the week that the stocks of tea of all grades now in New York warehouses are about one-third less than usual, which, while it has not advanced the price, has made holders feel better. New Japan teas are going out moderately, still on last year's basis.

Coffee—The scarcity of old crop smooth drinking Santos continues to be felt, and certain grades of roasted coffee have advanced on that account during the week. Roasters seem to prefer to put up their prices rather than run the chance of sending out Rio-flavored coffee.

Canned Goods—Tomatoes are on a steady basis and the same is true of corn and peas. Peas are wanted, particularly goods to retail at a moderate price; present stocks are in short supply. String beans and baked beans continue on a steady basis, but higher prices are looked for on account of the strong position of navy beans. Canned fruits are about the same as for the past few weeks, excepting that demand is beginning to pick up and there is, perhaps, a little more strength on most items. Stocks of all kinds of canned fruits are getting very low. The market in canned fish, excepting cove oysters, shows a strong tone. Sardines are in better demand, also cove oysters and other kinds of canned fish, including salmon, which is very firm on account of the limited stocks of all grades now left to carry the demand through the next few months before the new pack arrives. No opening prices have been named as yet.

Dried Fruits—Apricots are still dull and comparatively weak. Currants are in fair demand for the season at unchanged prices. Raisins are dull and weak. Some new citron has sold at the recently reported future prices. Dates and figs are unchanged and dull. Prunes show no change from last week. The market on the coast is stiff, but not quite so much so in the East. Peaches are selling fairly at prices that still show downward tendency. Prices on new peaches range from 6½@7c f. o. b. for choice fruit. This is a little under the average spot price.

Rice—Higher grades are scarce and the market is firm. Reports from the South indicate very limited stocks in that section and firm figures demanded by all holders. No lower prices are in prospect for some time to come. Broken rice is about off the market.

Syrups and Molasses—Compound syrup is in fair demand, considering that the weather is not syrup weather. Sugar syrup is in good demand

also for the season, no change having occurred in price. Molasses is unchanged and quiet.

Farinaceous Goods—Rolled oats are in short supply and the market is very firm. No lower basis is looked for until new crop arrives, when it is believed that the market will ease off considerably on account of the bright outlook for the coming crop. No change in sago, tapioca and pearl barley.

Fish—Cod, hake and haddock are unchanged and dull. Salmon is in fair demand at ruling prices. No new prices have been named on new domestic sardines as yet, and probably none will be made. The combine packers have announced that no price would for the present be made, but orders would be taken subject to approval of price. They did guarantee, however, that the prices when finally named would be as low as any of their competitors, but inasmuch as all the competitors of any importance are members of the combine, this guarantee is not as large as it looks. Foreign sardines are unchanged and in quiet demand. New Irish mackerel have declined about \$1, mainly because they opened so unusually high. Norway 3s have also settled down somewhat below the last quoted price.

Provisions—The supply of smoked meats is ample, and there is not likely to be any change in the near future as the season advances and the demand gets better. Pure and compound lard are unchanged and show an active tendency. Barrel pork and canned meats are unchanged. Dried beef is firm at an advance of 2c, due to increased demand and reduced supply.

Recent Business Changes in Indiana.

Ft. Wayne—The Wayne Knitting Mills has declared a dividend of 6 per cent. on the preferred stock and 10 per cent. on the common. The preferred stock has been increased to \$125,000 and the common stock to \$175,000. The new common stock will be sold at 125.

Mishawaka—The Mish Clothing house at 108 West Second street, the oldest clothing establishment in Mishawaka, the oldest business house in the city and one of the oldest and best known in St. Joseph county, will soon be a thing of the past. Attorney Ralph Feig, the present proprietor, successor to his grandfather, the late Charles Mish, has decided to sell out the business and devote his attention to the practice of law in St. Joseph county.

The Lemon & Wheeler Company took its working force, comprising fifteen traveling men and nine office employees, to Kalamazoo last Saturday noon, returning on the 6 o'clock train. After an inspection of the new wholesale grocery building of the corporation, the entire party gathered in the office, where each one was called upon to make some remarks. The affair was a very happy one, not only for the visitors, but for the ten representatives of the Kalamazoo house who were on hand to greet their fraters from Grand Rapids.

THE CO-OPERATIVE SPIRIT.

Illustrations in Washington, Chicago and Grand Rapids.*

There is an abundance of hope—good, strong, sincere hope—for the people of the United States when our country as a unit can produce an example of splendid citizenship such as was given last week at our National Capitol; when, simultaneously, a corresponding pattern of National fellowship can be presented such as was given at Chicago last week, and when, during the same week, an illustration of local municipal partnership so inspiring and so reassuring can be made as was made in Grand Rapids.

At the National Capitol, by invitation, the Governors of all the states in the Union and leading representatives of all departments of human ambition and endeavor met the President of the United States to confer together on a genuine basis of civic righteousness, putting aside personal interests, local interests, religious faiths and the dogmas of politics to consider the greater and all inclusive best interests of our Nation as a unit.

At Chicago the conference embodied the united interests of every commercial, industrial and social factor in the country in an open, fair and, I believe, effective effort to secure harmony and co-operation between those factors and the great transportation interests of our country on a basis of equity.

At Grand Rapids, under the leadership of our Board of Trade, every organization—society, club, mutual benefit and fraternal body—in the city joined in a great civic revival which, tutored and inspired in most splendid fashion by Prof. Chas. Zueblin, of Boston, was the beginning of a magnificent campaign, as I believe, for the permanent and immeasurable benefit of our city.

I was invited to address you this evening upon the subject of Co-operation, and I have cited these three examples of co-incidental co-operation as my text. The conference at Washington, looking to the conservation of the natural resources of our entire country, means, when brought right down to "brass tacks," a National co-operative movement which will ensure equally just and beneficial treatment to every portion of our entire country; the conference at Chicago, when reduced to its last analysis, means the ultimate establishment and administration of a commercial policy equally fair and equally profitable to every shipper and every carrier in the United States; the civic revival at Grand Rapids has as its dominating significance the unimpeachable fact that ultimately every citizen of Grand Rapids, irrespective of any political, religious or financial conventionalities, will enjoy equally and always every convenience, every pleasure, every beauty and every utility the city can afford.

There is no magic in the term co-

*Address delivered by E. A. Stowe before Holland Merchants' Association, May 18, 1908.

operation and there is no mystery about it. It is one of the most simple as well as most potent facts in business. Co-operation will not accomplish over-night miracles, and it does not and never has achieved any result that can not be explained clearly and readily. And it is because of this fact that every right-minded citizen in the country applauds the conference at Washington and cheers the conference at Chicago. It is because of this fact that every right-minded citizen in Grand Rapids has been stimulated tremendously by the very successful revival of last week.

Rightly indulged in, co-operation is a simple matter of good business and, like any other business proposition, depends upon sincerity, good judgment, energy, rectitude, persistence, patience and courage.

These seven requisite qualities, possessed by any individual, any partnership, any corporation, municipal or otherwise, will ensure success in any worthy direction and are better and more reliable than "seven hundred pounds and possibilities," which the wondrous Shakespeare declared are "good gifts."

And just here I want to give you a forceful illustration of how, while we in Grand Rapids feel that we are pretty well up in the art of co-operation, we were shy on sincerity and good judgment in our preliminary work of the recent revival.

We were so insincere that we forgot to look beyond our own municipal dooryards and our judgment was so imperfect that we neglected our neighbors—forgot them completely. Presently there came to us a request, most politely framed, from your own Hope College Professor of Sociology, in behalf of his class in political economy and social science, for tickets to our course of revival talks. Although in no wise intended as a rebuke, it was a good shot, hit the bull's eye and went home, I can tell you. Our Secretary could not get our carte blanche invitation to all the members of Hope College faculty and all the students quick enough.

This incident provides not only an example of short-sightedness and amateurishness in the science of civic righteousness on our part, but it affords most reassuring evidence that you have here in Holland men who realized our mistake and in a true spirit of co-operation came to our rescue.

You will recall that in Shakespeare's play, "As You Like It," how Jacques met Touchstone, a clown, in the Forest of Arden, with whom he held converse most wise and interesting, and later on in rehearsing the details of the episode to the Duke, he cried out in his enthusiasm: "Oh, that I were a fool! I am ambitious for a motley coat." And when the Duke replied, "Thou shalt have one," he continued: "It is my only suit. Provided that you weed your better judgments of all opinion that grows rank in them, that I am wise. I must have liberty withal, as large a charter as the wind, to blow on whom I please, for so fools have."

According to this doctrine of the clown, who by his ready wit and deep reasoning showed that he was far from being unwise, it may be that I have been foolish in thus revealing our Grand Rapids lack of judgment; but I do not believe that fools only have the right to "blow on whom they please."

Because I believe "an honest tale speeds best" I have told the story that you may know we are honest in our Grand Rapids civic revival and do not fear to confess weakness when we know we are at fault. We believe in co-operation and we believe also that no co-operation can be successful that is not perfectly square.

Co-operation means breadth of view, looking away ahead, and a mutual, co-ordinate patience and persistence in any worthy direction.

In a delightful talk last Saturday afternoon Prof. Zueblin advised the citizens of Grand Rapids that the way to achieve the civic betterments they so much desire is, "Do not be in a hurry and don't lose any time."

What does this mean?

It means that because the governors of states, the presidents of universities and the experts in the sciences conferred with the President the other day it does not follow that the pine barrens of Michigan are to bloom with hardwood timber and white pine next year; that the deep waterway from the Atlantic to the Great Lakes and from those lakes, by way of the Chicago drainage canal and the Illinois and Mississippi Rivers, to the Gulf of Mexico is to be completed within the next ten years. It means that our great scholars, business men and the nation as a whole have taken up, none too soon, problems which are of vital interest to our country at large and that the generations to come during the next half century are to lose no time in carrying those problems to realization. Projects so vast in conception can not become realities hurriedly. To hurry them is but to hinder them. The Grand Rapids Board of Trade has worked for twenty years to secure a waterway to Lake Michigan and it has received black eyes because of impatience, mistakes and discouragements; but it is not a quitter and its next effort, thoroughly digested, skillfully planned and slowly, patiently and wisely carried forward, will embody the construction of the western end of a deep waterway across the Lower Peninsula of our great commonwealth which logically and irresistibly will constitute a connecting factor between the great Canadian canalway from the St. Lawrence at Montreal to the Georgian Bay and the great canal and river route from Chicago to the Gulf.

When this vision will be realized I do not know, but I believe that the business of this country fifty years hence will be of such Herculean proportions that such a waterway will be demanded as an absolute necessity, as a transcontinental feature of the globe-circling route by way of the Panama Canal.

And, moreover, I believe that

economy, safety and expedition will cut so large a figure in the co-operative efforts certain to be made for the realization of this dream that with such an exhibit accomplished will come also deep waterways from Grand Rapids to both Holland and Grand Haven, and that both waterways will be kept extremely busy caring for freight produced in Ottawa and Kent counties alone in order to relieve our railways from congested train yards and trains.

These things are coming and they are coming because the citizens of all nations are awakening to a realization of the fact that they owe something to their descendants, even if it is only a dream at present; because they realize that social interests, political interests, commercial interests and industrial interests see their salvation in co-operative effort.

How Rattles Grow on the Rattlesnake.

No, the rattlesnake does not possess as many rattles as it is years old. Raymond L. Ditmars, of the New York Zoological Park, declares that from two to three rings are acquired each year, usually three and sometimes, although rarely, four segments. The rattle seldom attains a length of more than ten or twelve rings, as when that number has been acquired the vibration at the tip, when the organ is used, is so pronounced that the old segments are soon worn, broken, and lost. There are thirteen species of rattlesnake in the United States, ranging from the pygmy, 18 inches or less, to the modern diamond back, which sometimes grows to eight feet. In spite of the deadliness of its venom rattlesnakes rarely cause death in the United States, this because the people do not walk barefooted into the rattlesnake territory as they do in India, where the recorded fatalities reach 22,000 annually, and also because the snakes are most commonly found in spots seldom visited by man. On the approach of danger the reptiles usually contrive to glide away, and if cornered they give warning with their rattles and are content to fight on the defensive. The poison apparatus consists of two long hollow fangs with an elongated orifice at their tips for the ejection of venom. The fangs are rigidly fastened to a movable bone in the upper jaw and each connects with a gland situated behind the eye, and containing the venom. When the jaws are closed the fangs fold back against the roof of the mouth; as the jaws open they spring forward ready for action. The ejection of venom from the fangs is caused by the contraction against the glands of the muscles which close the jaws. The fangs are renewed about every three months, so that it is impossible to render a snake harmless, as some suppose, by removing a single pair of fangs.

Heard in Chicago.

"I notice she bowed to you. Is she an old acquaintance?"

"Y-yes; we're slightly acquainted. In fact, she's a sort of distant relation. She was the first wife of my second wife's first husband."

Observations of a Gotham Egg Man.

We have obtained the report of comparative egg stocks on April 30 as made by the associated warehouses, comprising reports from about thirty storage plants. These show 991,471 cases on April 30, 1908, against 1,266,382 cases at the same date last year, a decrease of 274,911 cases, or a little less than 22 per cent.

The figures compiled last week, estimating the comparative holdings at Chicago, New York, Boston and Philadelphia, indicated a decrease at these points combined of a little over 13 per cent. But we reported also an indication that at interior warehouses, based upon advices from a number of such houses, there was a decrease in the smaller cities and towns amounting to about 30 per cent. Several later reports from interior houses have not changed this indication materially.

Since the associated warehouse report covers not all of the warehouses in the large cities and includes a number of interior houses, the percentage of reduction shown by that report and by the estimates given last week seem to correspond fairly well.

The remarkably cool weather prevailing generally up to the close of last week has given the markets about the full benefit of the production; actual dead losses have been running light, although from Southernly and Far Southwestern points a good deal of the stock has shown weak body and dark yolks—as usual

at the beginning of warm weather. Late reports indicate materially higher temperatures in the West and Southwest, but the effect of this, even if continued, is not likely to show seriously in the quality of receipts for ten days or two weeks to come.

On the whole the storage situation now has rather more friends than earlier in the season. The accumulations to April 30, taking the country as a whole, appear to be considerably less than last year, the average cost is somewhat lower, and the present scale of receipts gives ground for the belief that we shall not reach the excessive storage accumulations realized at the height of the storage period last year.

Present indications are that the consumptive demand is good in spite of the general impression of many dealers to the contrary, but it must be remembered that important features affecting the trade are yet to be determined; among these are the summer supply of small fruits and berries, the character of the weather, affecting, as it may, both the degree of loss in late spring and summer production and the extent of consumption; and finally the general industrial conditions may have an influence upon the general level of values the force of which can now only be guessed at.

Another element in the future should not be forgotten, and that is the tendency manifested in some places to enact laws "regulating" the sale of storage eggs, or to apply the

existing food laws thereto in an effort to prevent the sale of storage eggs without making known their character to the purchaser. It is difficult to see how such laws could be made effective, but if there should be any general effort to do so it might have an effect upon the value of storage stock during the unloading season.—N. Y. Produce Review.

X Rays Used by the Pearl Fishers.

Pearl fishing is revolutionizing with the X ray. By the old methods which have been employed since earliest history, and perhaps before, an enormous number of the oysters are taken from their beds and destroyed without reference to economy. It is said that only one pearl is found in 100 oysters, and only 1 per cent. of the pearls found are of any commercial value. Thus some 10,000 of the precious mollusks are sacrificed for every useful pearl obtained. Among these victims there are many immature pearls or seeds, baby pearls, which might grow and become valuable gems, but which are deprived of that possibility by premature destruction. An electrical engineer, John J. Solomon, was struck by the idea of using X rays to detect the existence of pearls within the shell. He devised a completely novel kind of radiographic plant for examining thousands of shells every day. A hundred clear radiographs can be taken on an average every fifteen seconds, and often 500 have been taken every minute. Some hundred shells are exposed at

a time to the rays. The oysters, spread on trays, are carried under the specially constructed cylinders by aid of an electric motor. These great cylinders are cooled by means of suitable water jackets, and thus can be kept working continuously. The oysters which show no pearl formation are put back in their beds. Those in which good sized pearls are detected are removed and opened and the pearls are promptly utilized. Those containing immature pearls are placed in hospitals for the purpose not of curing the pearl disease of the oyster but of fostering it to the death of the incurable mollusk. For the much prized gem is but a disease growth of unfortunately situated bivalves.

Measuring a Man's Capacity.

If a man's capacity can be contained in a cigar box, this will be the size of his business.

If his capacity is the size of a city block, it will be hard work to put his store in your vest pocket.

Do not try to estimate the capacity of a man by measuring the band around the top of his trousers.

If it is "hops" the band will be too long. If it is stinginess there probably won't be any band.

For capacity measure his "skypiece" and compare this with the measurement of his heart—see that there are no sties on the eyes of his conscience and the result will be the basis for a safe bet.

He only is going to heaven who is bringing heaven here.

GOOD PROFIT AND A PLEASED CUSTOMER

Result from every sale of

Post (Formerly called Elijah's Manna) Toasties

It is a delicious Food that has won popular favor on "merit."

Made of pearly white corn, steam cooked, rolled into thin flakes and toasted to a crisp, golden brown.

A food you can safely recommend to every customer.

Sale of Retailer's stock guaranteed.

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E. A. STOWE, Editor.

O. L. Schutz, Advertising Manager.

Wednesday, May 20, 1908

GET THE VISION.

It is not often that a public speaker utilizes a word in our language which is familiar to all with such perfect accuracy and propriety that his hearers at once gain a new appreciation as to its meaning, in that it applies, as no other word can apply, to a current and most important public sentiment.

Charles Zueblin iterated and reiterated the word "vision" during his several talks, and always where its greatest force was apparent in relation to the general subject of civic righteousness.

It is the proper vision that is necessary in order to cause a community to appreciate at its full value the meaning of a proposition which will require from twenty-five to fifty years of time and effort for its realization. The same kind of a vision is required by the individual who, years ahead of public opinion, conceives a plan of great magnitude that has never been exploited.

The late Cyrus W. Field had adequate vision for the ultimate laying of the first submarine telegraph cable across the Atlantic Ocean; James J. Hill's advanced broad vision culminated in the construction of the Northern Pacific Railway; the vision, centuries ago, of Coronado, the Spanish explorer, is being realized to-day by the construction of the Panama Canal; the recent completion of wonderful thoroughfares beneath the Hudson and the East Rivers, connecting New Jersey and Long Island with the metropolis of America, recalls the vision more than twenty years ago of a citizen who died very recently, unknown almost, and who was called an insane dreamer when he proposed to tunnel the Hudson.

And now, through the splendid skill and delightful methods of Mr. Zueblin, as well as by virtue of the initial suggestion from Rev. A. W. Wishart and the magnificent energy and enterprise of the members of the Municipal Affairs Committee, the

people of Grand Rapids as a unit have had revealed to them a vision which must be realized within the next few years; a vision which means untold happiness and good health for ourselves and for generations to come and which means intelligent, economical and glorious progress for our city forevermore.

SPECIOUS PLEADING.

Recently the Chief Engineer of the Lake Shore Railway was required to write a letter in reply to correspondence he had received from city officials in Grand Rapids in regard to the separation of grades in this city.

The letter, somewhat verbose, declared practically that the present is no time to ask a railway company to indulge in the expense of separating grades and that the business originating in or attracted by the city of Grand Rapids is not of sufficient volume, so far as the Lake Shore road is concerned, to warrant that corporation in participating in such an expense. The letter gives various reasons why Grand Rapids should not ask the Lake Shore Railway to stand for its portion of the expense, but in no case does it mention the danger to human life and the continuous annoyance and inconvenience to our citizens because of railway crossings at street grades. Seemingly the perpetual interruption to street traffic, the continuous loss of time on the part of citizens and the occasional loss of life cut no figure.

From the standpoint of this railway official it would be unwise, unfair and perhaps cruel to urge and insist that the Lake Shore should at once co-operate with Grand Rapids in removing a wicked danger and an absolutely inexcusable nuisance, because the Lake Shore people cannot afford it and because the business of Grand Rapids is not of sufficient volume to warrant the extravagance.

And yet, according to the Lake Shore report for 1907, the operating expenses of the company for that year amounted to 65.72 per cent. of the income from operation; and nearly 10 per cent. (\$4,082,988) of that income was spent for "construction and betterments" which were charged to operating expenses, so that the actual operating ratio was about 56 per cent.

These figures, together with the facts that the Lake Shore paid 8 per cent. dividends in 1904 and 1905, 10 per cent. in 1906 and 14 per cent. in 1907; that the Lake Shore earned during 1907 \$1.54 per mile from passenger trains and \$3.30 per mile from freight trains, do not in very pronounced fashion indicate that the Lake Shore is on the verge of bankruptcy—except when discussing the grade separation problem.

The bald fact is that the railways will not separate grades unless, after a long expensive fight, they are compelled to do so by each municipality affected; and that they can be so forced to do the right thing has been demonstrated in dozens of American cities. Therefore Messrs. Mayor and Common Council, get busy.

RIDING A HOBBY.

Whether you do or do not believe in this method in business, there is no denying the fact that it can be profitably done outside of business hours. We all know that in this strenuous age, some form of diversion is necessary or there is a premature nervous collapse.

The sportsman resorts to the rod or gun, coming back at the end of the month, week, or day refreshed, even though empty-handed. But this has several drawbacks: The hunting season is comparatively short, and the recreation which is needed daily is swallowed in one or two large doses. A bane in this method for the true husband and parent is that his family are not participants in the sport. Finally, more and more is there a recoil against the sport which causes suffering.

There are many other diversions from business cares which may be entered into with zest by the entire family, and which can be made to yield joy every day in the year. They add new beauties to life, broaden our appreciations and enlarge our sympathies. While the study of some special topic is much better than no hobby, a choice which takes one into the open air is preferable. Amateur photography has countless branches for diversion and profit, and can scarcely be overdone. And whether the special phase be landscape, animals, or genre types, it unconsciously leads to a higher plane of aesthetic development and in our interest in humanity.

Science and nature study offer many avenues for enjoyment and rest. None are perhaps more enjoyable and more easily accessible to the whole family than a study of the birds. Observe those of your own neighborhood, your own door-yard. Learn their names and habits; cultivate their acquaintance; enjoy their songs. You will be surprised at how much you can learn about those which have flitted before you for years. One of the many popular books on the subject will aid greatly, though what you can pick out from nature's pages will prove still better. This hobby has the advantage that it goes with you daily, at home, to and from your place of business, and is one in which the little folks will enter with zest.

Plants, insects, animals, stones and in favored localities shells may form the basis for collections and observations. Gardening is a pleasant and profitable side issue in which there is much of health, while the proceeds tend to give to the family all the luxuries of the suburban home. Poultry raising is another diversion worthy of consideration, which may become a source of profit as well as of rest.

It matters not so much what hobby you choose, providing it is a worthy one, as how you ride it. It should not be done to the neglect of business. But it may be one which will creep enough into the business world to quicken activity. A bird

song or a chance for a choice camera shot detracts not from the money-making plant but intensifies our appreciation of true living. The chosen diversion gives relaxation without ennui, and but increases our desire to live larger, nobler lives, to make the most of our possibilities.

Truly the bit of vacation every day adds to the years of toil and usefulness.

TRUE CIVIC RIGHTEOUSNESS.

Repeatedly during his civic revival discourses Charles Zueblin recommended placing the sidewalk lawns and trees therein under the care and authority of the municipality, so that no tree, shrub, trolley pole or electric wire pole could be placed upon such property without official permission.

Mrs. David Nichols, of 1249 Fifth avenue, this city, clearly demonstrated on Monday that where municipal authority is not exercised it is possible to interject other control successfully when a gang of street car company workers undertakes to ignore individual rights by insolent trespass upon private property.

For three hours Mrs. Nichols occupied a hole that had been made by men engaged in setting trolley poles for the Grand Rapids Railway Co., and as this hole was directly in front of her home and upon her property she defied arrest and various threats. She held her position while the men made a bluff of digging about her feet and finally she compelled them to give up the job, leaving her in possession of the desired pole site.

Such outrageous seizure of property by employees of various public utility corporations has been altogether too common simply because of indifference, reprehensible good nature or ignorance as to personal rights. All over the city, in front yards, side yards and back yards, upon house tops and facades, on street lawns and elsewhere, without regard to the beauty and life of shade trees, shrubs and gardens or the safety of buildings, these workers know only that they are to locate a line of wire to a certain point to serve such and such territory.

Mrs. Nichols is entitled to commendation and the thanks of the entire community for setting an example of home reverence and courage which any citizen may, under like circumstances, duplicate with safety.

William J. Bryan, it is reported, had his picture taken in Washington showing his portly figure standing between Andrew Carnegie and James J. Hill. The Nebraskan has achieved considerable popularity by posing as a champion of the plebeians, and his appearance as an associate of the plutocrats will cause some surprise. He will have much to explain if that picture gets into the papers.

No man will be better than the best he thinks of men.

The salt of the earth will have no sour virtues.

NO MONEY IN WRITING.

In the beginning of the art of printing only the most serious and solemn expressions were dignified with being put in type, and this accounts for the fact that the earliest printed books were invariably upon matters of religion and philosophy.

Long before the introduction of printing, when all books were produced and preserved in manuscript, only sacred revelations, historical records, authoritative laws and edicts, and poetry based on historic and romantic incidents, were committed to writing.

The writers in such cases were professional persons who were not only skilled and accurate scribes, but they were adepts in the use of language, seldom failing to employ the words that most carefully and completely rendered the meaning it was intended to convey.

The painful labor and the large expense required to make books by hand resulted in the preparation and preservation of only the worthiest productions of human thought, expressed in the choicest and most accurate language. Thus the world got the beginnings of literature, and with the exception of the sacred books and historic records there is little else but literature in the ancient books, they being destitute of all science with the single exception of mathematics.

When printing was introduced, all the care and exactness of the writing was reproduced in the types, and the consequence was that there was something of dignity and decorum in the style of the expression. In the course of the more than four centuries since printed books came into use there has been a great change in expression as well as in methods, and exact and dignified diction is coming to be a lost art.

In the May North American Review Joseph S. Auerbach remarks at length upon the loss of accuracy of expression and on the corruption of style in written matter, as they are observed in the average of the books of the present day, and he justly lays the blame upon the schools of the country from the highest to the lowest. He says:

"It is idle to deny that among the under-graduates in our institutions of learning, and with us all as a people, there is an increasing indifference to the quality of our English speech and writing. The exception is to see the student whose speech is not composed of about equal parts of inexpressive slang and slovenly English, while the writing of many of our contemporary authors even in what may be termed ambitious work is in the matter of style often unworthy. If it be true, as has been said, that literature is a by-product of conversation, we shall have to go far back in the institution of our reforms if we are really concerned as to the well-being of our language. We have before us no easy task, for, as Tacitus has said, the pursuit and love of letters are more easily destroyed than revived.

"We no longer as of old regard our legacy of the English language

and English literature as a priceless possession, and we have lost more by our neglect than we are apt to appreciate. To a large degree, taste and even conduct have been injuriously affected; high standards have been lowered and ideals lost sight of; the beneficial practice of reading aloud has been abandoned, and on and off the stage graceful enunciation of the English language has come to be a forgotten art; devotion to literature has become a task, and even the Bible, with all its literary and spiritual inspiration, is a closed and neglected book. As a substitute for what we have lost we have a smattering of knowledge concerning many subjects paraded in phraseology having no proper relation to the language of literature. As a rule, due attention is no longer paid to the use of the most appropriate words and phrases for the presentation and interpretation of ideas, and a certain nervelessness and lack of structure or a hopeless monotone in expression may be said to be the consequence even when the work is not wholly devoid of merit.

"It is unusual to find recent graduates of universities able to write with accuracy and precision of statement, even when trained for the profession of the law, although this qualification is almost essential to success at the bar. Experience shows that the most elementary instruction in the proper method of presentation of a given subject is required to be imparted to the young lawyer by the members of the firm with which he becomes associated. More than anywhere else the use of good English is to be found in a few of our journals which have set up high standards of literary excellence, to which, in their editorial columns at least, they steadily conform."

One reason of this is the discarding by the universities of this country of the ancient languages and what has been called polite learning from the courses and curricula required for academic degrees. It is well known that the study of the Latin and Greek languages is the very best aid to the proper mastering of our own English tongue, but the ability to write good English is not considered of any value in the practical business of life, and therefore all the time given to education must be devoted to subjects that will assist in bringing in money. Apparently we must have pelf whether there be any literature or correct writing in our great American Republic, but it is truly humiliating to think that such a groveling sentiment is taught by our great universities.

Mrs. John Alexander Dowie was awarded \$400 by the appraisers of the personal property of the late founder of Zion City Thursday. They filed their report showing that instead of the great wealth supposed to have been held by Dowie, the total amount was \$1,200. He was a "captain of industry" who built a big institution and attracted much public attention on a mighty small capital.

PERSISTENCE.

Show an earnest desire to satisfy patrons; give service. Some of your efforts will be unappreciated, of course; but keep at it, and if you will live long enough the great-grandchildren of your present customers will be buying goods at your store. Confidence is based upon character, and that is of slow growth and easily destroyed. The building of a good name for a business is the work of years. Persistence is the watchword. Keep at it through the heat and through the cold, through the shine and through the shadow, whether climbing towards the summit of life, or descending the Western slope, always striving to give a "square deal," and although you may not—probably will not—become a millionaire you will be a successful man.

William Waldorf Astor, who was born in this country, inheriting a fortune, the result of the opportunity afforded here to his ancestors, and then located in England to become a British subject, has very little popularity in his native land or adopted country. The flag of the Chesapeake was won by England in fair and honorable battle, and for generations has been held by an English family. Recently it was announced that it would be returned to this country if a purchaser could be found here, or it would be placed in the Royal Museum. Mr. Astor, it is said, never took any interest in the flag until he heard it was likely to be returned to this country, when he ordered his agent to purchase it at any price that he might present it to the British government. As a trophy honorably won the flag had a value in British eyes. As a present from the self-expatriated American holding the views of Mr. Astor concerning his native land, the pride in its possession becomes faint, and it is said if he secures the flag its acceptance may be declined.

Thomas A. Edison, the noted electrical inventor, has recently become a vegetarian, as the result of a study of the causes of his recent severe illness. At his Southern home in Florida meat was scarce but vegetables and fruit were plenty and he had a change of diet that he believes aided largely in his recovery. He has adopted a diet in which meats are almost entirely eliminated. His principal articles of food are fish, vegetables and fruit. It was learned on the return of the Edisons to their home at Llewellyn Park, West Orange, N. J., that Harold Edison, the 9-year-old son of the inventor, had recently been seriously afflicted with mastoiditis in the same manner as his father and was compelled to undergo a similar operation. The operation was successful, and both the son and father are now mending rapidly.

Taymouth, Saginaw county, has been in existence as a township upward of fifty years, but it has never had but three supervisors and they all came from one family. D. D. Ross, Democrat, who was elected at

the recent town meeting, succeeds his father, who held the office many years. His grandfather, one of the earliest settlers in Saginaw county, was for many years supervisor during and before Civil War days. When he became too old to continue in the duties the office descended to his son, by the same name, who likewise held it for many years. Now comes the grandson, who is the third in the direct family line to hold the office of supervisor in Taymouth. It is doubtful if another record in office-holding such as this can be found in the United States. Cases are often reported of men serving in public position twenty-five years or more, but there are few places in this country where an office of any importance would be allowed to run through three generations in one family.

It is claimed, and perhaps is true, that there are proportionately more total abstainers in the membership of the Methodist church than in any other denomination. The voters therein are not all Prohibitionists, but a good many of them are. At the general conference in Baltimore unanimous approval was expressed for resolutions calling upon both the great parties to nominate no man for the presidency who was not a teetotaler. That would let in Bryan and bar Fairbanks. They urge that the candidate in addition to being a total abstainer should be in harmony with the proposition to abolish the liquor traffic throughout the length and breadth of the land. Of course there is no promise expressed or implied that if one of the parties accepts this suggestion its nominees will have the hearty and entire support of the Methodist brethren. Any candidate who can be assured of the whole Methodist vote in this country will have a very valuable asset.

A successful life is rather hard to define, for the definition varies at different times and under different conditions. The spirit of the present defines in material terms, and yet in the midst of this materialage there has dwelt a successful woman. She has not large means, she is dependent upon her own labor, she lives a simple, retired life, she is totally blind, and yet we question whether there are many who in present peace of mind, and exalted vision of faith, have attained unto all that is desirable in life so nearly as has Fanny Crosby, the hymn writer, who at 88 years of age reigns queen of human happiness.

The statement that there are several thousand more idle freight cars in the country than ever before does not prove that there are so many less wheels in motion. All the big railroads have added to their rolling stock and there are probably twice as many freight cars as there were six years ago.

There are too many who feel that Sunday clothes act as a transfer ticket from the world line to the next world through route.

Third Annual Merchants' Week

Grand Rapids, Mich., June 10, 11, 12

THE Wholesale Dealers' Association of the Grand Rapids Board of Trade cordially invite every merchant doing business in Michigan and Northern Indiana outside of the city of Grand Rapids to a free entertainment, theatre party and banquet, to be held on the afternoon and evening of June 12.

During "Merchants' Week" on June 10, 11 and 12 every wholesale house in Grand Rapids will offer extra inducements to merchants to make their purchases here, and a grand free entertainment has been arranged to take place at Reed's Lake during the afternoon and evening of June 12.

On your arrival in the city you will be furnished with tickets entitling you to free transportation on the street cars to and from Reed's Lake on Friday afternoon, June 12, and to all the entertainment features there, including Ramona Theatre at 3 o'clock, Toboggan or Figure Eight, Palace of Mirth, Ye Olde Mill, Circle Swing, Trip on World's Fair Electric Launches, Steamboat Ride, Miniature Railway, Roller Skating Rink, Panama Canal, etc., ending with an elaborate banquet at the Reed's Lake Auditorium at six o'clock in the evening, preceded by

A Thrilling Balloon Race

An automobile ride will be given about the city on Thursday, starting from the Board of Trade rooms on Pearl street at two o'clock.

Eminent after dinner speakers will give addresses at the banquet and we can promise you one of the best affairs of the kind you ever attended.

It is absolutely necessary that the committee know at the earliest possible moment how many are coming to the banquet, and tickets for that event will be furnished only to those who apply by mail signifying their intention to attend that **particular** function.

Please bear in mind that **no banquet tickets will be issued after the sixth day of June**, and if you do not get your request for a ticket in before that time it will be too late, as the caterer will not permit us to change the number of plates ordered after that date.

All other tickets will be issued to you on your arrival in this city, and you do not need to ask for them in advance, but if you wish to attend the **banquet** you **must** apply for your ticket **before** June 6.

Don't forget or overlook this. We want to treat everybody right and so we ask your help. Make up your mind about the banquet just as soon as you can and write to H. D. C. Van Asmus, Secretary of the Board of Trade, if you want a ticket.

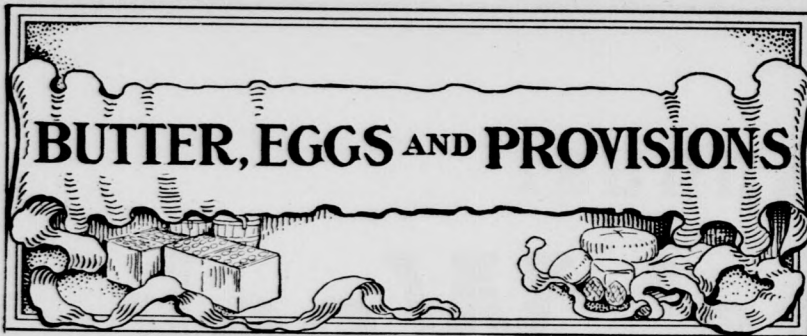
Merchants' Week Committee of the Wholesale Dealers' Association of the Grand Rapids Board of Trade

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The Need of State and City Inspection.

The following very interesting paper on "Why Maine Needs a State Meat Inspection Law" is contributed to the Bangor Commercial by Dr. F. L. Stevens, Health Commissioner of Bangor, Me.:

"It has been the privilege of the writer during the past year to visit and investigate the sanitary and other conditions existing in nearly all of the country slaughter houses in the State of Maine. Every county has been visited in the discharge of this work, and nearly every establishment conducting both a local and inter-state business in meats has been investigated, and its sanitary condition noted. A total of 534 establishments has been investigated, and it is no exaggeration to say that a large percentage of these places are maintained in a decidedly unsanitary condition totally unfit for the production of human food.

"With no desire to pose as a sensationalist or to create in the public mind any unjust feelings of indignation or prejudice against the proprietors of such unsanitary establishments, yet we do desire and believe it a duty to the public to present the facts in this matter as they exist, and to trust to the good sense of the people and an enlightened public sentiment to find a remedy.

"But, while there are many conscientious butchers and meat dealers, who no doubt try to, and do, maintain their establishments in good sanitary condition, and would not knowingly offer meats in the public markets which they would not eat themselves, yet the evidence is overwhelmingly against such condition being general. In fact, the cases cited above, which might be multiplied many times, emphasize the necessity for some form of State and municipal regulative action, crystallized into law which shall control and regulate our local abattoirs.

"While clean and sanitary slaughter houses with proper surroundings are absolutely essential to secure safe and wholesome meats, it is perhaps still more important that these meats shall be subject to inspection at the time of slaughter by men qualified by experience and education to pass upon their healthfulness and quality. That many sick animals are slaughtered for human food, sometimes with and sometimes without the knowledge of the butcher, is a fact which can not be denied. At present there is no way to prevent such meats finding their way onto the local markets, and there can be no

way to prevent it until the State and municipal governments enact a law which will supplement the great work of the Federal meat inspection law.

"In this connection I desire to quote from Circular 125, on 'The Federal Meat Inspection Service,' by Dr. A. D. Melvin, Chief of the Bureau of Animal Industry.

"Under the caption of 'The Need of Supplementing the Federal Inspection by State or Municipal Inspection,' Dr. Melvin says:

"The boast of 'home grown' and 'home killed' is empty. 'Home grown' may be all right, but it is sometimes dangerous, as when the local butcher's supplies are drawn from the surrounding dairy herds, since the cattle of such herds are particularly susceptible to tuberculosis. 'Home killed,' however, in the absence of Federal, State or municipal inspection too often means that the animal is killed without scientific inspection either before or after slaughter. It may be infected with some of the most dangerous and loathsome diseases in the list and the unskilled butcher never know it. Too often, too, this phrase means that the killing is done in a small, poorly equipped slaughter house, without running water and without sewerage, and where the word 'santation' is unheard and unknown.

"Again, if the butcher happens to be located in a town where inspected houses are situated, or near such a town or city, it is not unreasonable to suppose that sellers having suspicious looking animals will send them to him rather than to the inspected houses where they must run the gauntlet of expert examination and risk of reaching the offal tank. More than one instance of this kind is known to the bureau. In fact, a

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

PRODUCE Vegetables, Poultry, Eggs, Butter, Cheese, Etc.

We buy and sell in any quantity and only solicit your patronage upon merit of goods and satisfactory dealing.

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

Ship your Poultry, Butter, Eggs, Etc.

to the house that always pays best market prices. The reason we handle larger quantities of produce than any other Western Michigan house is because buyers and sellers get better satisfaction when they deal with us. Try us and find it out for yourself. We sell all kinds of the best quality cheese and are agents for the popular Oak Leaf Soap.

Bradford-Burns Co.

Wilbur S. Burns
Manager

7 N. Ionia 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.

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.

little reflection shows that the whole tendency of the more rigid inspection under Federal law is toward more care on the part of buyers—the refusal on their part to buy suspicious looking animals except subject to inspection and the consequent diversion of such animals to the local abattoir that has no inspection.

"While we do not believe that the conditions found to exist in the Maine slaughter houses are very much worse than those in other states, yet some of the other states, at least, are trying to correct the evils known to exist. Pennsylvania has taken action and enacted what appears to be a very efficient State meat inspection law. What effort are the people of the Dirigo State making to correct these evils?"

"The Federal Government can and does guarantee the healthfulness and cleanliness of the meats and meat food which enter inter-state trade, but its power stops there. State and municipal government should supplement the work of the Federal meat inspection law by inaugurating some system of state and municipal inspection which will guarantee to the consumer of the meats and meat food products produced in our local establishments that they are produced and handled under sanitary conditions and come from sound and healthful animals.

"Such a law will result in great advantage to the very men who will be most likely to oppose it—the local butchers themselves. The inevitable result of present conditions, as they become known, will be to cause the public to demand and purchase only such meats and meat food products as bear the Federal meat inspection stamp, thus diminishing the demand for the boasted 'home grown' or 'home killed' product of the local butcher."

The Old Way of Roasting Beef.

Roasting, which means cooking meat by hanging it in front of an open fire, as distinguished from baking, is an art that is passing. This method, which is, however, seldom employed now except in large establishments, undoubtedly ranks first for developing the flavor of the meat.

The relish of well-cooked meat, shown to perfection in beef roasted before an open fire, is due to the development by the heat of various sapid and odorous substances, collectively known as osmazone.

In roasting a joint of meat the first thing to be considered is to get a clear fire well made up, and this fire should be carefully attended to until the joint is finished. In putting coal on to a roasting fire, draw the fire carefully to the front with a shovel and put the fresh coal on at the back.

Basting means pouring hot fat over the meat from time to time with a spoon. The more the meat is basted the better it will be.

In order to roast meat properly the front of the fire must be bigger than the joint. Always hang meat with the largest part downward. Weigh, wipe with a damp cloth, but do not wash it, because washing drains out

the juices, and skewers allow them to escape in the cooking. Get the dripping pan ready before the joint and have a little hot fat or dripping ready in it at starting. Place the joint in front of a brisk fire for a short time, in order that the albumen may be coagulated on the outside, and so keep in the nourishing parts of the flesh.

After a little while remove the joint a greater distance from the fire and keep it turning slowly.

All Animals Ambidextrous.

Right handedness and right eyedness came with genus homo. Dr. George M. Gould has watched for them in squirrels that use their front paws to hold nuts, cats that strike at insects in the air or play with wounded mice, and in many other animals, but he is certain no preference is given to the right side over the left. But in the lowest human savages all over the world choice in greater expertness of one hand is clearly present. One cause for its development is in primitive military customs. In all tribes and countries since man used implements of offense and defense the left side, where the heart lies, has been protected by the shield, the left hand being called the shield hand, while the right was called the spear hand. Next to fighting came commerce. The fundamental condition of bartering was counting with the low numbers, one to ten. The fingers of the free or right hand were naturally first used, and all fingers to-day are called digits, as are the figures themselves, while the basis of our numberings is the decimal or ten fingered system. Every drill and action of the soldier from ancient Greece to modern America is right sided in every detail. Firing from the right shoulder and sighting with the right eye brings the right eye into prominence. It is significant that with the decline of militarism come the suggestion of schools for 'ambidexterity' and the establishment of a movement for promulgating the gospel of two handedness and its obvious advantages.

He Snored a Discord.

A traveling man who recently put up at a hotel in Saginaw was violently awakened the first night of his stay by a terrific pounding on the door. Hastily jumping out of bed, the traveling man jerked open the door, when there was presented to his astonished sight the spectacle of an excited German frantically waving his arms and sputtering away for dear life.

"What's wrong?" demanded the traveling man, amazedly.


"You vos wrong! Dot's vot de matter!" exclaimed the Teuton, shaking his fist beneath the other's nose, "you vos all wrong!"

The man who had been so rudely awakened could make no reply to this strange accusation; but instead stood gazing stupidly at his midnight visitor.

"I dell you you vos all wrong!" reiterated the German, assuming a still more threatening posture. "I am a

clarinet blayer in de next room! I can not blay vile you schnore like dot! You schnore all de vay from B to G! I can not blay, sir, I can not blay vile you schnore in dot manner! You shpoil my moosic. You make a discord dot drives me vild!"

It makes all the difference whether money is life's motive or only a part of its mechanism.



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None Better

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GRAND RAPIDS

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.

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Potato Bags

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

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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

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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.

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TRADESMAN COMPANY.

SETH DAWSON.

A Country Storekeeper Who Was a Hero.

Written for the Tradesman.

On her last birthday my niece, Mary, had a book given her that she is now passing around among her friends and acquaintances, requesting each to fill out a page. Of course she came to me, and I consented to do what she asked.

I found that every page consists of a list of questions with blank spaces left for answers. These questions are a sort of catechism in regard to one's personal tastes and preferences. "What is your favorite locality? Your favorite occupation? Your choice of prose authors? Your choice of poets?" The last on the list was: "Please name your favorite hero."

I thought quite a while over this question, and then I wrote, "Seth Dawson, of Stubbs' Crossroads."

When Mary read the answers on my page she seemed considerably surprised when she came to my hero.

"Why, who is Seth Dawson? Is he an American hero? He is not mentioned at all in our history. I never even heard of him. I supposed, Uncle John, you would write some one that everybody knows, like Wellington, or Washington, or Dewey."

This got me started on my ideas of heroism, which are a little peculiar, I guess there is no denying.

Now, if I had a big fortune and didn't want the disgrace of dying rich, one way I should take to get shed of quite a lot of it would be to make some sort of suitable recognition of unknown heroes and heroines, men and women who are toiling along in obscurity, overcoming obstacles, denying themselves in all possible ways, sometimes sacrificing even life itself in devotion to those dependent upon them. These people do not realize their own heroism and those in closest association with them often fail to recognize it.

I should like to be able to say to many a woman rubbing away on a washboard, "Please step forward, dear madam, and receive this gold medal as a slight recognition of your services." Some fellows wearing overalls and carrying dinner pails would be astonished by an invitation, "Come into the limelight a few minutes and be decorated with the cross of the Legion of Honor."

There are very many such deserving folk to whom I should enjoy giving a house and lot or a little farm or a pension for life.

Now my friend Seth Dawson, of Stubbs' Crossroads, is not cast in heroic mold at all so far as physical appearance goes. He is a short man, rather thickset. He has a round head and a very short neck. He would be the despair of any sculptor. It wouldn't make much difference whether you dressed him in store clothes or draped him in a toga, he couldn't be made to look heroic.

He keeps a general store at the Crossroads. I first got acquainted when I began going there to sell him

goods. Our firm had sold him for some time, and, although they knew he was a good deal in debt for his stock, as he managed to meet his bills when they were due or soon after, they carried him along. I suppose the other firms he dealt with did the same.

There were living rooms back of Dawson's store, which he and his family occupied. There were two children, both girls. His wife was a frail little body, and a good share of the time she was down sick in bed. Occasionally they had a hired girl a little while, but more of the time they didn't. Sometimes they couldn't get one, and I guess it was pretty hard to raise the money to pay the girl anyway. When they were alone he had to help with the housework.

Now, if you know anything about keeping a country store when the proprietor does all the work himself, you know it is a job in which a man is at one and the same time his own buyer, book-keeper, janitor, stock-keeper, advertiser, credit man and window trimmer, besides embodying in his own person his entire selling force.

And when you add to these duties nursing, getting meals and washing dishes you have a little programme that most of us would rather be excused from carrying out.

When the older girl was just a little thing she learned to sit in the store and run back and tell her papa when a customer entered. Then Seth had to leave off turning pancakes or peeling potatoes or wiping dishes and go and wait on customers. He would scarcely ever eat a meal without being interrupted once, twice, it maybe three times. I have been there when he was doing the family washing and would come and place his order after he got the clothes over to boil.

He kept the little girls in the store with him a good deal. Then their play didn't "hurt mamma's head." They were bright little things, but they used to look kind of queer. They generally wore checked gingham aprons that I think he must have bought ready-made.

Take a good-looking, well-dressed woman, there's nothing sets her off and adds to her appearance like having around her two or three pretty children, also well-rigged out. But did you ever notice how children that he takes care of himself don't set a man off?

In those days Dawson did not always present the neat, natty, up-to-date appearance that properly belongs to a business man. His clothes were not always carefully brushed, nor was his linen immaculate, but he did the best he could, and took as good care as he knew how to of the little girls, and they seemed to think everything of him.

I sometimes see articles in ladies' magazines and in the woman's column of daily papers, telling wives how to make it pleasant for their husbands at home, so that the husbands will choose to remain by their own firesides instead of getting off to their club or the corner saloon

as soon as the evening meal is over. These advisers all agree that all unpleasant matters must be kept from the weary man until he has had a good dinner anyway, and then be touched upon as lightly as possible.

The tactful wife will never make the mistake of greeting her husband with such unwelcome pieces of intelligence as that Tommy has been suspended from school for misconduct or that the plumber has sent in a bill of twenty-five dollars for a very trifling job of repairs or that the vocal teacher has raised the price for giving Lucy lessons. Nothing of the kind. The wife will be tastefully arrayed in a becoming gown and speak in low and soothing tones upon pleasant topics and tell interesting little anecdotes and thus skillfully banish all the cares and worries of business that are weighing upon her husband's soul.

This is all right, but I think his little wife never took any such measures to keep Seth Dawson from dissipation, and he never drank a drop either. He knew all about the household bills better than she did and, after he closed the store in the evening, he tried to entertain her and cheer her up, or else listened sympathetically to her account of her sufferings.

Things went on this way for about six years, and still that man Seth Dawson was always cheerful, never grumbled, never got the blues, never gave up, never made any comparisons as to how much better opportunity other men had to enjoy themselves than he had. He just worked bravely on.

"And how did he come out?"

I suppose it would be a better story if I could say that a rich uncle left him a fortune and that a skillful specialist was employed who speedily cured the sick wife and that they rode in an automobile or a private car ever after.

But that wasn't the way of it at all. There was an uncle, but he was Mrs. Dawson's uncle, and he was not rich, and he didn't die—just moved away; and when he came to go he gave Mrs. Dawson a very gentle old driving horse.

It seemed to me that it was the last straw when poor Dawson had that old horse loaded on to him. He put up a little stable of rough boards, did it just as he had to do everything—nailed on a board and then ran to wait on a customer, then went back and nailed on another board. Of course he had to take care of old Dobbin and buy feed for him.

Luckily, the horse was an easy keeper, and some way his coming proved to be a turning point in their affairs.

Mrs. Dawson took to riding out short distances in fine weather and gradually her health began to improve. Whether it was all in the drives, or whether she would have gotten better anyway, I don't know, but it wasn't so very long before Dawson would say, "Oh, she's just fine, now!" when I enquired after her.

When he didn't have to be paying

out all the time for doctor bills, and she was able to attend to the housework, he could devote himself more to his business and he began to prosper. That country about Stubbs' Crossroads developed wonderfully. Seth got out of debt on his stock, enlarged his store and built him a nice house.

The little girls no longer wear the funny checked gingham aprons, for they are fine appearing young ladies now, and he is sending them away to school.

Such is the story of Seth Dawson, of Stubbs' Crossroads. As I said, he is short and thickset, and to see him no one would guess what a brave soul he has. Who would expect to find a hero keeping a little country store anyway? Quillo.

Texas Laws and Sale of Firearms.

A cowboy walked into a sporting goods store in Austin, Texas, the other day, according to a newspaper story, and asked to be shown a good six-shooter.

"How much is it?" he asked, when he had looked it over.

"I can't sell it to you," the dealer replied, "but I will lease it to you for fifty years for \$15."

"This is a dad-blamed funny kind of a joint," the cowboy said. "I don't want to lease a gun; I want to own it."

He started to walk out, but was called back by the dealer, who patiently explained that the last Legislature of Texas had passed a law which imposes a tax of 50 per cent. on the gross proceeds from the sale of pistols.

"If I sold you this six-shooter for \$15 I would have to pay the State a tax of \$7.50," the sporting goods dealer explained, "I can lease it to you, however, for fifty years and won't have to pay the State anything."

The cowboy saw the point and leased the gun.

The law which was enacted for the purpose of taxing pistols out of existence in Texas has been in effect more than nine months. During that period only two pistols have been sold in Texas, according to the tax receipt records of the State Comptroller's office. One of these weapons was sold the other day in Amarillo for \$15 and the dealer made a remittance of \$7.50 tax on the sale to the State Comptroller. The other pistol was sold at Gainesville several months ago for \$10, one-half of which sum passed into the coffers of the State. It is said, however, that dealers all over Texas are evading the new law by leasing pistols for periods of fifty years and more. This is practically the same as a sale, as the life of a six-shooter will hardly exceed fifty years.

Too Much for the Old Man.

"Good morning, sir," said the artist, politely, "that's a perfect cow of yours down there in the field. I'd like to paint her if you don't mind."

"By heck!" exclaimed Farmer Korntop; "I reckon ye won't. Git outer hyar! I'm tired o' you 'Perkins' Purple Pills' fellers."



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.

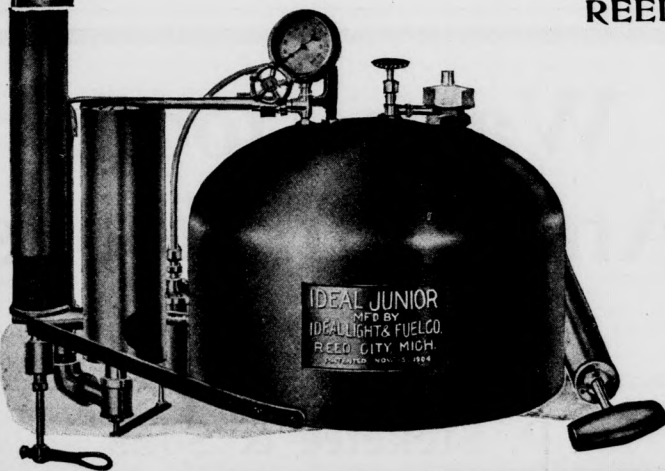
Light from an IDEAL is steadier, clearer and brighter—that's why it is popular. Needs no generating and is always ready for use.

IDEAL LIGHT & FUEL CO.

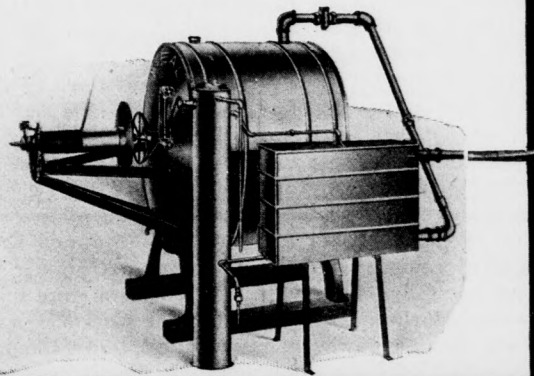
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CRANKY CUSTOMERS.

Does It Pay To Try To Please Them?

Written for the Tradesman.

A man in the mercantile business should be possessed of a retentive memory. It will not do to forget. The difference between success or failure may hinge on a small matter like this. Truth is, small things make up the large ones as pennies piled up merge into dollars and dollars into eagles.

Augustus Barge was in business for profit. He made no bones of saying this, while at the same time he declared it his intention to undersell his competitors, and make it an object for the public to trade at his store. A brave resolve truly, and yet Merchant Barge did not make of his business the grand success he anticipated.

Augustus was quite apt to forget himself, and he had a brother—easy going and well meaning chap—who could outclass him every day in the week so far as forgetfulness was concerned.

Augustus Barge opened in the village with a grand flourish of trumpets. A whole page advertisement started the ball rolling. New brooms invariably sweep clean and Barge was no exception—he swept clean as a Bissell sweeper until he made the one mistake of installing his brother as chief fogleman in the store.

"I forgot."

This was the one excuse for this man's every mistake. The good natured public stood it for a time, for Ned Barge was a good fellow, and everybody liked him. As for being a model clerk, however, he was far off.

"I like Ned," said old man Stowell, who had made a second visit to the Barge store to get something his wife had previously ordered, and which Ned had forgotten to send to the house "but, blame my hide if I'm going to repeat myself many more times when I want a simple article. Barge ain't the only merchant—there are others just as good."

And so it went. Ned Barge was accurate in figures, his accounts being up to the mark, but he would forget things. He was no respecter of persons either. The banker's wife was as likely to wait for an order as long as her washer-woman.

"I'll never trade there again," briskly declared good Mrs. Stokes. "When I send an order to Barge I can't depend on getting it the same day, and sometimes he forgets it entirely. I like the man, but what can he expect?"

Mrs. Stokes had ordered a sack of flour, through her small son, who passed the store on his way to school. Her sponge was all ready for business, and there she waited impatiently for the flour. It did not come. She expected company for the noon hour and naturally felt impatient. Swiftly the old clock on the mantel ticked the minutes away. A cold sweat broke out on the waiting woman. She was angry and growing angrier every minute.

"Why in tunket doesn't that flour

come?" muttered the nervous housewife. "I oughtn't to have waited until the bin was empty before ordering, but that doesn't excuse Barge."

Mrs. Stokes had no telephone. She became that angry she would not go into a neighbor's who had one, but threw on a shoulder cape and went down the street at a white heat of excitement. "I'll give that man Barge a piece of my mind," she thought. When she came opposite the store there sat Ned, idly smoking a cigar, his eyes half closed in drowsy forgetfulness. He roused himself when he saw his customer and lifted his hat with a pleasant "Good morning, Mrs. Stokes."

Such a pleasant man as he was. The woman's anger was partially subdued.

"Good morning, Mr. Barge," she returned, facing straight ahead, however, and entering another store, where she ordered flour and some other necessities. Back she went, never looking toward the Barge place. She had not the heart to blow up Ned Barge, but she exulted over the fact that she had spent her last dollar in his establishment.

The woman kept her resolution, and thus the store with the forgetful clerk lost a valuable customer.

Fortunately for Augustus, his brother became suddenly imbued with the idea that he wished to be a farmer. He left the store and went into the country to live. Augustus hired another clerk and the business has since picked up immeasurably.

There is another careless trick that too many small storekeepers have dropped into—that is the habit of failing to keep goods wanted by the public constantly on hand. It is simply want of forethought. To the merchant it may seem a small matter that he happens to be out of a certain article when a customer calls for it.

However, it is the small things that count. Look after the pennies and the dollars will take care of themselves. It is extremely aggravating to a farmer to enter his favorite store in town only to be told that the article he most particularly needs is not in stock.

"But you usually keep it, don't you?"

"Oh, yes," responds the merchant, "we keep it, but are out just now."

That is all. No assurance from the man behind the counter that he will ever again replace the wanted article. The customer goes to another store, find what he seeks, makes a purchase, then, remembering that he has a lot of other goods to buy, purchases them of the man who has the first article in stock. Customers, especially farmers, like to trade with one man, a dependable merchant, who always has what he needs at rock bottom prices.

It can not be expected, however, that a customer will continue to patronize a store that is continually getting out of some one important article, thus compelling said customer to run all over town looking for it.

One merchant, who kept a variety of baking powders, ran out of the best brand and did not renew his

stock of this kind. One particular farmer would not use another kind—not even a brand that was "just as good."

"You will get some more soon, I suppose," said the one particular customer.

"I think not. To tell the truth, John, nobody uses Blank's baking powder now; it's out of date."

"But my wife uses it always when she can get it."

"But you are really the only one who ever calls for that kind. There are others so much better, and a sight less expensive. Let me show you—"

But the customer went out not caring to be shown. He may have been over nice because of his preference

for that one brand of baking powder. At any rate the merchant thought so, and refused to humor what he was pleased to term a foolish whim. It did not pay to keep an out of date brand of goods just to please one simpleton who did not know what was good for him.

Of course the farmer may have been a bit of a crank, yet he finds it convenient to trade now with a man who keeps the goods he wants.

J. M. Merrill.

He Understood.

"I have often marveled at your brilliancy, your aptness at repartee, your—"

"If it's more than five dollars, old man, I can't do a thing for you. I am nearly broke myself."



Buy Long Fabric Gloves

All indications point to an exceptionally big demand for this class of merchandise, and the merchant that talks long gloves to his customers now will make some money. We have the following range of prices:

Black or White @ \$6.50, \$9, \$11, \$13.50 and \$15 per dozen.
Tans @ \$9 per dozen.

We Also Have

short gloves in black, white, tans and greys @ \$2.25, \$4.25 and \$4 50 per dozen. Mail orders given prompt attention.

Grand Rapids Dry Goods Co.
Exclusively Wholesale

Wash Goods And Thin Goods

We Have a complete Line

P. Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

MODERN WORKERS.

They Are Compelled To Cut Out Intoxicants.

Modern workers in all the higher varieties of labor are giving up alcohol because they can not do civilized work if they keep their alcohol. Such at least is the view of Dr. Archdall Reid, the famous Scotchman who has been studying the problems of intoxicants, not with the personal interest of a victim of inebriety, nor yet with the burning ardor of a reformer, but in the cold, dry light of scientific investigation, particularly from the viewpoint of evolution, which has brought him to his present conclusions—that all men pursuing advanced lines of occupation necessarily and voluntarily abandon intemperate habits. Only by so doing can they be included among the "fit-test" who survive the present civilization.

Primitive Workers May Drink.

Men in the primitive occupations and enjoying the primitive pleasures suffer little handicap from intemperance. Nightly drinking bouts interfere but little with the labors of the chase, which indeed soon obliterate their effects.

Nor is the drunkard at much greater disadvantage in the next stage, the early farmer. He takes plenty of time for his work and has plenty of leisure for the effects of his intoxication to wear away. Besides, there is little required of him that calls for nice mental or manual adjustments. His work is on a bulky and coarse plane.

So with the simple craftsman. Though he is engaged in labor exacting some steadiness of hand and clarity of brain, he is not greatly trammelled by undue addiction to his cup. Even more than the farmer he is able to afford himself intervals of ease and leisure.

His work also, although entailing some degree of skill, is not based on the technological manuals but on the limited knowledge which may be handed down by word of mouth.

With rare exceptions the intemperance of fighting men, until comparatively recent times, has been notorious and unconcealed. The same remark holds good of sailors, especially those before the mast. In the days when battles were "meat chopping contests" or when the firing was at such short ranges it was hard to miss a house; of course a soldier unduly given to drink suffered but little disadvantage through his failing. Indeed, his alcohol was considered necessary to arouse a proper appreciation of the "joys of battle." Nor was a sailor likely to be put under ban owing to intemperance in the days of the sluggish sailing vessels or the early steamships.

Things are different for the modern worker. Delicate and complex machinery, frequently of amazing power, everywhere supersedes the clumsy old hand tools and implements. Gigantic factories running systematically by clockwork have taken the place of the go-as-you-please indus-

tries of the home. Occupations demanding high brain power regularly employed are fast becoming the rule and not the exception.

Alcohol Disturbs Brain Centers.

The farmer is abandoning rule of thumb methods for scientific processes and machinery. In warfare the old "up-guards-and-at-them" tactics are no longer in vogue. The military operations of to-day require the exercise of high intelligence and diligent application. On all sides the need is for men capable of working with system, order, regularity, vigilance. The old picturesque and inefficient methods are being steadily relegated to the dust heap of the past.

The habitual use of alcohol is a stoppage on the higher centers of the brain, and hence a distinct detriment to any occupations where an alert and well developed intelligence or steady, sustained labor is required. Since these occupations are becoming more and more prevalent the toper, like an obese publican in a long distance foot race, finds himself at a conspicuous and incurable disadvantage.

The coachman of former times, though notoriously intemperate, was but little injured in his profession by his lavish indulgences. Except in his diseased body he suffered little disadvantage. Not so his successor, the contemporary locomotive driver or the chauffeur of a motor car. His least dissipating is likely to mean wrecked coaches and mangled bodies and many of them. That is why these professions are strictly purged of intemperate men.

Seamen also are progressing toward sobriety. The owners of the speedy, high powered, and costly modern steamers can ill afford to take risks through the tipsy slumber or irresponsible hilarity on the part of their crews.

The army officer of to-day who has to make a close study of his profession and constantly to exercise his intelligence is an exceedingly different type from the haphazard, easy going alcoholic of fifty years ago. The high pressure of work in military affairs brings the career of any tippler to an abrupt and inglorious end.

Industries Keep Men Sober.

As for the millions of people whose daily duty is to control machinery and the innumerable clerks whose every hour of their long office days requires lucidity of intellect, the imperative need for sobriety requires no argument.

Even in agriculture, which of all occupations imposes the least penalties in inebriety, the same movement toward temperance is manifest.

There is a drastic and continuous purging from all the advanced occupations of all possessing exceptional affinities for alcohol. A keen and cultivated intelligence and stability and strenuous endeavor in labor are becoming more and more essential for those who would earn a competence for themselves and their families. The modern employer of skilled labor has no use for the tippler or the inebriate.

Liquor Destroys Savage Tribes.

Certain savage people introduced for the first time to strong solutions of alcohol, like fish in a newly polluted river, are simply exterminated by it. All tribes which have passed isolated existences, when brought into contact with the outer world and its customs, are noticeably more intemperate than those who have passed through the furnace of alcoholic experience. No doubt in parts of Asia and Africa the terrors of religion have sufficed to vanquish the joys of intoxication. But after eliminating influences such as this Dr. Reid's proposition holds good that, other things being equal, the people who have suffered most in the past from alcohol are the most temperate. The northern nations of Europe, he believes, still are undergoing evolution to this end.

Dr. Reid's conclusions have been elaborately verified by Bernard Houghtens, and are in accord with the investigations of Dr. Hausmann of Germany, who has classified

the minds of great men under four categories, and places those that are stimulated to work by alcohol and other excitants as the lowest and most primitive.

Dr. Reid's conclusions are also harmonious with the predictions of Baron Russell to the effect that alcohol will be a thing of the barbaric past by the year 2000 A. D.

Arthur Thomas Blair.

The length of life hereafter may depend on its breadth now.

The Perfection Cheese Cutter

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

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Jennings' Extract Terpeneless Lemon

Is unexcelled in Purity, Strength and Flavor.

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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.

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Pure Vanilla
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Tradesman Company - - - Grand Rapids, Mich.



Time of Year When Soft Hats Must Go.

Some fond hopes will be rudely shattered if the men now on the road with autumn lines fail to pile up a record number of orders on soft hats. First of all, it is the time of year when they make their strongest bid for popular favor, and it is the time when they must go, if they are to go at all. A large proportion of men are ready to discard the discolored straw by the first of September if something almost equally light is offered them. Yet they are not liable to be well disposed toward the derby. The merchant who makes good on soft hats will be the one who pushes them in their season to the practical exclusion of all others. He will have one decided novelty for the younger trade, a model noticeably different from the common run of soft hats. This he will talk up in personal letters and in advertising. The staples will require the general delineation of style and shape, with comment on the quality, but there must be one hat, the hat, to which notice is particularly directed. Browns are regarded as most promising, with pearls less in favor, and blacks more prominent than heretofore.

Fashion's verdict concerning straws for the coming summer is in favor of the sennit. This in due in large measure to the extreme popularity the split braid has had in recent seasons, a fact which makes it less acceptable to the more exclusive shops. The proportions do not vary much from last year's, yet there is noticeable a tendency toward lower crowns and broader brims. Colored bands will have a brisk sale, to judge from the number worn by those who have been sojourning at the Southern resorts.

Again the admonition against too early showing of straws needs to be sounded. During the current month soft hats ought to have front place in displays and first attention on the part of the clerks. It will be recalled that a year ago a number of the foremost metropolitan retailers withheld their presentation of straws until Decoration Day. It is to be hoped the same practice will be followed again.

The soft green hats are certainly "coming" for outing usage. They are seen much at the smart country places, and until the advent of straws will undoubtedly grow in the esteem of the younger element. Some have been worn in town, but are as out of place as they look. It is a fad to utilize the boldly-colored puggarees with these styles.

Sooner, probably, than most of those interested expect, the silk derby to accompany the evening jacket will jump to conspicuous place. Men can not wear the tall hat with the short coat, and the felt derby lacks the touch of formality desired. This

silk-covered derby heretofore has been impossible to the multitude because of its high cost—\$12 each. When it is brought down to the price of the silk topper we shall hear and see more of it.

Notable recent betterments in fixtures for headwear so economize on space and are so convenient in operation that every month increases the number of haberdashers who conduct a hat department. Despite the known backwardness of business, which it would be folly to attempt to deny, we take it to be a most happy evidence of returning confidence that retailers are thus extending their lines. More and more it becomes apparent that the merchant to men must follow one of two tacks, namely, enlarge his scope to become a men's outfitter "from cap to boots," or specialize on a few commodities. There will always be room for the general haberdasher, of course. But the cream of future trade will go to these two classes. And hats must be included in the stock of the "outfitter"—in the sense in which that term has come to be used.

For autumn the derby blocks to which preference will be given are those with small crowns and narrow brims. The leaning toward smaller shapes has been quite marked of late. There is a new whim as to the manner of wearing the derby, namely, high on the forehead and slightly to one side in the back. This fancy first manifested itself in connection with silk hats at the Horse Show in New York last winter.—Haberdasher.

Be Just Before You're Generous.

"Please deliver to bearer 4B your style No. 260, signed"

These orders often come from neighbors during the course of the year and the first inclination is to accommodate, often at the expense of your own stock.

Now the writer must not be misunderstood, but when a dealer runs his business largely on the stock of his neighbor, as there are instances of, it is time to question the justice of this method and call a halt in the generosity of the accommodating dealer.

"The generous soul shall be made fat," but if the generous soul dispenses his generosity without judgment and providence he may become lean.

"To thine own self be true."

By all means accommodate when you can, but first be true to your own business and your own trade.

If, when orders come from neighbors, you have a surplus stock of what is required it may answer to accommodate, but be true to your own business first. In business, as in social life, there are hangers on; those who wait for the demand and trust to luck to meet it when it comes; always behind, always just going to do something and always depending on their neighbor.

It is wrong for you to impoverish your own stock, make it harder for your clerks and run the risk of disappointing your own customers.

HOW CYRUS GOT BUSY.

Showing the Evolution of a Department Store.

Written for the Tradesman.

Cyrus Densmore came into the city one day in early spring and leaned against a patrol box on a busy corner. While he was looking over the multitude and wondering if he would ever be able to make a dent in it, a policeman came along and crowded him away, using no little force in the act.

"What you hangin' around here for?" demanded the guardian of the peace, with all the dignity of a dollar-a-day man holding a two-and-a-half job.

"I was wondering," said Cyrus, "whether I'd ever be able to make these people understand that I had come here to live."

The policeman looked at the young man from the country with a frown gathering on his face. The reply was blind and peculiar, and the blue coat didn't know what to make of it. Perhaps if Cyrus had attempted to hand him a letter or an envelope he would have shot him for an anarchist.

"Th' place where they keep 'em is up on th' hill," said the officer, at length, pointing to a State institution for the feeble minded. "Youse go on up t'ere an' they'll let youse in, all righty."

"It seems to me," replied Cyrus, "from the character of the people I have already met here, that the place must be full of natives, so I won't try to butt in. Do you know where I can get a job?"

"The joodge'll give youse one in th' mornin' if youse don't kape away from here," was the discourteous reply. "Get busy."

Cyrus had reached town at noon, and it was now 4 o'clock. In the four hours of his residence he had been told six times to get busy: By a man at the station, by a street car conductor, by an autoist who came near knocking his block off on the corner, by a lady who bumped into him at a crossing, by a newsboy who had overcharged him for a paper, and by the policeman.

"That seems to be the keynote of the town," thought Cyrus. "I'll get busy."

This decision was all right, and a good starter for the young man, but he couldn't find anything to get busy at. There were more people who didn't want any help than he had ever seen before. They not only didn't want any help, they had no time to say so decently.

About half past 6 he entered a cigar store and bought two for five.

"Do you know where I can get a job?" he asked of the young clerk, who waited upon him with a condescension which it must have taken years to acquire.

"Naw, I don't!" replied the clerk. "This ain't no intelligence office."

"If it is," said Cyrus, "you haven't got the right sample displayed."

The clerk snarled out some insulting reply, and Cyrus sat down in a chair at the other side of the room. It was a large store, and on a good



"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.

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

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At Wholesale

For Ladies, Misses and Children



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Chloroform, Knife or Pain
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Booklet free on application

corner, but there seemed to be very little doing. Cyrus reflected that if he owned the place he would be willing to pay that clerk to stay away, if he couldn't get rid of him in any other way.

"Say," said the clerk, presently, "you can get a job right here if you have the tin about your person. The boss wants to sell out."

"How much does he want?" asked Cyrus.

"He wants what the stock will inventory and \$500 for the lease and fixtures."

While Cyrus talked with the clerk the proprietor came in and heard what was being said. He sized Cyrus up and began planning how he could separate him from any money he might have and still keep the store. He came over to the young man from the country and entered the conversation.

"You find out how much you've got in here," said Cyrus, after a long talk, "and I'll come back in the morning."

"You've got to make a deposit," said the boss. "I'm not going to go through all this stuff for nothing. It's put up or shut up with me."

"If you want to sell in the morning," said Cyrus, "you have your list made out, and have the lease and the landlord here."

In the morning the man did want to sell. Cyrus looked over the list and talked with the landlord. The inventory called for \$500 in stock and about half that in fixtures.

"I'll give you \$500 for the joint and you walk out right now," said Cyrus, after talking with the landlord.

The fellow argued for half an hour, but took the money and Cyrus had a job. He was preparing to get busy. The landlord got a month's rent in advance and left. There was nothing doing for a full hour, then a man who looked like a salesman came in and sized up the new proprietor.

"So he sawed it off on you, did he?" he asked, laying down a dime for a cigar. "He had to get out or go broke. It is too big a store for the business, and the rent eats up everything."

"That's too bad," said Cyrus.

After the customer went out, Cyrus got out a rule and measured that part of the store where the chairs were—where the cigarette fiends sat and told their dippy stories. Then he telephoned for a carpenter.

"Build a counter along that side," he said, when the carpenter came.

In a week that side of the store was stocked with men's shirts, collars and furnishing goods generally, and advertisements about "The Little Department Store" began to appear in the newspapers. The Greeks who rented a back corner of the store, opening on a side street, came in and kicked about the new arrangement. They said that there was no room for their customers to loaf and smoke.

"You get out by Saturday night," said Cyrus, and the next Monday he had men at work tearing down the board partition and putting up shelves.

When the next advertisements appeared there was a stock of men's shoes to talk about.

"Look here," said a shoe man, stopping in for a cigar, one morning, "if you are going to buck me I'll quit buying of you."

"All right," said Cyrus, "you take that cigar on me and we'll quit good friends."

In less than three months Cyrus had three clerks busy most of the time. The one he had met the first day was not there.

"What are you trying to do here?" asked a customer, one day. "Why don't you put in a threshing machine shop, or a book store, or something like that?"

"It is a wonder I didn't think of that before," said Cyrus.

The next morning he took a pipe case off the counter and piled all the new magazines there. In a week he added a few novels and the sporting papers.

"It seems to me," said a friend, with a smile, "that you ought to get a few more things in here. What's the matter with putting in clothing? There's half an inch of space left over there behind the door."

"I'm afraid I overlooked that," said Cyrus, and when the friend called again he found a line of hats and caps in a neat case built along the wall back of the door. By this time "The Little Department Store" was doing a good business. People laughed at the odd combinations, but bought their hats and shoes there, as well as their cigars and pipes.

The former proprietor came in one day and stood looking around with wonder in his eyes. The cash was rattling as it had never rattled during his administration.

"Why don't you rent the place next door for an overflow shop?" he asked, with sarcasm in his voice. "You haven't got in a soda fountain yet."

"Good idea," replied Cyrus, and he went out and bought the lease of the place next door and put in a stock of candies and a soda fountain that would almost accommodate a company of militia at one time.

"What I aim to do," said Cyrus, when the store was coining money, "is to keep my capital moving. What is the use of putting in a few boxes of cigars and sitting down for some one to come and buy them? When you have a store to pay rent on, and have to give your time to the business, why not grab after profits in a dozen different directions? I was told to get busy when I came here, and I got busy."

"Well, you've got a fool combination, all right," said the friend he was talking with. "People come here just because the place is a freak."

"I don't care why they come," was the reply. "I want them to come. I want their trade, but not their opinions. I turn my capital over about three times now where I could make only one profit on it if I was in cigars alone. Because I sell cigars is no reason why I shouldn't sell other things. You just wait a few months, and you'll see a department store here, all right."

And the very next day Cyrus bought about a ton of trimmed hats and stood them along the west wall of the candy store in boxes and barrels. People laughed, but they called in droves to look over the hats. They were marked:

"Take your pick for a quarter."

They had cost Cyrus a nickel each. It was an old stock, of course, and some of them were crushed, and the ribbons faded. It was such a stock as would have been sent to the furnace if Cyrus hadn't happened along.

There is no knowing what Cyrus will do next, for he is in business to sell things. He keeps his capital moving, and brings results while others are slumbering. The motto above the door is "GET BUSY."

Alfred B. Tozer.

The Influence of Merchants.

It would be well if merchants and manufacturers would awake to a more complete realization of their financial interests in the law making of the country.

They have witnessed a demonstration of their power in the non-consideration of the proposed parcels post measure. The merchants spoke with no little emphasis, through their various associations, by personal letters to Congressmen, and by word of mouth, and their vigorous opposition was one of the potent causes which prevented the passage of the measure.

This should encourage them to renewed efforts in other lines, and several subjects could now properly claim attention.

The tariff should be speedily revised, and should be done on scientific lines. Inland waterways should be inaugurated at once, and it should be done so on a broad and comprehensive basis. Good roads should be pushed with vigor, although this is a matter for state legislatures, rather than for the National Congress. Forest reserves should be instituted, and their friends in Congress are meeting with such pronounced opposition from special interests that they would gladly welcome outside pressure.

Congress is composed of many individuals and confronted with many issues. It is liable to neglect those subjects which are not pressed upon it with insistence and vigor and which lack public support.

Merchants, through their associations, are now a power in the land, and they should wield this power where it will accomplish good results.—Implement Age.

Circumstances Alter Cases.

Helen, who is but 3 years old, is devoted to her building blocks. Her mother told her that they are not to be used on the Sabbath. One Sunday recently Helen was discovered enjoying herself with the attractive playthings.

"Why, Baby, don't you know you should not play with your blocks on the Sabbath?" said her mother.

"But, mamma," came the quick reply, "this is all right—I am building a Sunday school for my dolls."



The ONLY system in all the world that BOTH MAKES and saves money for its users.

WHEN "Opportunity knocks at your door" don't wait for him to kick the panels in before you sit up and take notice, for he might get discouraged and call at some neighbor's door that stands slightly ajar, where his presence would be more quickly recognized.

The opportunity to save time, work and worry now knocks at your business door.

Opportunity to make money is with him.

Opportunity to save money is also along—little opportunities, big opportunities—in fact, the whole opportunity family is asking for admission.

Don't be foolish because you don't know them, they are good people.

If you want to know what they have got for you write us—we know.

The American Case and Register Co.

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Send more particulars about the American Account Register and System.

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AN ANCHOR TO WINDWARD.

Where Business Interests Clash Play Your Own Hand.

Written for the Tradesman.

"It is wise to deal your own game when you can. Where your interests are opposed to those of the man you are doing business with, do not give him the pick of anything. If you give him a chance, he'll put it all over you."

This bunch of Solomon from the shoe man, who had just dropped in to a chair in the book store, looking weary as well as wise.

"What's the answer?" asked the book man.

"As I was about to observe," continued the shoe man, "every man, woman and child is on the lookout for the best end of everything. What? Well, you let 'em get the best end of everything by their own cunning. Don't you help 'em. Anyway, don't help them to get the best end of any deal you're interested in."

"My son," said the book man, "I wasn't born the day before yesterday. I've been hearing this second-hand wisdom of yours for thirty years. Who has been giving you the kiboodle now?"

"I've lost a thousand dollars learning what I'm giving you for nothing," said the shoe man. "You ought to be grateful, anyway. I had the game in my own hands, and I let another fellow deal the cards, believing that he would act on the square."

"And he didn't, eh?"

"He did not! He got me down on the mat and mangled me. I'm all right physically, but I've got my faith in humanity in a sling this morning. I'm crippled mentally."

The book man grinned in a sarcastic manner. The shoe man is in the habit of learning things after the remainder of the class has passed through the book.

"What have you been doing now?" he asked.

"You know Jarvis?"

"The fellow who used to manage things at your store?"

"Of course. There is only one Jarvis, and he has the cunning of the serpent."

"Wake up," said the book man. "What has Jarvis been doing to you? I thought you two were the best of friends."

"Sure we are."

"What is he doing now? I see that the business he opened up in the West End is no good."

"He's working for me again."

"After giving you the kibosh? You are a wonder."

"You see, it was this way. When Jarvis got a chance to go up in the West End as manager and junior proprietor of the department store there, he had a sort of a notion that the game might not be worth the candle. Still, he had been working on salary a long time, without getting anything to the good, and didn't like to turn down the offer."

"But there was his job at my place to consider. If he left me and the West End concern didn't pan out well, he thought he might get into the soup, so he fixed it up mighty

proper for himself, and at my expense. Mighty clever man, that Jarvis."

"I'll pass an opinion after listening to your tale of woe," said the book man, with a hurry-up smile on his face.

"All right. Well, Jarvis comes to me one day and talks the thing over. He says he thinks it is up to him to better himself if he can, and hopes there will be no hard feelings if he goes away. I tell him that I wish him all the luck in the world, and ask, generally, you know, about a man to take his place. The manager over at my place has quite a lot of things to attend to."

"Owing to your childlike confidence in the skate that tells the best story," said the book man.

"Anyway, he has a lot of things to look after. He does most of the buying, and hires all the clerks, and looks after the window display, and all that. So, naturally, I am anxious about a successor to Jarvis, who says he'll help me all he can. I suggest a few for the place, but Jarvis shakes his head and says to hold on a bit. He has a notion that he can fix me out."

"One day he comes into the store with a piece of raw produce fresh from the plow, or the lumber woods, or somewhere where the United States language is not treated with the usual deference. He says he thinks this man will answer. I look him over, and get the notion that this is a fellow patriot Jarvis has roped out to saw wood and feed the furnace. He doesn't look like a manager to me."

"But you took him!" cried the book man. "I wondered where you got hold of a manager that was so close to the soil. He looked to me like the hind man in the procession getting out of Nature's wilds."

"Well, Jarvis says this man Belmont is about the best he can find. He admits that his experience has been confined to localities where butter and eggs are taken as cash, and infers that he is not much on style, which I could see for myself."

"But this man is all right," he says to me. "You can get a man anywhere that's had years of experience in the shoe trade, but you can't always catch a fellow with an ambitious and commanding intellect. This man is sure to dream out more good things for you than any man I know of."

"This was pretty strong. It looked to me that Belmont would do well to sit down and dream out a face that wasn't getting away with his secret thoughts every minute, but I listened to Jarvis and hired him. Say, but he knew about as much of the shoe trade as a horse knows of the crime of '73. He was a merry ha-ha for all the salesmen who came along. As you know, I had to let him go. I would have been selling shoestrings by the pair on the corner in another month."

"Then I call up Jarvis and ask him if there are any more sons of toil he can recommend. This is sarcasm, but Jarvis puts on his coat and comes down to the store to give

me the answer in person. I listen to him and take a young man with a nose like a gimlet on his recommendation. Why didn't I promote some of the boys in the store? I didn't. That's the solution."

"During the next three months I had six managers, and Jarvis stood godfather to 'em all. Often and often, when I sat down alone and thought thing over I felt like giving my ex-manager a gold watch or something. His devotion to my interests was touching. He used to come down and show the new managers how to do things. Perhaps that is one of the reasons I kept looking to him for a fresh supply whenever one of the acting managers made a bad break."

"I think," said the book man, "that you were originally intended to go about the country selling hymn books to little children. What kind of a game was Jarvis running in on you?"

"I thought that, after a while, Jarvis' line of sample managers would run out, but it didn't. He was Johnny-on-the-Spot whenever there was a vacancy on the payroll. Somehow I never got tired of giving jobs to the wrinkles on the face of business he unloaded on me."

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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

"Then about a week ago, Jarvis comes into the store.

"How's the new manager?" he asks.

"Rotten," I says.

"Well, he looked thoughtful for a minute and then says:

"You've tried a good many of 'em, haven't you?"

"I admitted that I had.

"If you'll give me a raise of \$300 a year," he says, then, "I'll come back."

"I wanted him back, all right, but I didn't want to give him the extra \$300.

"Just think how hard it is to get a good man," he says. "You've had a lot of 'em here, and you know all about it. Give me \$200 extra and I'll come back."

"What did I do? I gave him the \$200 extra. The nerve he had!"

"And the next day his West End department store stuck out a red flag, or the sheriff did, acting in the interest of the creditors.

"That's right. And the next day the graduate from the plow who got on my payroll by means of false pretenses came in and held up Jarvis for \$25. And the next day the gimlet-nosed one came in and touched him for \$10. And the day after that another ex-manager stood him off for a pair of shoes."

"Of course," said the book man. "They were getting their rake-off."

"How did you guess it?"

"You've been driving around the story long enough for a deaf man to guess it. Jarvis wanted to hold his old job in case he needed it, and so—"

"You bet he did! He unloaded 'em on me! I don't know where he got 'em, but he swung 'em to me. You see, if I'd found a good man he would not have got back, and he saw that I didn't get one. I've got that all figured out. Now, would you fire him? He's cost me a thousand dollars."

"Good man? Of course. Well, you need a smart man there. Keep him."

"Perhaps I'd better," said the shoe man, "but when another man quits I'll fill the place without his help. You bet I will. Play your own game!"

"If you don't you'll lose out," said the shoe man. Alfred B. Tozer.

He Knew.

There is a well-known Federal official at Washington whose family stoutly maintain that he is absolutely color blind, a contention as stoutly refuted by the official himself.

On one occasion at table his wife remarked a new tie her husband was wearing. "I'll wager you don't know what color the tie is," she teasingly suggested.

"It's blue," said the husband.

"Right. But how on earth did you know?"

"Well," said the husband, with the same assurance, "when I bought it yesterday I told the clerk that if he didn't give me blue I'd throw him out of the window."

The foolishness of yesterday is not cured by the regrets of to-day.

Duty of the Very Rich.

It is a mere coincidence that the frustrated plan to kill policemen in Union Square should have been an incident of a week otherwise shamefully marred by social scandals among the very rich. But the coincidence is unfortunate. The ill-feeling represented by that incident, and smothered rather than extinguished by prompt official action, was not directly engendered, of course, by the frequent evidence of the lack of discipline and respect for moral conventions among very rich Americans.

The disregard of ordinary prudence in the conduct of their domestic relations, the willful neglect of the proprieties, among rich people, however, tend to increase the volubility of the agitators against existing social conditions. That the men and women generally most conspicuous in their condemnation of the prevailing ideas of law and order are often noted for their own lack of morality has nothing to do with the case.

There is no denying that we have reached something like a social crisis in the United States. It is the clear duty of people in high places to assist in the peaceable solution of its problems as much by the good example of their own private lives as by their public acts and utterances. Inheritors of famous names, even when the fame is founded exclusively on the acquisition of power through accumulated wealth, injure the whole community when they exhibit themselves as creatures of selfish whims and passions. They escape punishment, except so far as their share of social disgrace is punishment (and that seems to be negligible in most cases), and domestic turmoil seems to lend zest to life for some of them. But some millions of their respectable countrymen suffer greatly in mind for their shortcomings.

Within a year we have had far too many marital scandals, and other results of moral turpitude in our "high life"—that is to say, among the rich Americans—and there is not enough intellectual force, artistic appreciation, or public spirit among people of that quality to compensate the country for the bad influence of their misdeeds. The awakening of the very rich to a sense of duty, however, ought not to be hopeless. There must be some way to get at their consciences.—New York Times.

Inopportune.

Gentle spring had come. The young grass was growing by the roadside along which they strolled. Love fired the youth's breast.

"Ah, Adelaide," he cried suddenly, "I love you! I place my happiness in your hands!"

"No, no! Not now!" she begged.

"And why not now?"

"Because I need both hands to manage my skirts."

It was, indeed, true, for the road was muddy, as roads usually are in the spring.

This world never is more beautiful than are our hearts within.

A HOME INVESTMENT

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

HAS REAL ADVANTAGES

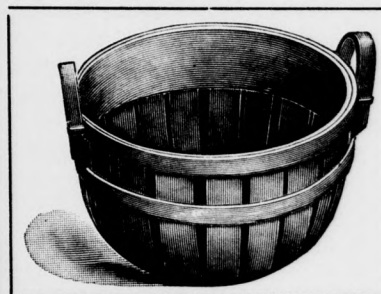
For this reason, among others, the stock of

THE CITIZENS TELEPHONE CO.

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

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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

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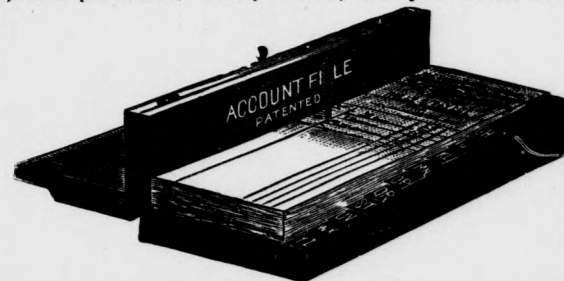
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Simple Account File



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.

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TRADESMAN COMPANY, Grand Rapids

WOMEN WORKERS.

Handicraft Eases Tired Brains and Shattered Nerves.

The woman who has mental work to do can often best get at her brains by painstaking work with her hands. The effect of hard work on the nerves is recognized by doctors who prescribe knitting for nervous prostration. But the business or professional woman thrown into the new and fascinating garden of mental work finds that at times it turns into a desert. She has not the resort of the man meeting a similar experience who wraps himself in a haze of smoke until the mental garden blossoms again. She has made a religion for herself that it is unbusinesslike to bring a bit of hand work downtown even if she happens to be where she could do it. Even the mad longing to put in some time on her clothes she resists with her new found business conscience, and hires the pleasant part of it done.

In Chicago, passing daily to a small library in a big downtown building, a glimpse is to be had into dozens of studios in which craftswomen are at work. They make jewelry, lamps, work in metal, glass and leather, paint china and pictures, making charming cretonne goods and do everything that can be done with the hands down to making sofa pillows. They are serene, smooth-browed maidens always working happily and busily in their big studio aprons.

It is not serious art, any of it, requiring a lifetime of devotion. It is only pleasant handicraft, of which glimpses are to be had, taken seriously. Nevertheless, it would be impossible for one to pass frequently by these studios without having it impressed upon him that here are the most fortunate woman workers in the world. He would not be able to remember hearing of suicides or tragedies in any of these little shops where these girls sing at their work.

It is easy to find proof that this happiness is a fact rather than an impression, and that in cutting off all work with her hands woman is going against rather than with the tide. Working with hand and brain together is the feminine heritage. The combination has always been almost altogether appropriated by her half of creations so much so that women

were the first manufacturers and inventors. One does not have to go back and read to prove this. The joy with which she will any day seize a hammer against masculine protest to carry out mechanical designs of her own easily suggests involuntary recognition of a primitive habit.

All through the middle ages femininity embroidered and wove and spun, and the only rivals she had were the artisans of the middle class. It kept up until a little before our own day when, if she did not have her housework, she had always her interminable clothes. The changes of fashion played upon these with her ambition kept her busy even if necessity did not. Her hats were next in the scale, and if not these she still had her fancy work, her jellies, her cakes, candies, her decorating, her fine mending, her more fanciful painting. So it was that no matter what her men had evolved into—professional, mercantile, bankers, pure mind workers, or the leisure kind, she never lost her vocation of being a craftsman.

A memory picture of a child's experience shows the sex of this instinct.

A little girl was sent on an errand to the house of the new clergyman. He was known to be a man of unusual scholarly attainments. More wonderful still, in those days, his wife was a college graduate and known to be as brilliant as he. It was rumored that she helped him with his books and his sermons. This had not escaped the ears of the small interested listeners, and it was with awed joy that the little girl went into the rectory to get a look at the intellectual people.

They were sitting together in his study. He, with his notes and books, and she with something that looked for all the world like a little piece of an old quilt. To this she was stitching a square red flannel patch. It was some kind of an oven holder that she was making—she was too much of the studious habit to make clothes for the children, and besides she had never learned to do pretty or artistic work. But she had not been overrated as to good mind and intellectual culture, and the claims made for her help to her husband in his scientific work were more than true—only

that when they sat down for the work hours that they always had together she began concentration with hunting up a piece of handicraft—even if it was only a red flannel holder.

Every downtown Chicago building flashes enough examples of this instinct to prove that it is too universal to ignore. The little stenographer gives up all but a quarter of her lunch hour to embroider and hemstitch. She makes herself collars and cuts off patterns of aprons. The stenographers even dress each other's hair and manipulate each other's topknots into a thousand wonderful puffs.

What seemed almost a pathetic little tale is that of a girl news gatherer for a city paper. She lives in a couple of rooms and in them she has a preserving kettle and a gas plate. On Sundays she makes the most wonderful jellies and preserves. She does not use them for herself, but every Saturday night in fruit season a supply is laid in for the next day's amusement, and the neighbors are the recipients—she does it because she is crazy to work with her hands.

One of the most popular actresses of the day, one who makes people laugh, takes up her lace work just before she "goes on," to "quiet her nerves," as she says.

"It is terrible business making people laugh," she explains. "If you are out of sorts yourself, if you have not the right grip on your own mood, your songs or your jokes won't be funny to them at all. It is to get right with myself that I take up this bit of embroidery or crocheting."

This is common with actresses, nearly all who have been taught to use a needle early in life resorting to it. One of the youngest and most popular emotional actresses has been brought up in the new fashion. She never did any sewing in her life but darn stockings, and that was at the convent.

"At times when the pressure is greatest," she says, "I long for a rainy day with a bit of work in my hands as I see other women do. But that day never comes. I believe just the same that it is when they have work in their hands that women find themselves."

Over in the slum parts of Western Chicago there is a great house of

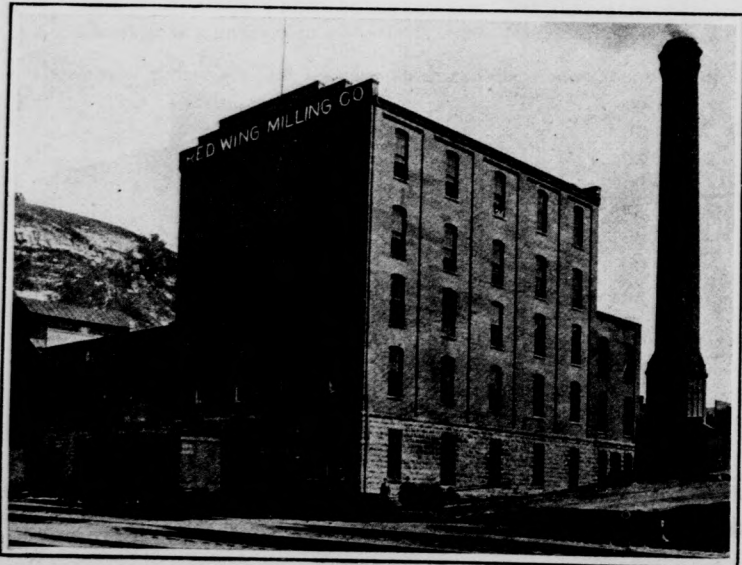
colonial architecture. It is flanked by well trimmed formal gardening and stands high and fine against the sordid surroundings. The woman who built it gave up her house on the lake edge and her carriage and many other things to come here and be the little neighbor of the poor. She has a kindergarten school there, the best in the city, and things are taught as if it were a settlement. You feel when you go in that it is a kind of a community house and "settlement" is the only word that explains its strange existence. Yet the woman lives here alone with her servants.

"I have often felt," says she "that I would like to take in somebody. So much more could be accomplished with an organization, but I know that I must have quiet and rest and the chance to work at simple things. I should die with the theory and experiment of a settlement about me all the time. As it is, I can sit down in my quiet room upstairs and sew and embroider and—think. And I am sure that the little children down there are the beneficiaries."

There is another and darker side to this question also to be read in the city's streets, in those who fail for want of a certain specific part of handicraft. Up to high standard in everything else, mentality, generosity, these women would be developed to the highest notch except that they fall short and fail, because their femininity becomes grotesque from ill fitting clothes.

Those who recognize this need sometimes rail at the time it takes from their beloved work. But some of the best feminine inspirations have come when hands have been busiest. One of the most chivalrous of women's stories told by Sir Hiram Maxim suggests this. It is of an aunt who lived all her life in the country districts of Maine. Like all the Maine branch of the Maxim family, she was poor and had spent her life working on a farm. Maxim says of her:

"This aunt was a remarkable woman in many ways. Although the facilities she had for learning were limited she managed somehow or other to acquire a great deal of information. I don't know what I have ever met a more brilliant woman. About ten years ago I visited Maine and called upon her. She was at that time an old lady. She began to talk of Huxley, Darwin, Spencer and



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Red Wing Milling Co., Red Wing, Minn.

S. A. Potter, Michigan Agent, 859 15th St., Detroit, Mich.

Stuart Mill. I was surprised and remarked that the theory of evolution as propounded by Darwin and the works of Herbert Spencer were not, as a rule, much appreciated by old people. Her reply was:

"Hiram, every word that Darwin has written is absolute truth. It can not be controverted. I found out nearly all of it before Darwin wrote a single book, and I did it all by thinking. I knew it must be so."

Grace Clarke.

When To Ask For an Increase in Salary.

"Why is it that so often, when I have occasion to watch a young man at his work, to determine whether or not I ought to discharge him, that young man comes to me and asks for an increase in salary?"

This is the complaint of a friend of mine who has been in business for years. Yet after these years of experience of men he does not know the answer to the question. The situation is not understandable from his point of view. Frequently these men whom he has decided are impossible in his organization have come to him in the most confident manner expecting a raise of salary for the asking, when already he knows that they are a hindrance to the business. Why is it?

It is a situation and a question at once applicable to so many thousands of men that it is worthy of treatment as a text. The prompting to ask for more salary is almost universal among men where a chance for the increase seems promising. How shall the employee decide for himself whether this outlook for more salary is really good, or whether it is prompted by his own mistaken assumptions? For it must make all the difference in the world whether this asking for more pay is based on an honest showing of results or whether it comes merely of the employee's asking for more because he thinks he can get it on general principles.

To-day I know a man of business who always will have hard feelings against an employee who this man feels went over to a competing house without fair notice of his intentions. But what were the circumstances? This man of business is of the old school, who was fond of saying that he never had asked an employer for more salary in his life. Every man in his house was familiar with this statement of its chief. It acted always as a damper upon his men in considering the asking for more pay. But when under offer of a competing establishment this employer's manager went over to it for more money and a wider opportunity the employer was troubled and indignant.

"You never told me you were dissatisfied," was his reiteration. "I would have paid you more salary, but you never asked for it."

Here the employer realized that he had an interest in his employees' salaries, perhaps for the first time in his life, which opens this question of salary as affecting both parties to it. Manifestly this man leaving the

house might have served his employer well by asking for more money, and his employer could have found it to the interest of both to have granted the increase. But the employer had discouraged the question.

By analogy, perhaps, one may see why the undeserving man so frequently asks for an increase in salary. He is built that way. He feels that he has not much to venture and he has everything to gain. It is the experience of most employers of hard working, capable, earnest men that they are slow to ask increase of pay. Such a man, doing his work to the satisfaction of his employer, is likely to feel that he has done his share. He is disposed to feel if his efforts do not meet with a salary commensurate that he is unappreciated.

In the case of my friend who has found the "undesirables" in his establishment asking for increases in salary, this may have come through his personal questioning of their work. Consciousness that they are under the observation of the head of the house may stimulate a natural egotism within them. They mistake the purpose of the inquisitor.

It remains, however, that one of the most vital things between employer and employee is the satisfactory adjustment of salary. Men competent otherwise as employer and as employee have failed in this adjustment. It remains a delicate point at issue where each party is equally interested in a thorough understanding and where all that is tactful and tolerant in men may be exercised.

John A. Howland.

Nothing looks funnier for a minute than the young man who is letting a little bunch of fuzz grow in front of each ear.

The Passing of the French.

The population of France, whose thirty millions formed the most numerous national monolingual group in Europe at the opening of the last century, has increased only 26 per cent. during the last hundred years, as against England's 350 per cent. and America's 1,600 per cent. The total population of France is now 38,350,788. The female sex exceeds the male in numbers, the figures being, respectively, 19,533,899 and 18,816,889. On the other hand, an excess in the number of the unmarried is shown on the masculine side, the respective figures being 9,917,178 and 9,114,356. There are 2,384,897 widows and divorced women, as against 1,005,884 widowers and divorced men. The number of French families is 9,781,117, of which 1,314,773 are without children, 2,249,337 have but one child, 2,018,665 have two, 1,246,264 have three, 748,841 have four, 429,799 have five, 248,159 have six, 138,769 have seven, 71,841 have eight and 33,917 have nine children. These figures continue to represent, in a rapidly decreasing proportion, the number of families having a larger number of children. Upon comparing these groups of figures it will be perceived that for about two-thirds of the families of France the average number of children does not exceed three, while for about 1½ per cent. of them the average number is seven, and for less than 1 per cent. of the same, eight children. Twenty-four families are recorded, however, as possessing seventeen, and thirty-four as possessing eighteen children.

He Certainly Had It.

"I hear your brother has the hay fever pretty badly," said one man to another.

"He has. He even sneezes every time he passes a grass-widow."

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Always supply it and you
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STOVES AND HARDWARE

Delays in the Execution of Orders.

There is nothing more vexatious to buyers than unfulfilled promises, delayed delivery, and an extension of time beyond that given period in which the accomplishment of work has been promised. The delays of manufacturers are vexatious to the retailer, but still more so to the consumer, who may have comparatively little knowledge of business habits, or of the unavoidable obstacles which prevent even the best intentioned from carrying out their undertakings.

The manufacturer sins frequently from over-systematizing his work and failure to discriminate the really important orders from those of no special consequence. The frequency of delays by manufacturers in the execution of orders has brought into common practice the marking of orders as "Urgent," "Rush," etc., indicating in various ways the special nature of the purchase. But that practice has become so common that its real purport is now disregarded, and the stereotyped terms used are looked upon as figures of speech rather than indicating any special need.

The purchaser of goods not in stock is assumed to require them at once, otherwise the order would scarcely have been placed. Consequently all special mail orders should receive prompt attention, not only in construction, but also in delivery, for it is no infrequent thing for delivery to be delayed owing to want of thought in consignment.

The same ideas apply in a lesser degree to the execution of an order by a retailer. The onus of delay falls upon the shoulders of the salesman who has to interview the irritated consumer. He doubtless has stock phrases at his disposal, but the excuses he makes are often so thin and transparent that even the uninitiated can see that there is no valid reason why the goods should not have been delivered. The retailer is dependent upon the manufacturer for the execution of special orders, and it is readily understood how the grievance, starting with the vexed consumer, is cumulative, until by the time it reaches the manufacturer or the foreman who has charge of that particular department it is acute.

Anything which tends to cause vexation in business undermines the good will and friendly feeling which should exist between manufacturer, jobber, salesman and his customer. The very root of growth in business is the maintenance of friendly feeling between all parties concerned. Continued efforts should be put forth to keep a steady flow of mutual good

will between all parties, each one of whom should be satisfied with every transaction. For on satisfactorily completed business transactions and engagements the ever-widening tree of commerce can alone be surely rooted. Every mismanaged transaction tends to rot the stem or breaks off a branch.

To carry the simile still farther, we may compare the blighted tree with unsatisfactory business transactions. The old saw "Give a dog a bad name and hang him" applies very forcibly to the business house, for the foundations of commerce may easily be undermined. The moral of this story is, that delays in the execution of orders, which are an irritating source of ill-feeling between customers and their storekeepers, should be minimized as far as possible.

In the first place the customer who makes a purchase naturally expects prompt delivery. If that article is in stock and ready for the packer, there is no reason why, in a well-organized establishment, it should not be delivered almost before the customer has time to reach his home. To find the coveted article waiting for him on his arrival would give an unexpected pleasure, and redound to the credit of that hardwareman by whom it was supplied. Many goods require some little attention, either in the workshop or at the hands of the polisher after they are sold, before delivering; and this work is often delayed, salesmen putting the customer off with weak excuses. This annoys the buyer, who, although accepting the inevitable, is by no means pleased with it.

Again, the retailer who sells an article not in stock is tempted to secure the purchase by naming a date for delivery which he knows right well is an impossible one. That is not wise, and only leads to confusion. Better still, name a practicable date and see that it is adhered to. It would appear that manufacturers should be brought to book more frequently than they are. Retailers' associations have done much, but this delay, which so many complain of, has not received any serious consideration. The manufacturers' plants are often governed by too much red tape, and too little margin is allowed for common sense.

It is urged that retailers should not make use of the terms which express urgency unless the goods desired are really urgent; the dates of delivery named should be well within the range of an ordinary transaction. This question is undoubtedly one of importance to all commercial houses,

and as it is well known to be a source of ill-feeling and vexation, it should be removed, as far as possible, in order that the return of the customer may be insured and the continuance of his orders merited.—Fred W. Burgess in Hardware.

Welding Copper and Brass to Steel.

The Colonial Steel Company, Pittsburg, has perfected a process of welding copper and brass to steel. The company states that in the last six months, since it has begun to develop the process, it has never failed to make a perfect weld of either metal to the steel, and it is to-day making sheets with copper on one or both sides, sheets with copper on one side and brass on the other, brass on one or both sides, or brass and copper on the same side, divided in layers if necessary.

The process consists in taking a billet of steel and welding thereon a piece of copper or brass of the proportionate thickness which it is to bear to the sheet when finished. After welding the billet is heated and rolled in the same manner that copper or brass sheets would be rolled. The proof of the welding is made positive by the fact that the two metals roll uniformly, bearing the relative proportion in which they started in the billet. The copper and brass may vary in thickness, according to the uses desired by the consumer, but this does not affect the quality of the welding process. The combination product can be made for stamping and drawing, and has more rigidity than can possibly be given to ordinary brass or copper. It has much more strength and can be adapted for such purposes as rods or tubing made from strips, and is especially adapted for making brass bedsteads. It is protected by letters patent.

Invention of the Steel Square.

The inventor of the carpenter's steel square was a poor blacksmith of South Shaftsbury, Vt., Silas Howes by name, who conceived the idea of welding old steel saws together at right angles and marking them off in inches. He found the demand instantaneous, and his first profits were invested in patenting his invention. This was just after the War of 1812. In the course of a few years he was both rich and famous.

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Skims Thick or Thin Cream.
Hot or Cold Milk.

Most Practical. Turns Easiest,
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Clean.

Awarded the Only Gold Medal
at the Jamestown
Exposition.

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



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

The Hardware Convention Brought Change of Heart.

I saw him as I passed through the corridor of the hotel, and a chill crept over me. He sold hardware across the street from me—"an unscrupulous prevaricator." This was the first day of the convention, and here were good people. People whom I considered were my friends, my personal friends, were shaking hands and hobnobbing with this "snake."

But the most humiliating thing was to come. That evening he approached me and said that he had given up his room to a member who had his wife with him, and could he bunk in with me? I thought many things, but said "most certainly." In making preparations for retiring I placed the clothing that held my watch and pocketbook near me at the head of the bed in easy reach. I lay awake for some time thinking how I had come to the convention to enjoy myself, and now I had to sleep with this reprobate.

Some time in the night I awoke feeling miserably cold. My companion asked me what the trouble was. I answered that I thought I had taken cold. He arose and dug some quinine tablets out of his grip and went out of the room for a few minutes and returned with some hot stuff he got somewhere, and soon had me feeling warm and good.

The next day during the question box discussion he had something to say and said it pretty well. It began to dawn on me that he stood pretty well among his fellow men, after all.

We came home from the convention together, and before we reached our destination I resolved to make him confess to a little business irregularity. So I said: "Mister Man, why did you quote old man Perkins \$2.35 base on nails when you said you would not sell them lower than \$2.50?" He answered, "I didn't. The old man said that you offered them to him at \$2.35, but I didn't believe him, as he is not much more than half-baked anyway. But he told me afterward that he got the nails at that price. You did not sell them to him, did you?" I did not answer him. I was tiring of this kind of conversation. So I directed his attention to the beautiful panorama of landscape that could be seen through the car window.

When any one asks me now what kind of a competitor I have across the way I answer, "He's a fine fellow, all right. I know, because I camped out with him two days and nights at the hardware convention."—From the Ontario R. H. A. Announcement.

Hardware Merchant Must Change His Methods.

In my opinion the retail hardware merchant, in order to survive, will be compelled to gradually change his methods of doing business. It is now the dignified thing for the retail hardware dealer to sit and wait for his trade to come to him. The retail dealer kicks because the department store advertises and takes his business away. He kicks because the job-

ber sells the other fellow. He kicks at the catalogue house. All this kicking is merely a symptom of changing conditions.

I am of the opinion that the retail hardware dealer will have to go out and seek his trade. The time is past when you can sell sewing machines by putting two or three on the floor of your store and then wait for your customers to come and buy them. Nor will the steel range that sits and waits sell itself.

The sewing machine agent works your county and takes away orders for fifty to 100 machines. The steel range man comes and carries away orders for fifty to 100 ranges. The washing machine and wringer man comes and sells these goods. The patent sad iron man comes and works the town from door to door with a newspaper advertising subscription scheme and cleans up the sad iron business.

I am also of the opinion that the retail hardware dealer must meet these conditions, or, as a factor in the trade, he will be gradually eliminated.

I am also of the opinion that the retail hardware dealer must do less book-keeping himself, less detail work, and devote more of his time to selling his goods or to obtaining selling ability. Some of the best salesmen come from the farms. The retail dealer must get some of these farmers' boys, train them to sell sewing machines and steel ranges, and send them out as selling agents on a profit-sharing basis: No sales—no money; big sales—big money. Partnership and co-operation—that's the idea!

I am also of the opinion that the retail hardware store in every town should be the center of far-reaching selling activity. I am of the opinion that not only will this time come, but when it does come the hardware dealer will have less time to devote to trade-abuse committees.—Gimlet.

Hints on Displaying Harness.

To show harness oil to the very best advantage the first point to be looked after is to see that your show-room is thoroughly well lighted. Artificial light is better than daylight, and electricity or gas with mantles are about equally suitable.

Russet articles, such as riding saddles, will not show to as good advantage in artificial light as articles in black leather; neither will blankets or robes appear as favorably in artificial light as they will in the broad light of day.

Thirty-eight feet of wall space will give ample room for displaying twenty-four sets of harness, provided they are properly arranged.

If you are displaying six sets of strap harness, place the cheapest one on the first hook from the entrance; the next highest in price you will hang next to it, and the next highest priced third.

Next in line will be your single buggy harness, which should be hung in the same manner; then your single Surrey, and then your coupe.

Do not place a set of coach harness between a set of farm harness

and a set of single strap harness, for it will not look well when displayed in this manner.

If the harness is one with hames be sure that you select a collar which is suitable for that particular harness. Place the hames on the collar in the position in which they should be used, and buckle the bottom strap until it is in the right position. When this is done buckle the top strap until it is perfectly tight, drawing the edge of the hames down into the rim of the collar.

When hanging a collar and hames on the pin be sure that you hang them with the top of the collar downwards; by doing this the traces will hang much nicer, and will not be so apt to drag on the floor.

Strap work, such as hitching reins, bridles, belly bands and hame straps, should never be hung along with your harness display. If this is done you spoil the good appearance of your entire display.

Riding saddles and gig saddles should be shown on racks made especially for their use. For the riding saddle the rack should not be higher than 34 inches, and for good effect it should be placed across instead of lengthwise. Gig saddle racks should be built at a height of 60 inches. You should never pile the saddles one upon the top of the other, as the pads of the top ones will become damaged in time by resting on the hooks and terrets of the bottom ones.—Canadian Harness and Carriage Journal.

The Accurate Boy.

The small boy stood in the doorway with his battered hat in his hand.

"If you please, thir, do you want to hire a boy?"

The great merchant looked around at his caller.

"Did you wipe your feet on the outside?" he harshly demanded.

The small boy shook his head.

"No, thir," he replied, "I wiped my shoes on the outside."

There was a moment's silence.

"Hany up your hat," said the merchant. "You're engaged."

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Largest Exclusive Furniture Store in the World

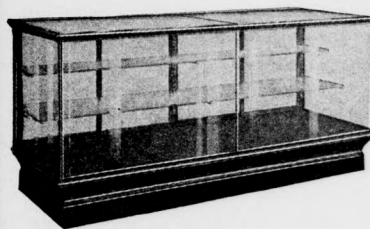
When you're in town be sure and call. Illustrations and prices upon application.

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

SECOND-HAND GOODS.

Economy Doubtful and Effects Detrimental.

Written for the Tradesman.

Dealing in second-hand goods is a perfectly legitimate business. It serves a public necessity. One may engage in it without loss of dignity or self-respect. This is said because the term "second-hand" is often used as a term of disparagement. There is a prejudice in the minds of some people against this class of goods. Prejudice is accepting second-hand opinions; it is holding an adverse or favorable opinion without ever having considered the evidence for or against the matter in question. To be prejudiced is never to have analyzed one's feelings to discover why a dislike exists.

There are also valid reasons for objecting to second-hand goods, not the least of which is the question of sanitary condition, which applies to certain lines of goods. The question of economy is also another very important one. There are still others, some of which may be noticed in this article.

The second-hand dealer may be a useful and honored member of society, or he may not be. He may be respectable and have a respectable class of customers, or just the reverse. His store may appropriately be located among popular and attractive ones on the finest business streets, or it may be uninviting at best and properly relegated to out-of-the-way sections.

Second-hand goods and second-hand stores may suggest to some people mainly housecleaning days and bonfires of rubbish, yet there are many who are glad to avail themselves of the benefits of second-hand stores. Families about to move to distant places can save the expense of shipping bulky household goods; people who are about to engage in a different business may quickly dispose of fixtures, tools, machinery, or almost any kind of goods; students who have finished their courses may readily dispose of books or furniture; in fact, there are few who may not at times find second-hand stores of service to them in helping to dispose of property, not to mention many poor people who avail themselves of the opportunities offered by the second-hand stores when they have not enough money to purchase new furniture or even new clothing.

Every one has an undisputed right to buy second-hand goods if he chooses. A merchant should be careful how he expresses his opinions to customers on the subject. If occasion requires he may candidly and freely argue against second-hand goods and the habit of seeking such, but it will not help his business to condemn every second-hand thing or speak contemptuously of those who buy or sell as though they did something disreputable.

From the standpoint of economy, does it pay to buy second-hand goods? Suppose a person wants something to use but a short time or at rare intervals and the article new would cost more than it would

be worth to him; if he can readily find a second-hand one at a much less price and it will serve his purpose as well as the new and last as long as he desires, then it is economy to buy second-hand.

Again, one needs things in his work or business which wear out sooner or later and must be replaced by others. Will the second-hand thing at half price last more than half as long as the new and do the work or serve the purpose just as well? This is where such buying approaches the nature of a lottery. Much time is often spent in trying to discover how much an article has been used, how near worn out, whether it is whole and sound, how many defects are covered up by paint, putty or some other device of the repairer's art. Often a similar article might be obtained new of a merchant with a reliable guarantee to replace with new and perfect goods in case flaws or defects appear within a stated period.

Time consumed in searching for second-hand goods is another point in the question of economy. After diligent search of second-hand stores one may be obliged to go at last where such goods are regularly kept to make a purchase. A small sum actually saved in purchasing second-hand goods may be more than equalled by the value of time lost in searching or in having to go more frequently to buy.

There is another aspect of the question which is sometimes of more importance than the matter of economy. If one has in his employ or under his instruction those who are learning a trade or a business and he provides them with old tools to do the work, surrounds them with dilapidated fixtures and unattractive furnishings, what will be the effect? Will they take pride in keeping everything as new and attractive as possible? Will they endeavor to do their very best in whatever work is assigned them? Will they refrain from slatting, banging and bruising things in general? Will it tend to help them to be careful, neat and orderly? Will they be apt to try to do more or better work with old appliances as they might be influenced to do with new? The natural tendency will surely be toward carelessness and imperfection and in the end the very opposite of economy.

Carry this plan of buying second-hand goods into the home when it is not actually necessary and the effect upon the family may be better imagined than described. They are robbed of much of the pleasure in securing and possessing new and attractive things. In place of glad anticipation and delightful realization is disappointment, depression, dissatisfaction and the like. The finer feelings are not encouraged; rather are they starved, stunted, dwarfed.

The furnishings of the home should betoken not only utility but love, affection, kindness and thoughtfulness of those who provide them. Then in times of vexation, annoyance, trials or sorrows these material things by suggestion and the power of association comfort and sustain the fainting

spirit. When the wearied body must rest the sight of home adornments, decorations, mementoes, new, attractive, graceful, beautiful furniture or furnishings may be grateful and refreshing. When nearly every object is faded, worn or dilapidated and suggests poverty or penuriousness the effect is quite different.

Poverty may be cheerfully borne when necessary. Under certain circumstances people may be very thankful for even second-hand goods. Some may deny themselves comforts and pleasures in order to save money for a worthy purpose. This may be eminently proper as far as the individual is concerned, but wrong to the family. In buying for one's self or family there should usually be other things considered beside the question of saving money—economizing.

Buying second-hand goods is detrimental to the individual if it tends to form the bargain-hunting habit. Prowling about second-hand stores, looking for something cheap, may be different only in degree from searching the alleys and public dumping grounds for cast off trash. This comparison may be odious to some people, but when one has succumbed to the second-hand buying habit he will find himself tempted to pick up from the street things which he knows are not worthy the notice of one who has any business or occupation whatever by which to earn a living.

The question of sanitary condition of second-hand goods is quite naturally considered by nearly every one. We need not discuss it. Who and what were the people who previously owned or used the second-hand goods? Does the second-hand dealer buy of thieves or those who sell their personal effects for money to spend in drunkenness? These are also important considerations.

There are three good reasons for buying second-hand goods, and these are: To sell again, because of necessity, and for the sake of economy. The last two are good reasons only when one can answer in the affirmative the questions: Is it necessary?

We leave the reader to amplify these suggestions and further investigate the subject if he so desires.

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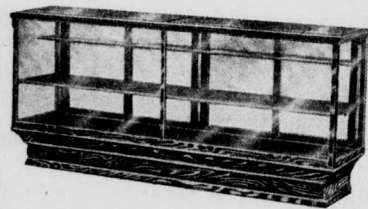
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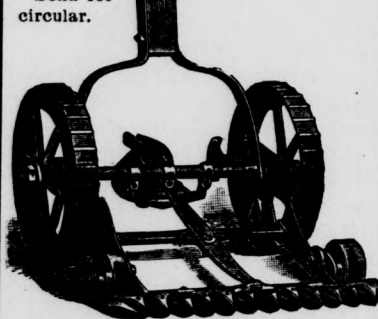
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Kind of Helpers Retail Merchants Need.

Helpers with the capacity for work are the helpers that retailers need. The persistent plodder is the one that makes the longest and most noticeable mark in the business world and the one who is of the most value to the man who wants his goods sold and sold at a profit. The worker who does not possess the attribute of persistency and the intent and purpose of getting the best of the business in the end is not the kind of a worker that is the most profitable to the retailer.

No matter how "bright," how witty, how ready to make a customer smile, how willing to be a good fellow, how well-dressed and carefully groomed, how quick to know and understand styles and fashions, or how brilliant in any respect, unless the clerk has the innate capacity for work—is a plodder of the highest degree—he will not and can not be an ultimate success in the trade. Would that all retailers might find such helpers with the combined brilliancy and working capacity, but it is a solemn fact that such combination is seldom found and can not be expected.

Possibly it is because we expect too much and ask for the line of perfection to be drawn too direct, but the fact remains there are more disappointments from "bright" clerks than from the apparently dull and sodden-headed kind who are willing and anxious to work. The attractive young fellow who is capable of interesting the customers in conversation, jollyng all the girls, keeping himself in stylish and immaculate rig, attending parties and functions and mixing here and there as a shining social light is all too often a lazy handler of goods. He is retained and encouraged and helped along to a more or less disappointing result because the employer hopes to make something out of him and imagines he is a good person to have about the store because he is so apparently popular, but the causes of his popularity are the very things that unfit him for the serious business of learning a business and selling goods.

On the other hand, the ungainly and apparently unattractive young fellow who comes for the purpose of learning the business and is willing to work and ready at all times to work is little considered as a possibility until his capabilities are finally forced upon the notice of his employer, who wonders why it is those attributes so much desired in doing business have been so long dormant in the young fellow or so long unnoticed by the firm. He may have been much discussed and his case hung in the balance many times while a slow brain has been absorbing and less agile muscles have been training, but when the time comes for the test, the plodder who has the capacity for work and is dead in earnest proves the more valuable employee.

It is this capacity and willingness for work that the retail business needs, and it never gets it outside of

the young man who is dead in earnest. Given the young fellow who is always on time, takes any customers that come to him with eagerness, has to be told when to go to his meals, is willing to work overtime for any cause, doesn't growl and kick at the petty annoyances of retailing but simply doggedly moves ahead with determination to accomplish because it has to be done, and the retailer has a helper worth watching even although he seems to be a slow seller and looks dull and gray beside the more brilliant ones of the store force. He will win out because he has that capacity for work that is absolutely necessary to make a go of anything. He is intensely interested and wants to know it all, and where such a helper is found he is worth keeping, worth watching, worth coaching, worth pushing along. Would that we might find the combination of the brilliant and the willing, but so long as that is seldom the case the business hope is with the employee that has the willingness and capacity for work and into whose understanding business soaks deeply and is profitably absorbed.—Dry-goodsman.

How a Swede Outwitted a Banker.

The recent financial stringency without doubt cast more or less uneasiness over many of the small depositors in country banks and, although there were many who did not wish to show their uneasiness, they nevertheless felt a hesitancy as to making further deposits and many desired to withdraw their money already on deposit. That this desire was fixed in the minds of some who yet desired to betray no mistrust or to give offense to the bankers is illustrated by the following incident, which occurred at a bank in a country town in one of the Middle Western States:

A Swedish farmer had sold some hogs on the local market, and upon receiving his check in payment immediately went to the local bank to realize on his sale. Upon presentation of the check the banker said to him, "Do you wish the money on this check?"

"Vell, I tank I yust so vell take him," was the quick reply.

"You really want the money?"

"Yah, I tank I take the mon-e."

"But do you really need the money?" asked the banker.

"Vell, no, I don't exactly need him, but I tank I take the mon-e."

"Well," said the banker, "if you really want the money, of course I will give it to you, but I thought if you did not need it perhaps you might open an account, and deposit the money and then check against it as you needed it."

"Den ven I send my checks here you vill refuse to pay dem."

"Oh, no, we won't. If you open the account we will pay your checks whenever they come in."

This seemed assuring to the Swede, and he said: "Vell, if you pays my checks, den open de account," and the account was opened and passbook and checkbook handed to the new customer.

Half an hour later a friend of the new depositor appeared at the cashier's window and presented a check signed by his friend for the full amount of the deposit, which was promptly paid by the banker without comment.

In about an hour the Swede appeared and walking to the cashier's window handed the banker his check-book, minus only one check, with the remark, "Vell, I don't tank I needs him any more."

Had Her Doubts.

Mrs. Upperten—Do you believe in the higher Pantheism?

Mrs. Lighter—Well, I can't say as I do, although I don't see why some men wear them so low that they get all frazzled around the bottom.

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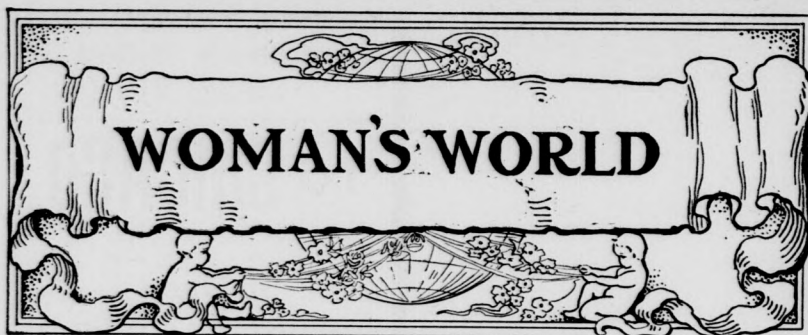
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Some Remarks About the Sunday Night Beau.

A Brooklyn judge has just decided that a Sunday courtship is not valid, and that a proposal made on the Sabbath day is not a binding contract. This is a solar plexus blow at lovemaking that knocks Cupid out of the wedding ring, for the Sunday night beau has ever been the prop and stay of the marriage institution, and with him eliminated the majority of girls can see the spinster's retreat looming up dark and forbidding on their horizons.

Naturally, the calamity of this decision will fall heaviest upon maidens in the rural districts, where Sunday is the one day set apart by custom and convenience for sparking, but its baneful effects will be felt through all the ramifications of society, from Newport to Bird Center, for it is on the holy Sabbath day that the heart of the billionaire, no less than the bumpkin, turns to thoughts of matrimony.

No statistics are obtainable upon the subject, but if married men would only own up, we should find that it was on Sunday that it first occurred to them that they were lone, lorn bachelors, and that they had it on Biblical authority that it is not good for man to be alone. At any rate, women will bear cheerful and veracious testimony that nine-tenths of all the proposals are made on Sunday. Nor is this hard to explain. Man has never been able to distinguish between religion and love. The workings of grace in him he has always mistaken for the fluttering of his heart. When he is pious he wants to propose, and when he is uplifted by the Sabbath calm and peace he feels that he can love his neighbor as himself—especially if she is young and pretty—and he forthwith asks her to marry him.

Moreover, there is in Sunday evening a certain homesick quality that every man has felt, but no one can account for, but which makes club-cooking suddenly turn to dust and ashes in his mouth, and men's society, no matter how brilliant, pall upon him, and that sends him forth in search of some nice, quiet, sympathetic girl, to whom he can explain his beautiful emotions, and who, in the process of time, he finds himself escorting to the altar.

Women are perfectly aware of this. They know that Sunday is the psychological moment when a man will propose if he is going to propose at all, and so when a man who has been casually calling upon a girl any old week night moves up and begins to make Sunday night

dates, she realizes that things are getting serious, and that it is time for her to decide whether she will be a sister to him, or be married in church or at home under a floral bell.

Of course, men call upon other nights than Sunday, and girls joyfully receive their visits, for just as one swallow does not make a spring, so one swallow-tail hovering in her vicinity does not make a girl the belle she desires to be. She doesn't enjoy the less the attentions from men who are without intentions, but she knows them for what they are. They may, or may not, mean busi-

wanted somebody to sympathize with him and tell him how to square himself.

The Monday night beau regards his Monday night girl as a sister, without a sister's candor, and is so little sentimental that the family never think of getting out of his way and giving him a chance. Occasionally he does propose, but when he does it, it is more from a dread of having all pleasant relations disturbed than from passion. If the girl says "yes" she goes through life with a husband who is like a nice, companionable indulgent brother, but if she says "no" he sinks without reproach back into his old position, and if the girl marries and he does not, he may keep up the Monday night calling as long as he lives. The Frenchman who refuses to marry his fiancée because if he did so he would have no pleasant place to spend his evenings was indubitably a Monday nighter.

The Tuesday night beau is the duty beau. He calls upon you because he must, because he owes you a dinner visit, or an opera-box call, or because he does not want his

but he has no deep designs on their hearts. You never find sentimental notes hidden in his roses or candy, or hance him whisper impassioned words of love over a lobster. He loves the sex as a sex, but not as individuals. If he could marry a hundred wives he would be a marrying man, but as he can not he is apt not to marry at all, so when the Wednesday night beau bobs up with his invitation to do something amusing and entertaining, a wise girl takes his attentions at their face value and saves her heart for somebody else.

The Thursday night beau is what may be called, for want of a better term, the rusher, and his attentions are equivalent to a certificate of acknowledged belledom. There are certain men who never pay a girl any attention until they have to fight their way to her theater chair, and who would not dance with her to save her life until she is so besieged with partners that she has to cut every waltz into mincemeat. Once let that happen, however, let her arrive, let her be celebrated for beauty or wit, or grace or money, and they camp in her parlor, and are hot on her trail from morning until night. The Thursday night beau belongs to this class of sheep. He is frequently fascinating, and always dangerously flattering, for he has, in turn, passed upon succeeding generations of debutantes, and he does not hesitate to intimate that you are the queen of all the rosebud garden of girls. He is an adept at making love, at breathing vows that just stop short of a proposal, and whispering words that might mean anything, and mean nothing; and if mamma knows her business she takes her knitting and stakes out her claim in the back parlor on Thursday evenings.

The Friday and Saturday night beaux are the universal beaux, the sort of young men to whom a peach, whether it is on the top of a tree or in a basket with a piece of red mosquito netting over it, a simple peach is, and nothing more. These may be trusted to make love to every woman under 70 that they meet. They do this not because they are in earnest, but because they are under the impression that you have to make love to a woman, like you have to shake a rattle before a baby, to keep it quiet. Also, their conversational repertoires are limited, and whether they come to see you and spend the evening, or you sit out a dance with them under the palms in the conservatory, they are safe to murmur the same passionate things about life being a howling desert without you, and you putting your little hand in theirs and leading them up to the higher life, and it always seems to me that no woman who was not a mean, grasping creature would take a man up on such a proposition, unless he came and repeated it the next morning at 11 o'clock, in the bald light of day.

How different from these is the Sunday night beau, and how he shines by contrast! Perhaps he begun by being a Monday night beau,

PAID FOR HIS FUN.

Aug. 3.—Advertisement for lady typewriter	\$ 1.30
Aug. 7.—Salary for typewriter	10.00
Aug. 10.—Violets for typewriter50
Aug. 14.—Salary for Miss Remington	15.00
Aug. 18.—Candy for wife and children over Sunday60
Aug. 18.—Box of bonbons for Miss Remington	2.00
Aug. 21.—Daisy's salary	20.00
Aug. 22.—Roses for Daisy	3.00
Aug. 25.—Lunch with Daisy	7.50
Aug. 28.—Gloves for Daisy	4.50
Sept. 2.—Dinner and theatre with Daisy	19.50
Sept. 2.—Sealskin for wife	225.00
Sept. 2.—Dress for wife's mother	50.00
Sept. 3.—Ad. for young man to do typewriting	1.30

ness, but the Sunday night beau is a sure thing.

Fortunately, men are not cognizant of this occult connection between the days of the week and their sentiments. Indeed, they may even go so far as to deny that such a connection exists at all, but women who know a lot about men that men don't know about themselves understand it. Any fairly popular girl can make out a calendar of her beaux, from the nights that they come avising, and tell you with almost exact certainty what they will do. And there you are, as Mr. Henry James says, when he presents the unexplainable.

For instance, the Monday night beau is almost invariably the family friend. He is somebody you went to dancing school with, and made mud pies with, and he calls you Mamie, or Sadie, and criticises the way you do your hair, and wonders why you let that young fool Snigsby hang around you. He comes to see you for a variety of reasons—force of habit; because he was tired and wanted somebody to talk to him; because he was hungry and wanted some home cooking, or because he had quarreled with his best girl and

name scratched when you make out your invitation list for the winter, or the week's end in the summer. His visits are absolutely impersonal. He would just as soon talk to your mother, or your school girl sister, or a wax dummy, and the conversation is nice and proper and what they call "elegant" in female seminaries. You discuss the weather, whether it has been a gay season or a dull one, were you at Blank's reception, the sensational engagement of your dearest enemy, the last new ball, and the last new play, and then he tears himself away and goes on his heroic round of duty. Sometimes you may fancy for a moment that he is about to get sentimental, but he thinks better of it, and decides to wait until he can look your papa up in Bradstreet's.

The Wednesday night beau is the candy and violets and theater beau. Life would not be worth living without him, and sometimes he makes it mighty dull to live with him, but he is generally more interested in a girl's appetite than he is in her heart, and his presence means nothing. He is generous and whole-souled and jolly, and he adores making women happy and giving them a good time,

or even a frivolous Thursday night, but he has gradually worked up to Sunday night, and even a blind woman can see what is coming. At last the climax has arrived. You have spent a nice, quiet, calm, uplifting hour in the back parlor, with the red-shaded lamp throwing its benediction over your complexion, and you have talked of soulful things and worked up to the crucial point, and he asks you if you won't sing something. You go over to the piano. Thank heaven, on Sunday night coon songs and ragtime are barred, and so you idly turn over the music until you find "Blest Be the Tie That Binds," and you sing a verse and break down, and he clears his throat, and—

And yet there is a judge who is fool enough to say that a Sunday night courtship is not valid and does not hold!

Dorothy Dix.

Training the Faculties for Success.

Concentration of mind in harmonious relations with bodily activity is the greatest active force in civilization. There are human activities which are effective without concentration in the mind, but somewhere in the harnessing of this force some broad scheme has been evolved without which this aimless force in the individual would be wasted.

In a thousand ways the drudging, ignorant laborer of the lowest type becomes vital in the perfecting of material dreams of the concentrated mind. That slouching, aimless figure of a man tamping sand under a railway tie to the level laid out by the engineer is necessary to the scheme by which a limited train dashes from Chicago to New York in eighteen hours. But the engineer in construction may get \$10,000 a year salary, while the laborer receives \$1.50 a day.

This does not make it possible that all the concentration which the laborer might put into his work ever would guarantee him more than his regular \$1.50 a day. He has only a laborer's brain, content with a laborer's hire. But in the position of the engineer, the absence of concentration in the engineer's makeup might have left him only a \$1,000 a year assistant to the engineering staff.

The point I would make is that concentration of mind is not a faculty; it is an acquired ability to command the faculties of mind and of body, and for the best of results this acquirement must insure a harmonious relation between brain and brawn. Advice to a man "You must concentrate yourself in your work" is about as ineffective as to suggest to him that he grow four inches taller than he is. If he has come to maturity without learning concentration, he is not likely ever to appreciate the need sufficiently to undergo the training necessary to get it.

Everywhere it will be conceded that one of the most irritating of experiences in social life is for one to find himself talking to another who manifestly is not listening. This is a social offense often hard to forgive. But for the worker to work without his attentions centered on

his work constitutes an offense in materialism that an employer may find still harder to forget.

"Jones wasn't paying attention to his work when he made that mistake," is the irritated expression of every day from tens of thousands of men in authority over other men and responsible for their mistakes and failures. It is the most irritating of all forms of shortcoming in men. If Jones had not been competent to do the thing, his superior could feel that he had made the mistake in leaving Jones to do the work. But Jones knew better and failed because of inattention.

This inattention may have produced one of the costliest mistakes ever met with in the business, or it may have resulted in only a comparatively slight annoyance. But whatever the degree of trouble ensuing, Jones has established the fact that he is not to be trusted in his work. He may do it, for he has done so satisfactorily; but he may not do it—for on one occasion at least he has failed. Inattention was the cause of the failure, and inattention and lack of concentration hold alarming possibilities for ruin.

It is hard to conceive a more trying position for an employer who is responsible for the work of such a man. It is akin to the soldier in a skirmish who feels that his gun may miss fire or blow up in his hands.

Concentration of the faculties not only is a safeguard against errors, but it is an assurance that when a move has been considered and determined upon the move will have all effectiveness and accomplish the maximum in results. There is no work in life where this attentiveness does not render assurance to the worker and to everyone interested in that work. This concentration is a visible evidence of dependableness in the man. It is evidence of the quality of brain which the worker possesses. It reflects the faculties which education and experience have developed harmoniously. Without this power of concentration every one of these fac-

ulties must prove a poor, broken reed instead of a lever that might move a world.

John A. Howland.

What's the Use?

A man was trying to impress upon his son the beauty of thrift and saving. "Now," he said, "look there at Mr. R.—he started out without anything. He worked and all of his family worked and saved, and now he is worth two hundred thousand dollars."

"Yes," said the boy, "I know Mr. R. and I also know the boys. He was so anxious to make them help him make money that he took them out of school before they were ready for the high school and made them work in the store. He has worked about fourteen hours a day and his family have all worked about the same number of hours. He doesn't know anything except the business he has done there and none of the family know any more than he does. What fun has he ever had? What fun has any of the family ever had? If he stops now and tries to enjoy his money he can't do it because he doesn't know how. He is tied up to that store as long as he lives, because it is the only thing he knows. Really, what's the use of having two hundred thousand dollars, or a million, or ten millions, if you do not know how to get any fun out of it?"

And the old man was stumped. Money isn't of much use unless you understand how to get some pleasure out of it for yourself and other people. R. is narrow, selfish, penurious. He has no idea above a dollar. He really thinks that he is going to quit work and enjoy himself after awhile, but then he won't because he won't know how. He may try to travel, but not knowing anything from reading about the places he visits, the travel will bore him and he will want to get back to the store.

The trouble with most of us is that we'd rather sit around and kill giants than to get up and tackle a few pigmies.

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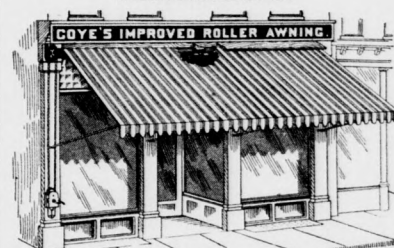
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Mention this paper.

A Household Word

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

Arbuckle Brothers   New York

BOOSTING SALES.**How Marshall Field and John Wanamaker Use Premiums.**

While an establishment like John Wanamaker's may never really have offered a premium to people trading with them, still on every floor, in every department, there is something free. The principle is the same and the managers know it. We will refer to these free things as premiums and show why every big department store caters to trade on this basis. Rest rooms upholstered like palaces are free, waiting maids, lavatories, use of writing rooms, dainty little corners for appointments, telephones, telegraph stations, branch postoffices, buyers who will shop for you, free lectures on cooking and food demonstrations, music, children's play rooms, free nurseries, advertising novelties, and so on, in an almost endless train of inducements are offered free in return for your patronage. It is the aim of the manager to create some new fad or fancy or little conceit in the way of an inducement that he can proclaim to the public and something he hopes his competitor can not imitate. The great mercantile battle of the big cities is a battle of fertile brains, which after accomplishing the science of placing goods on sale, seeks every possible means to bring the buyers to their counters.

Our friend the general merchant can not have rest rooms, waiting maids and all the other features of the city store, but he can let the vital principle of giving inducements sink deeply in his brain and then act quickly. The whole scheme boiled down to a working fact is, first, make your store attractive, and then give the trade a practical, consistent and profitable reason for buying from you in preference to a competitor. Take a bold step from conventional forms, inaugurate a new era in selling goods in your particular section. Be original and put in operation selling plans that Smith and Jones will not have the hardihood to imitate.

It is not necessary to slash prices, lessen quality or curtail any former favors extended. Maintain all of these and couple with them, as your standard of successful merchandising, a clever profit sharing with your customers in form of something absolutely free in recognition and appreciation of their patronage. In other words, distribute premium favors as a return for trade given to you.

The distribution of premiums is not such a problem as the proper selection of the premiums themselves.

The general merchant should not under any circumstances consider or adopt any premium plan of a general character whereby the merchant is to issue checks, tickets, coupons or other redeemable vouchers which are to be redeemed by some company or outfit away from the merchant's own place of business. The writer trusts that the reader of this article fully understands he is not now criticising any particular plan or scheme

which may be promoted to install premium systems, but classes all the above as a whole as not being applicable to the premium needs of a general merchant. The merchant must devise his own plan and operate every detail of this important department.

Every premium intended for distribution must be on exhibition at all times so that the customers can see for themselves the character, make-up and quality of the article or articles offered to them as gifts.

There are numerous premium schemes being advertised and sold all over the country catering to the patronage of the general merchant. Quite a few of these plans have merit and intrinsic value and are worthy of consideration. The plans or schemes having value are those which sell to the general merchant some form of premium merchandise out and out, a clean business transaction, and many really novel and attractive articles are offered by houses making a specialty of premium merchandise, and the general merchant will do well to look up some of this class of merchandise when perfecting his premium plans.

But to repeat, do not consider for a moment any plan or system offering trading checks, coupons, etc., where the customer must send away for the premium or deal with parties excepting the general merchant himself. The customer must be brought to the store from the original purchase point for the redemption of the premium vouchers.

To properly select premium merchandise make it the first point to select something to be given away which is not a part of your own stock; for instance, if you are selling jewelry as a regular department do not for a moment consider giving jewelry or the customer will think at once you are unloading some old stock as premiums. Turn again to the originality of the inducements.

Look over the advertisements of the big mail order houses and see what they are offering as premiums and as far as possible avoid offering anything similar; to pattern after these people would be flattery indeed.

Strive to secure a novelty or series of unusual things in premium merchandise. There are lots of new creations coming on the market every day which would prove acceptable.

The writer recalls the case of a general merchant who some time ago, through a friend, found a novelty in shape of a clock and it was a decided novelty, not only in mechanical construction but in appearance, and assuming that every home in the country owned a timepiece of some sort, yet the newness of this particular clock created the desire to possess one and the general merchant greatly increased his business. He gave the clock away on a basis of 2 per cent. cost on sales, which was in reality nothing more than a cash discount.

Another thing to be avoided is offering as premiums certain classes of merchandise which have outlived their usefulness as attractions, and

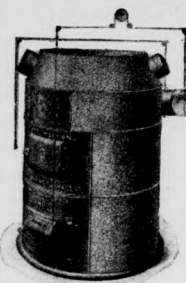
the writer could cite many such articles still being offered by various premium plans. The public have been surfeited with this sort of premiums, but are ever alert for something new and desirable.

One merchant made a hit by offering one hundred engraved visiting cards and the plate for a certain amount of trade. Every woman appreciates dainty cards and the initial expense is more than some care to pay. It was not long before a majority of ladies in town were handing out their little cards a-la-society. To make the thing interesting the merchant had the engraver come to the store on certain days and show how the names were cut in the copper plates.

Such things as theater tickets, trips, free car rides, tickets to ball parks, amusements, etc., are to be strictly avoided; they are effective for the moment, but the reality is fleeting and nothing remains to remind the participant of the merchant's gift. It must be something to be used, something which will last and can be seen.

Without going into detail in this article the trade in general is fully aware that all games of chance, lotteries, etc., are now against the law and must not be used.

Localities themselves have to a great extent had considerable influence in determining the character of premiums to be used. A little intuition and observation should help immensely in selecting the proper sort of free gifts. Opera hats for a min-



A Dividend Payer

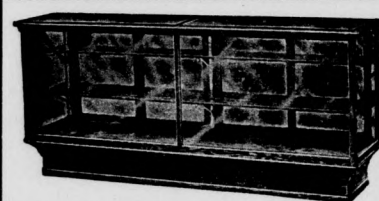
The Holland Furnace

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.



The Case With a Conscience

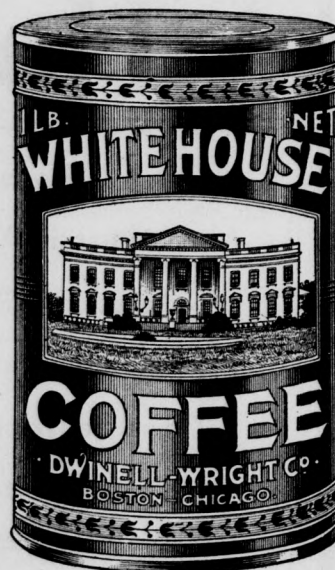
is precisely what its name indicates.

Honestly made, exactly as described, guaranteed satisfactory.

Same thing holds on our **DEPENDABLE FIXTURES.**

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

"White House" COFFEE



will fit your customers' coffee pot "way down to the ground"--that is to say, it will produce SO good coffee-in-the-cup that there'll be no "grounds" for complaint.

Judson Grocer Co.

Wholesale Distributors for Grand Rapids and Vicinity

ing village would be about as appropriate as sleds for Florida. No matter the nature of the premiums selected to cater to the women and men of your town, yet always have a few things for the little folks. Many a fond parent who probably does not care for the articles you may offer as an inducement can not resist the pleadings of the little fellows to buy from you so they can have some of the good things offered. These premiums must also have quality and be the best of their kind. Children will find every flaw even if you do not see it.

Just as high as the quality of the goods you sell must be the quality of the goods you give away.

The writer understands that a bureau is operated in Chicago where for a reasonable fee the general merchant can secure information regarding the various premium plans offered to general merchants and also a list of houses that sell merchandise manufactured especially for the premium trade. This would undoubtedly be of valuable assistance to the merchant desiring to install an effective premium.

Now we have arrived at the point where the general merchant has found the article he desires to offer as a free gift or perhaps he has selected several articles, and the next step is to devise a practical method to distribute the premiums and get the best results.

Just how much he is willing to spend, just how much he is willing to allow for the premium plan is a matter of individual figuring and the merchant can quickly establish on a strict percentage basis how much in sales will be required to obtain any of the articles offered as a premium. It is not necessary to make a splurge to annoy a rival merchant and give away every dollar of profit any more than it is, as mentioned before, at all necessary to cut prices on staple goods.

If the general store is run on the cash basis the only consistent plan to use is issuing checks with each sale and these are the only vouchers necessary to secure the premium. Having loose coupons or credit checks lying around—quite often and regrettably so—gives unscrupulous clerks a chance to pass out a few extra to some favored customers. The sales check issued by the cashier or the register is the safe way.

Deliver all premiums free of expense to the customer.

If the general store is conducted on a part credit and part cash basis the same cash checks can be issued for cash purchases and the receipted bills or statements be equally valuable for the charge patrons.

Some merchants have tried to discriminate between the charge and the cash customer and favor the latter—with very unpleasant results. Trade is trade, whether cash or credit, according to the merchant's way of conducting his business. The general experience, however, wherever the premium plan has been tried, is that customers of other stores in town where they have charge accounts will not ask for credit but

come in and pay cash in order to get the free gifts.

Have the premium department a thing by itself in some prominent part of the store, just as distinct as the dry goods, the groceries or the hardware.

How long the premium feature is to be continued is not a question of days or weeks. No matter how good the first batch of inducements are they will have their run and the moment a lack of interest is displayed get a brand new set of premiums and start all over again. This constant appeal will never lack originality or interest.

Be the first one in your section to start the premium idea and your competitor will hesitate a long while to imitate the methods you are using and even if he does you will stand as the pioneer premium merchant and the trade once coming your way always stays with you.

One or two good sized advertisements telling of the innovations and then small insertions as gentle reminders that you are in the game to stay will serve in that line of publicity.

Circular work is very effective and one of the best forms to keep the housekeepers interested in the good things awaiting them by trading with you is to have small cards or circulars sent out with each order at regular intervals, care being taken to have the circular slipped under the string of a package to see it goes in the housekeeper's hands.

One of the very best advertising plans is to use novelties which may be mailed to your trade, handed over the counter or delivered by messengers at the home. These can be selected in series, so as to have something new every week and always something useful or beautiful or fetching in some way. Little novelties may be selected galore, such as are suitable to drop into envelopes of invoices going out where charge customers are carried, calling especial attention to the premium feature of the business. These may be mailed to lists of prospective customers with great success in getting them in touch.

A good plan is to distribute novelties to school children bearing information of the new premium department you are installing. They will promptly take the news home to mother. A few wagon umbrellas carrying the announcement of your new premium offers, if put upon all the local wagons and drays, will also win attention.

Another crackerjack advertising campaign just now would be a series of picture post cards gotten out every day for two weeks and mailed to every family who is, or ought to be, doing business with you. These should bear on the front of the card a little announcement of the new system being installed—that of sharing profits with customers—and then follow it up with feature talks to compel attention, inviting the recipient to come to the store and see and examine the very gift article offered.

The men folk must not be forgotten in the deal, although in most

of cases the premiums will naturally be for home use or decoration. Issue the same cash checks or credits with all sales of cigars and tobacco the same as the general line. Leave it to the women to urge the men to trade with you to better their chance of getting a premium.

Avoid quantity buying of premium merchandise. No matter how original or attractive a premium may look to you, buy a small lot to determine this with your trade. The average manufacturer of premium merchandise is aware of this condition and will, as a rule, supply you in small amounts according to the demands in the early stages of the new plan. This is also advisable so as to be stocked up when the time

comes to change to a new set of inducements.

Let Uncle Zeke, Si Perkins and Rube Smith declaim from the barrel heads and sprawl on the counters of Hezekiah Judson's cross roads store. Let the council meet in nightly deliberation around the hot stove and elect presidents. But if you are a general merchant in the small town with a competitor across the way or down the street, clean up the store at once, install a premium plan and lay the foundation of a modern business full of energy and profitable sales to leave to your successor instead of a lot of primitive traditions of the rural districts.

August Carlton.

The only safe way to arbitrate with some sins is with a shotgun.



ALWAYS on the move, because every cook knows its excellence and purity—its absolute goodness.

Sixty-Six Years of Superiority

have proved its merit.

Doesn't that argue in its favor? In nearly every home in your neighborhood

**KINGSFORD'S
OSWEGO CORN
STARCH**

is found indispensable in preparing all kinds of delicious desserts—equally invaluable for improving every-day cooking: sauces, gravies, soups, jellies and many other dishes.

Advertising now in progress will further stimulate sales.

Are you in line?

T. KINGSFORD & SON, Oswego, N. Y.
National Starch Company, Successors

Peerless Moistener and Letter Sealer

For Sealing Letters

Affixing Stamps and General Use



Price 85c

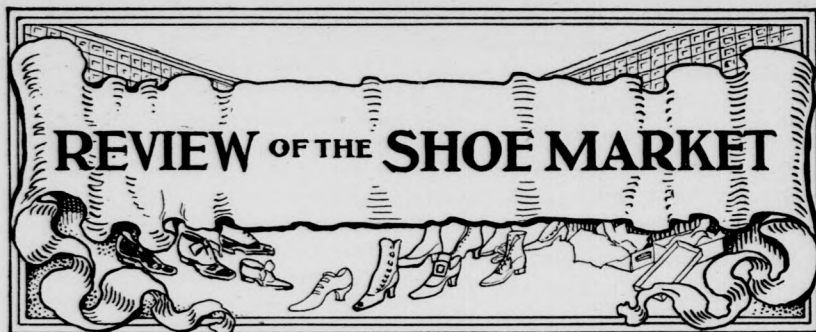
Postpaid to your address

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.



IDEAL COST MARK.

One That Seems To Meet All the Objections.

Retailers have urgent need to make use of cost marks. They must label or mark almost every article in stock with its cost price. No one can trust to memory as to cost figures. Therefore the merchant must keep a careful record of them.

System of Marks Necessary.

Some merchants keep the cost record of their stocks in books or stock indices, never marking the goods themselves. They may have reasons for this, but none have ever been presented that seems plausible. Unless a dealer marks his goods with their cost mark he will meet with several inconvenient and discouraging conditions. In the first place, resorting often to the stock index, or invoice books, to look up the cost of an article takes time. Second, if by chance he has marked his selling price unreasonably low or high as compared to the cost, he is liable not to notice it for months, because his cost and selling marks are kept in separate places, making frequent comparisons unlikely. On the other hand, the cost and selling prices are marked together, the comparison is noted every time he shows the article. Third, when he has to go to another part of the store to hunt up the cost price he is liable to neglect it. There are other reasons which could be given, but those mentioned are sufficient to decide argument in favor of marking the cost of merchandise.

The Usual Objections.

There are several reasons given for not placing cost marks on goods. The principal one is that customers might find the key to the marking system. A second reason given is that competitors in the trade will solve the system, since they are familiar to a greater or less degree with cost mark schemes. Another reason is that many merchants do not want their clerks to know actual costs. Some merchants say also that it takes too much time.

None of these reasons are valid. Neither the customer nor competitors can solve cost marks if a good system is used. It not only wastes no time, but, on the contrary, saves both time and money. Cost marks are absolutely necessary if the merchant is to keep complete control of his sales and profits. The stock index and the invoice book should show the cost of each article for the aid of buyers, for checking purposes, and for reference in pricing new

supplies used in replenishing stocks that are completely sold out.

Old Fashioned Cost Marks.

The majority of the cost-marking systems now in vogue are antiquated and impracticable, being either unwieldy or too easy to solve.

The first systems were based on the use of words containing ten letters, no two alike, each letter representing a numeral. Probably the most venerable of the words still in use is:

WASHINGTON

1 2 3 4 5 6 7 8 9 0

Another, somewhat less easily decipherable by the customer, is:

DONTGIVEUP

1 2 3 4 5 6 7 8 9 0

Another one is:

BYEANDKOST

1 2 3 4 5 6 7 8 9 0

Such marks as these are no secret if one tries to pick them out. Usually all that is necessary to do so is to find out what several of the ten letters are, and then fix upon the ones most likely to represent 1, 5 and 0.

Other merchants use letters in this way:

ABCDEFGHIJ

1 2 3 4 5 6 7 8 9 0

Or as follows:

ZYXWVUTSRQ

1 2 3 4 5 6 7 8 9 0

Other systems number in rotation every other letter of the alphabet or every third letter, beginning at either end. These marks are also easily decipherable, although one giving every second or third letter in the alphabet to a numeral is the most difficult to solve of any of the examples above noted. But just in the ratio that an alphabetical system of marking becomes difficult it becomes more full of possibilities for mistakes in writing and deciphering it.

Newer Systems.

The following, a new scheme, is a hard system to solve, but the liability to error in using it is a drawback to it. The figures follow each other in duplicate, thus:

1 1, a b; 2 2, d e; 3 3, o p; 4 4, g h; 5 5, k l; 6 6, q r; 7 7, s t; 8 8, m n; 9 9, u v; 0 0, y z.

Thus, to write \$1.26, make it adq; to write \$1.21, abd; \$1, ayz. When any number occurs only once in the price, use its first letter (10 cents is ay). When a number occurs twice in the price, use the first letter first and its second one next (\$1.01 is ayb).

A cost system of more recent birth employs hieroglyphics to represent the numerals.

A hieroglyphic system is the most

foolish of all. True, it is harder to decipher than any of the other systems, but it is subject to numerous objections. In the first place, suppose a clerk is asked for the cost mark on an article. How could he convey it to you by voice? In the second place, there is no key to such a system that will make it easily handled. Besides, it is impossible to get ten hieroglyphics simple enough in form to be plain without incurring great chance of mistake, especially if the cost marker should be unsteady or unskilled with the pen.

Should Not Be Recognizable.

But the crowning argument against every one of the forms of cost marks noted above is the fact that they betray to every one who sees them the fact that they are cost marks. B I X, or A N T, or + o on a tag can mean to the customer nothing else than cost. What does it matter? Only this, that the more his mind is away from thoughts of what the article cost the dealer and his profit on it, the more likely he is to be favorably impressed with the article itself and the price asked for it.

This leads to the main argument against marking the price marks on goods by those opposed to it. Although their most plausible argument, it is easily answered by advising the use of a cost mark that does not seem to be a cost mark.

An Ideal System.

The ideal cost mark, it must be remembered, is the one that has an easily remembered key; that may be transmitted by the voice; that is so simple in form as to minimize chances of error in writing and reading; that is decipherable at sight; that is not what it seems and that can not be deciphered by a customer. The following is such:

1 2 3 4

In using these figures 1 doubles the figures placed after it, 2 adds 50 per cent. to the figures placed after it, 3 deducts a third, 4 deducts a half. The cost mark key is always the initial letter.

Its Use Illustrated.

For example, in marking the cost of an article at 60 cents, one may write it in four ways—130, 240, 290, 4120. Thus, 130 means 30 times 2, or 60; 240 means forty plus 20, or 60; 390 means 90 less 30, or 60, and 4120 means 120 less 60, or 60.

First one initial numeral should be used and then another. This makes the cost mark no less easily decipherable by the customer and absolutely impossible for him to pickout. Try it, keeping the secret of the key and using it on goods the cost of which the clerk is not already familiar with, and not one of the clerks will be able to solve it.

There are some cost prices permitting convenient use of only three of the four key numerals. Fifty cents, 1, 2 and 4 may be used, while three involves calculation in fractions; likewise in 33 cents the use of 2 involves the use of a fraction. But there is no cost mark that may not be easily written in at least three ways, and any cost price that is divisible by

both two and three may be designated in all four ways.

In writing the cost on the goods under this system the abbreviation "No." or the sign for the same should be placed before the cost. Thus the customer is led to believe that it is the number of the article, instead of the cost mark. This makes it a great advantage in a conversation between the clerk and the manager or proprietor before a customer. Suppose the customer is protesting against the price. The clerk may think a reduction wise, and that it will be granted by the manager, or he may desire the manager's indorsement of the price. The manager does not have to examine the tag or ask its price to learn the cost. He simply asks, "What is the number?" The letter or hieroglyphic systems have not this advantage.

Can Be Used With English Notation.

In California everybody talks in shillings, using the term "bits." Nothing is two shillings or 25 cents there. It is "two bits." In some sections of the South the vernacular is partial to "levy" and "pip," levy meaning a shilling and pip a half-shilling, or six and one-fourth cents. Where these customs abound it is often convenient, or, at least fitting, to employ the shilling mark in cost marking. It may be used in conjunction with the cost key just recommended.—Shoe Retailer.

Not So Bad After All.

Two men, who had not met for many years, but who had been warm friends, were talking about how things had been with them. Each said he had had the usual ups and downs, some good and some bad.

"Well, I was married," said one.

"That's good," said the other.

"Well, it wasn't so good. The woman was awfully mean."

"That's bad," commented his friend.

"Well, it wasn't so bad either. She had a lot of money."

"That was good."

"Well, it wasn't so good either. I invested the money in sheep and they all lay down and died."

"That was bad."

"Well, it wasn't so bad either. I pulled off the wool and sold it for more than the sheep were worth."

"That was good."

"Well, it wasn't so good either. I put the money in a house and one night the house burned down."

"That was bad."

"Well it wasn't so bad either. The woman burned to death in it."

A Fresh Egg Defined.

The question, What constitutes a "fresh egg?" was settled at the concluding session of the first congress of the French Milk Industry and Dairy Produce societies, recently held in Paris.

After a lively discussion, joined in by 200 members of the congress, the following definition was agreed on:

"A fresh egg is an egg which, on being tested, is found not to have suffered in any way from evaporation, and which shows no trace of decomposition."

OXFORDS



Women's, Misses' and Children's Oxfords



Men's Oxfords

The above represent but a few of the many styles we carry

☞ Send for our Catalogue ☞



Elk Skin Shoe

With Hy Slaughter Sole Leather Bottom
Black and Tan
Bal and Blucher Cut



Elk Skin Outing Shoe
Black and Olive

HIRTH-KRAUSE CO.

Shoe Manufacturers

Grand Rapids, Mich.

Should We Put Out Goods on Approval?

Old Man Laster was feeling fine and fit.

He brought the shoe hammer down on the lap iron with considerable force as he called the meeting to order in the directors' room of the Lasterville shoe factory offices at the recent meeting.

He had on a clean high collar with no opening in front, as near the old stock as he could get, a neat black tie, tied in a bow, his stiff iron gray hair was parted in the back, and his side whiskers fairly glistened. He was a spring poem of perpetual youth, no matter what his years.

"Our subject this evening," he said, "is the old one, as old as love and the great subject of taxes. 'Goods on approval' has been the bane of the shoe dealer's life ever since there were shoe dealers, I fancy. Who will open the discussion?"

Mr. Ball—It is a time honored joke in this club that I should set the ball rolling, and I am quite willing.

The Chair—The speaker is also time honored, and it is a good thing that Time does it, for I don't know who else would.

Mr. Ball—I will make you eat those words. If it hadn't been for "Time," I don't know how you would have got your first stock of goods.

The Chair—And if it hadn't been for Extension of Time, I don't know how you would have been able to keep yours.

Mr. Tanner—That talk wouldn't seem so good natured if some of the rest of us were indulging in it.

Mr. Ball—Oh, I don't pay any attention to him. He's old, and we have to make allowances for him. Much older than I am.

The Chair—Six months. And he never gets over glorying about it.

Mr. Ball—Well, then, why don't you get a gait on you and catch up. It'll soon be too late!

The Chair—You have taken too much time already. Do you know anything about this subject of goods on approval?

Mr. Ball—Do I? It is, without doubt, the worst feature of the retail shoe business. I suppose that it has caused more gray hairs and worry than any of the other things that happen to us. In the long careers of the Chairman and myself in the shoe trade I can remember, and I presume he can, at times when he is feeling unusually well—but one can not expect, at his age, so accurate a memory—as I say I can remember a good many times when compacts have been entered into among all of the shoe dealers:

No Goods on Approval.

And signs bearing that legend have been hung up in all of our stores, but, always, it has come to nothing in the end. I have never learned of a remedy that was permanent. In our store we have given up. Any customer who is good can take out anything we have and look it over and return it or keep it.

Mr. Tanner—We all know what shape goods come back in, usually.

Mr. Ball—Yes, yes. It is a pity. Crammed into cartons, all out of shape, dirty on the bottom from much walking on dusty carpets, and now that buttoned shoes are having something of an inning again, it will have the added damage of torn button holes, lost and loosened buttons and strained flies. Over in our store we would like to find a remedy, but we fear that we can not.

Mr. Oaks—The women are the worst. Men are not so bad. They don't ask for shoes on approval, anyway, unless they are awfully busy and haven't time to stop and consider at the store, and usually it is only a question of over night or over Sunday, and the shoes always stick—at least one pair does—from those taken home or to the customer's office.

Mr. Hyde—Yes, except when the man is a Mr. Henpeck and doesn't dare select a shoe until his wife has seen it and criticised it. They are the very worst offenders. Worse than the women themselves.

Mr. Lott Stringer—It isn't the customer's fault so much, but a woman gets home and tries the shoes on in the presence of her mother, and her daughter, and the aunt who is visiting there, or maybe her mother-in-law, and possibly some friend who has happened in, and then it is the customer who is to be pitied. I imagine a good many of the women would be pretty well satisfied if left to themselves. I figure that a new shoe tried on at home stands a good deal better chance that it does at the store, because it is the best thing in the vicinity, but at the store there is always the element of uncertainty that somewhere among the goods not yet shown there may be something which would be better if the customer does not decide too quickly. But, as I say, with all of those critics the shoe has a hard time of it. I know the way it goes. I've heard it often enough in the store. It's this way:

"Old maid aunt—They're very pretty, aren't they * * * Pity you haven't a better shaped foot to fill them out where they wrinkle so over the instep * * * I don't suppose you want to wear them any longer, being they're fives now, but they must be uncomfortable so short."

"Frank Friend—Funny about style, isn't it? Now, I presume that shape would look neat on some people * * * I never have any trouble, no matter what the style * * * It certainly doesn't look well."

"Daughter—Oh, mamma, you do not want that. I wouldn't care what the size was. I'd get something to fit me. You want it narrower and longer. There's no sense in wearing such shaped things. Now, at college, our professor told us particularly about that very thing of wearing our shoes of such a shape that no support, etc., etc."

What is the poor woman going to do? I have seen just such scenes as this and heard just such comments in homes, before I was in the shoe business at all.

Mr. Georgie Skiver—Yes. And I have heard just such comments as



The Hard Pan Line Requires No Salesmen

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

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

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

Can there be any question about sales under such conditions?

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

Write us about it.



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.

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.

that in the store, when the customer brought in a lot of hens to help in the selection of footwear.

Mr. Schumann—Why! Georgie!!

Georgie—Yes, hens! That's what they are. I like women, all right, when I can have them alone—

The Chair—A good many men who are not shoe salesmen are that way, but we don't think it good form to—

Georgie—I mean, of course, when they come into the store alone. Of course, everybody knows that women cause more trouble than men—

The Chair—Georgie!

Georgie—Oh, I mean in shoe stores, of course, and they are the worst offenders in the matter of goods on approval. The worst thing, it seems to me, is when a woman comes in and picks out about three pairs without particularly examining them and says in a queenly way: "You may send those up to my house and I will look them over." Well, we send them up, and in two or three days some half-baked hired man brings them in, partly done up in a package that looks like a Thanksgiving turkey. He says: "Mrs. Hifel Utin sends these back." That's all he knows about it. Poor half-bake! None of the shoes are in the right cartons, the covers are mixed and the tissue paper is torn or lost, and the rest of the average conditions are about as Mr. Ball has stated. We cross them off the approval book, and that is the very last we'll probably ever hear from Mrs. Utin about that transaction. I don't own a store; but I'm ag'in the whole proceeding, and when I do get a store of my own, it is going to be strictly no goods on approval. (Applause.)

Mr. Solan Kip—I think that there is a great difference between goods sent on approval and the purchase of one pair and the taking out of two or more pairs. As Mr. Skiver has said, where no sale is made and the goods are merely taken out, the transaction may be ended with no explanation by merely sending the goods back, but in the case of one pair having been paid for it requires, at least, that the customer shall come back to the store in case the remaining pairs are returned.

Mr. Hi Ball—Not necessarily. I have often had the shoes come back with a note to return the money to bearer and with no other explanation.

Mr. Schumann—Yes, and it is even more complicated where the customer is a credit one, and there is a request to charge one pair and the other will be sent back, and then both come back. It makes quite a chase around among the books.

Mr. Izensole—Sell sheep for cash unt no gredit gifen. No goots on abroval. Von low brice to all.

Mr. Schumann—That's all right, Mr. Izensole, but we can't all do business that way. I wish we could. Somebody must take care of the credit folks.

Mr. Sam Rustelle—It seems peculiar that I always seem to differ from the traditional shoe store conception of things, but, although I

have been in the shoe business so few years, I can see but little to find fault with in the goods on approval plan, surrounded with reasonable safeguards. In fact, I am rather of a friend of the plan. Always, of course, I want to get pay for a pair before the goods go out. Always I prefer to send not more than two pairs. Always I try to make an absolute sale without any shoes on approval, but, failing that last, and rather than miss a sale, I think it is good business to let the goods go out to decent people in almost any shape. Speaking only for myself, I have the feeling that the shoe dealer is in the business for the benefit of his trade. The customers were not constructed for the benefit of the shoe dealer. If they like better to puzzle over the thing at home and try on and worry and discuss, it does not bother me any. While they are doing that I'm busy at something else. They are not taking any of the time of my salesmen. True, sometimes they come back in disorder, but on the average the disorder isn't especially greater than may be found on the floor and ledges of any shoe store after a busy afternoon. Any of my customers may have goods on approval from my store at any time.

The Chair—Here, here! Come, come! Mr. Rustelle. This won't do at all; don't you know that these debates are to find fault with existing conditions and growl and feel better?

Mr. Rustelle—I guess that's so. I feel better.

Mr. Lutherby—So far as I'm concerned customers were created for my business, and if they weren't I do the best I can to re-create 'em. I sometimes in one way and sometimes in another, and I never give up to it except as a last resort. A little printed slip goes in every pair of shoes from my store, which says:

If this pair of shoes does not prove to be what you want on examination at home, we will cheerfully exchange them on return for something to suit you, if it can be found in our \$10,000 stock, providing the shoes are returned in as good condition as when they left the store. This condition is absolute. If we can not please you, we will as cheerfully refund the money you paid. What more could you ask?

We call particular attention to this slip, and we try to the best of our ability to get the customer to take out one pair only, but not more than two, except in the most extreme cases. We pretend to have a rule that one pair must be paid for, but we have to break this rule frequently for special customers.

The Chair—It is growing late, gentlemen, and this seems to be a big subject. I would suggest that we have another evening of it later in the season and everybody study up on the subject. I would also suggest that we consider the subject not as an evil to be abolished. I'm afraid that it is to be with the business always. Let us think up more plans to mitigate the evil effects of

it, and, perhaps, occasionally, make it a useful adjunct to our business. The Secretary will announce the next subject for debate by postal card, and if you all care to step around the corner there will be soft ones for those who have soft souls, stronger ones for those who are tough tanned, and good cheer for all of you. I am referring to the tanning establishment of Jacob Gobenheimer, which has the tables under the artificial palms in the rear.

We stand adjourned.—Ike N. Fitem in Boot and Shoe Recorder.

Campaign of Cheer.

The campaign of business cheerfulness started in St. Louis, and embracing the Southwest generally, is to be commended.

"Stem the tide of pessimism" has been the watchword and it has been successfully stemmed, although, of course, the timid mortal who is fearful of his own shadow is ever with us.

Nine cities composing the National

Prosperity Association have combined to sow the seeds of cheerfulness, spread the doctrine of good times and push along the prosperity wave.

The platform of "the boosters" is "to keep the dinner pail full, to keep the pay car going, to keep the factory busy, to keep the workmen employed, to keep the present wages up."

Everybody can say "Amen" to this.—New York Evening Telegram.

He who is afraid of any truth is a friend to error and a lie.

Refraining from evil is not all there is to the upright life.

MAYER Honorbilt

Shoes Are Popular

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



Shoes That Create Trade

Any effort made to introduce our shoes is never wasted. On the contrary, good results always follow. Of course, coming from us, that is what we would be expected to say. But proof can easily be had. Ask any merchant who has sold them for more than one season—he knows.

We make and sell every kind and style your patrons want, each of which is of full shoe value in style, fit and service.

It will pay you well to look carefully through our Fall samples when our man comes your way.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

MORAL COURAGE.

It Is the Crying Need of This Country.

It would seem as if every one would like the idea of filling the world with gentle, that is, civilized, or, if you choose to call them so, Christian people. It may be, however, that there lingers in some minds a real concern as to the character of this coming people. We are the descendants of sea-rovers and soldiers. We have been nurtured through many generations on the songs and stories of the heroes. There is no one of us whose heart does not beat faster at the sound of a drum or at the sight of marching men. The history of the winning of our liberties through several glorious centuries comprises many hard-fought fields in the Old World and in the New. Many of the great and good men of the past, like Alfred of England, William of Orange, Admiral Coligny, and our own Washington, distinguished themselves upon the battlefield. The most familiar type of the hero has come to be the man who can face death without wavering. Is there not a hard and stern element in the life of man? Are there not needful grains of iron in his blood, without the bracing presence of which he would become effeminate?

It becomes, therefore, a perfectly fair question, What effect long-continued civilization will have upon the manliness of the race? Disband the armies, let the White Squadrons rust, settle all disputes in a great international court, and how will you be sure any longer to keep the tonic iron in the blood of the youth of this more peaceable world? If men become timid; if no noble occasions ever whet their courage; if manly risks and ventures disappear from life; if anodynes, whether of drugs or mental healing, are found to drive pain from the earth—what is to hinder that most fatal of all kinds of decay which has repeatedly swept luxurious empires from the face of the earth and given over their cities to the people of a wild but fresh and hardy stock? So far in the history of the world, the wild men, the fighters, have had a part to play in reinvigorating the race. Up to our time the hardy and strenuous, the intense and energetic, have inherited the earth. Will it ever be well for the world if these forceful qualities fade out? Are they not bound to fade out under the peaceful conditions of a gentle and really Christian civilization?

Before I go on to show how groundless such fears of the effects of civilization are, I wish to express a complete sympathy with the ideal of the virile and forceful man, whom the advocates of the old leaven of barbarism wish to perpetuate. I desire to see no tame and cowardly world which has ceased to have a use for the heroes. I desire not less, but even more, of the tonic iron in the life of man. Our problem, indeed, is like that of the fruit-grower who has discovered some rich and luscious variety of apples or

pears. It may be that the tree that bears the new fruit is too delicate to withstand the climate. What, then, if, taking a graft of the new tree, we insert it in the hardy and native stock? What if we can turn the force of the wild growth, no longer to bear small and bitter apples, but the good rich fruit? So we propose to combine gentleness with hardihood. We have in mind not only men of kindly spirit, but men possessed with the energy and vigor of the best native stock. If we foresaw that courage and virility were to cease to grow less, if we supposed that in the new regime there would be little occasion for these manly forces, we should wish that our children might have lived and died in the stormy days of Magna Charta or Bunker Hill, instead of praying, as we do pray now, that they may live to see the golden days of the incoming civilization.

On the very threshold of our argument we meet a striking and significant fact to establish a presupposition in our favor. Always hitherto, throughout human history, there have always been wild and untried races hovering over the borders of civilization. For centuries no man could predict what strange new race might not descend like an inundation from the mysterious North, or from undiscovered continents over the sea. To-day explorers have pushed into every wilderness and island. For the first time in history there are now no longer new races to reckon with. Everywhere the savage peoples are dying out, or giving room for civilized colonists. Is it not clear that Nature has got through with her earlier method of reinvigorating old and effeminate races from the infusion of a hardier barbarous stock? On the contrary, the world is becoming unified on the lines of civilization. The majestic push from behind is now in one direction, the way of common commerce, a common body of knowledge and science, similar institutions and laws, by and by also (who shall say not?) a common language and religion. However desirable or picturesque some of the methods of barbarism may seem to the lovers of the antique, barbarism is as certainly doomed as were the bear and the wolf when the Mayflower landed at Plymouth. We have to look, not to barbarism, but to the broader and more intelligent development of civilization to find the needful means for making brave and noble men.

What, then, is this fine and beautiful thing, courage or virility, which we all agree that our coming people must have as truly as our sea-roving forefathers possessed it? Is it mere pugnacity, or the disposition to quarrel, as some might hastily suppose? On the contrary, I assert that virility is the natural characteristic of sound and robust health. Pugnacity is often, indeed, the symptom of weakness or nervous instability. The fretful child is quarrelsome. The vigorous child is good-natured. It is true that energy must find something to do. It is capable of being drawn off into the channels of mis-

chief and even cruelty. But mischief and cruelty do not belong to its nature. Find for the lively boy's energy positive constructive things toward which to run, and it will grow no less virile and courageous. The point which I emphasize is, that if we want brave men we must have sound and healthy men. Give us plenty of men, well born, well fed, well trained, men of clean lives and orderly habits, temperate and self-controlled men, precisely such men as the type of the Christian gentleman requires, and we will show you more men of virile physical courage than any army that Alexander, Caesar or Napoleon ever saw.

Our Civil War established this fact: There was need of discipline to make an army. But there was no

lack of physical courage. Boys who had never been in a fight in their lives, men who came from behind desks and counters, and had hardly smelt gunpowder, were brave enough and very soon well enough disciplined to storm deadly batteries. This latent virility is always abounding in a healthy and well-nourished people. To believe in a good God and to love one's neighbor work no harm to such virility. It is all the more vigorous in a people who believe that, as sons of God, they hold the future in their hands.

There is no greater mistake than to suppose that virility needs the exercise of fighting, as if there were no other exhaustive occasions for its use! It is true that fighting has frequently furnished the occasion

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.



McCaskey
Gets The Cash!

Two-Legged
Collectors
Get Tired

You have no doubt often started on a collection tour, or sent one of your clerks. Possibly made two or three trips before you found your customer at home, and when you did find him, he would put you off with some excuse and tell you that you did not have to run after him as he would call and settle some fine day.

Now you know that a great many people do not want a collector running after them. They don't want you to even send them statements. They get HOT UNDER THE COLLAR and feel that it is a personal reflection on their honesty.

The McCASKEY WAY brings in MORE CASH than any two-legged collector you ever saw. It is working ALL the time, NEVER GETS TIRED, does not insult your customers, and does not cause you any extra EXPENSE or TROUBLE.

DO YOU WANT THE CASH? WRITE TO-DAY. Our 64-page catalogue FREE for the asking.

THE McCASKEY REGISTER CO.
27 Rush St., Alliance, Ohio

Mfrs. of the Famous Multiplex, Duplicating pads, also the different styles of Single Carbon pads.
Agencies in all Principal Cities.

for the display of courage and hardihood. Quite brutal customs once held in every school-yard, where boys were trained to fisticuffs and cruelty. But the generations of boys who fought and bullied each other did not necessarily make heroes; they never failed also to produce a due proportion of cowards and sneaks. We do better for our American boys than to urge them to fight one another. There are feats of daring and adventure, there are hardy athletic sports, there are horses to be managed and boats to be sailed, there are a thousand channels where energy runs, where a quick eye, a skillful hand and the brave and ready mind to meet an emergency have daily practice without ever the need of ill-will or a hostile thought. Is civilization so unintelligent that it can not educate its sons to manly courage, aye, its daughters also to healthy womanly heroism?

Moreover, the arts and occupations of industry, the pursuits of science, a world-embracing commerce, help to develop the virility of a people on a vast scale. Ships still sail venturesome voyages; discoverers and engineers still strike out paths through the wilderness and over the mountains; on the colossal network of the world's railway and steamship system an army of kindly and brave men daily run the risk of death to keep other lives safe. As in the past, so now, a great silent host of women, wives and mothers, face pain and death for love's sake. Barbarism indeed, with unconscious provision of the great human laws, taught its heroes to suffer and die, the few for the many. But civilization, facing the solemn facts of life and death with cheerful intelligence, keeps good the ranks of its heroes, bidding the many to live, and if the need comes, also to die, for the sake of the common humanity.

I have said that courage is the characteristic of a healthy and well-ordered body. But this is the bare parable and outward illustration of a deep spiritual fact. There is abundance of physical courage to undertake deeds of daring. There is as yet but little moral courage to match and direct the lower and merely animal kind of virility. The lower order comes first to meet the earlier rude necessities. We have come now to the stage when new and higher needs confront us, and demand a finer form of satisfaction.

It is no longer enough for the modern state that its leaders shall be men so brave as not to run away from an enemy. It is not enough for the captain of industry to be stronger than any of his workmen. We want another and more costly quality. We have yet to require in our political leaders that they shall be brave enough to stand alone, and to say the eternal No to the projects of avarice or selfish ambition. We want capitalists of moral fibre to decry and veto the use of bribery and corruption in legislation, and none the less firmly when subtly debasing methods promise for the moment to foster their own selfish interests.

If we are to have rich men at all

in the future we are going to demand men of courage, who shall speak out whatever they honestly think is for the social welfare. If, in the old times, men despised the weakling and coward, will not men come to see that moral cowardice is not respectable? If the big-bodied man, afraid to use his strength when it was needed, was the worst sort of coward, why shall we not rate as beneath respect the man whose money-power or selfish greed of gain or place takes away his manly independence, and reduces him to the level of the sneak?

The truth is, superb moral courage is the crying need of democracy. If mankind had attained sufficient results in virility in the days of war, we might perhaps tremble lest the new civilization, having no further fields for its conquest, should decline to supine ease. On the contrary, the grand attainments are yet before us. There was never so great a pressure on the civilized peoples for the product of courage. Such a demand is itself a prophecy that we are on the eve of a new and forward march. It need not be marked by bloody steps, but it must needs be all the more strenuous and masterful. It will call for brave hearts, who know not the fear of death, or a harder test of courage—the fear of the face of man.—Chas. F. Dole in *The Coming People*.

Good Advertising Method.

"We aim," says a modern retail store manager, "to reduce advertising to an exact science. Every morning I have laid on my desk a report of the sales of each department for the preceding day. This indicates just what results have accrued from the advertising put out. The report in question also gives the sales for three years back, of corresponding days for the same month.

"I know exactly what amount of money it costs to sell certain lines. A man is employed to do nothing else but figure up the space it costs to advertise distinctive lines. And when goods are costing more than a certain percentage to sell there's a row about it. It's evident there's something wrong. We never reckon to spend more than 4 per cent. to sell any staple goods, through publicity.

"I am advised when goods have been purchased, when they arrive and their cost. I get exact reports on the amount spent in salaries, in 'dead help,' rent, etc. I know the stocks of different goods on hand, whether or not they are getting out of date; also reports on what C. O. D.'s are returned are furnished me. All this is done so that I may work with the clearest light possible.

"In twenty years of experience with my firm I have had occasion to study the different routes to failure which the unfortunate retailer often travels. Frequently hard pressed by competition in his own district, his perplexities are not lessened by the seductive wiles practised by the astute mail order merchant to get business.

"I know there are many books on selling. I have wondered there are not more on buying. In my experience I have noticed that among retailers more failures have been caused through want of skill in buying than through any other reason.

"Generally, the dealer overstocks himself. Again, he frequently pays good prices for goods of inferior quality. This is due to the lack of moral courage on the part of the retailer to withstand the onslaught of the traveling man and be able to say 'No!' more often.

"When the retailer engages in conversation with the salesman he wants to have all his wits about him. The retailer should remember that often his own interests do not correspond

with those of the salesman, and he should be chary about rushing into placing an order without due consideration as to how long it will take him to dispose of the goods, whether they are well worth the money, and what profit he will get out of the transaction."

Faith Cure.

"Isn't Jebbs a believer in the faith cure?"

"He is."

"Is it true that he wouldn't have a doctor for his wife, the other day, when she was ill?"

"It is quite true."

"Well, I saw a doctor go into his house just now."

"Oh, that's all right. He's ill now himself."



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

You'll Miss It If You Miss It

We're receiving so many booster letters from tradesmen all over Michigan telling us how much they think of our **Hermetically Sealed Glass Package** in which we're packing **Ben-Hurs**, and how it has braced up sales, that we feel that we have the best of reasons for urging every dealer not already in **Lucky Land** to have his jobber send him a small (or large) order at the earliest possible date—results will surprise and please.

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

Worden Grocer Co., Distributors
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

Shoe Patterns Shown by Michigan Jobbers and Manufacturers



Work Shoe, Chrome Upper, Blucher Cut
Shown by Hirth-Krause Co.



Menominee
Shown by Rindge, Kalmbach, Logie & Co., Ltd.



Cruiser
Shown by Rindge, Kalmbach, Logie & Co., Ltd.



Chrome High Top Wet Weather Shoe
Shown by Hirth-Krause Co.



Kangaroo, High Top
Shown by Hirth-Krause Co.



Calf Bal.
Shown by Rindge, Kalmbach, Logie & Co., Ltd.

Getting Closer To the People.

Enthusiasm is a great picnic ground for comradeship, and when a special day, or a striking occasion arouses a man's own, he likes to see his little fad of the hour made the subject of general observance. It is human nature.

The store window is the business man's commercial face; its smile the degree to which the man behind it is in sympathy with the day of which he is supposed to be a part. If its smile is broad and joyous we accept the man as a comrade in our pleasure. If there is no reflection of our own enthusiasm, our pride, our generosity; just a cold, sullen stare as though this day were like all other days, and none of them worth while, when we are kicking up our metaphorical heels, we get an impulse of dislike, in some of its various forms, for the merchant whose scornful indifference casts a wet blanket over our enthusiasm.

We resent the cynical smile when we are busy being thankful, in short, we are out of tune with the merchant and the business place that fails to come out publicly in sympathy with the occasion we are trying to celebrate. The merchant who forgets the Fourth of July in his store window seems less a patriot than he who gives some evidence of enthusiasm in keeping with our own. The one who does not recognize the holiday spirit by dressing his store windows in genial smiles seems less a Christian at heart. The cold unfortunate who has nothing to be thankful for, or who neglects to make public acknowledgment of it by a special window dressing, seems less a citizen and not quite so much of a man as the one who gives our own joyous impulses a taking twist in some quaint conceit in his window decoration.

It is the nature of the individual to want sympathy and the nature of the public to enthrone. The individual feels the desire to let his impulses out, but represses them a bit until he feels sure that the crowd will be with him; then he turns himself out to pasture and joins in the turmoil of a general celebration. If you don't believe this watch the passing throng on the occasion of any public jubilee.

The merchant who most faithfully reflects the sort of public spirit uppermost in the public mind is always the one who is looked upon most kindly, and there is no more impressive nor agreeable method of proclaiming that feeling than by means of the store window.

Whatever the usual policy in regard to window dressing, no enterprising merchant can afford to let a special day of either national or local importance go by unrecognized. Of course, his efforts will produce the greatest effect if he enters freely into the spirit of the occasion and does it the full honor of an elaborate window creation. If this can not be done, courtesy, nay, common decency, demands some form of window recognition, slight although it be; enough to make it plain that the

occasion is not wholly forgotten.

Perhaps in no less degree should local gala days be recognized. If the firemen parade, do not forget to decorate a little for them. They will appreciate a complimentary touch to your window all the more because the occasion is not generally regarded as important. If the Irish or the German, or any other element of your city separate themselves for a day from the rest of the community for a gathering of their own, a friendly greeting from your window will do wonders toward creating a friendly consideration for your place of business. Any day, in fact, from the Fourth of July to "Hurrah Day" down at Podunk Corners, which calls forth its special gathering, is an opportunity for the merchant to extend a special greeting to some part of the community, and possibly to win a few more friends because of it. It is not the day itself so much as it is getting close to the people at a time when they are most susceptible to the sympathy of their fellows.—Shoe Retailer.

Interior Arrangement of the Shoe Store.

How should an interior be decorated?

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

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

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

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

Suggestions on window dressing and decorations directly apply to the general arrangement of the store interior, and it is obvious that the dressing of walls and counters, while it must follow a convenient selling arrangement, can be harmonious and pleasing.

Real selling value requires proper setting.

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

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

Lack of light shadows buying propensities.

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

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

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

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

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

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

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

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

Cloth Boots and Shoes in Fashion.

A large lot of cloth is now being cut up in Lynn factories. Most of it is used for tops for boots. A few cloth boots are made. There is a fair amount of business in canvas footwear, although not so great as a year ago. The use of cloth in Lynn factories for shoes is a reminder of the days when Lynn manufacturers made serge shoes chiefly. At one period, which a few very old persons may remember, Lynn manufacturers were glad that cloth shoes were in fashion, because they believed that there was not enough leather in the world to make all the shoes of leather. To-day leather is rather plentiful. But, strange to say, some kinds of cloth have been in scant supply. Lately, however, imports have increased their shipments of cloth goods. Now prices on some lines have softened. The American demand for cloth for shoe tops has kept certain foreign mills running day and night.

The all-cloth boot is a novelty for fall and winter. It is made of a corkscrew weave woolen goods, and it is cravenetted. A few of these all-cloth boots were sold in New York this spring. A large New York retailer has informed shoe men that some women have returned their cloth boots to his store to be resoled. The cloth top outwore the leather sole. In these shoes the vamps, as well as the tops, are of cloth.

The boots are made of blue, pearl, brown, drab and other colors of the cloth. They have leather trimmings. It is expected that there will be a run of wine cloth boots for the fall trade in the big cities.

For the summer trade a number of all cloth low cut novelties are being made in Lynn. High grade novelties are made of woolen goods of about the same grade as is used for tops of boots. The popular line of goods, of course, is white canvas shoes. Outing shoes made in Lynn, particularly for children, have a vamp of cloth like a khaki cloth. This

cloth is fairly low in price and it is very durable.

Lynn manufacturers expect a good trade in cloth topped boots for the fall. The wine shade will be popular. A new and promising shade is the Neptune blue.—Lynn Daily Item.

The Very Latest.

"Let me see some of your black kid gloves," said a lady to a clerk. "These are not the latest style, are they?" she asked, when the gloves were produced.

"Yes, madam," replied the salesman; "we have had them in stock only two days."

"I didn't think they were, because the fashion paper says black kids, tan stitches, and vice versa. I see the tan stitches, but not the vice versa."

The clerk explained that vice versa was French for seven buttons, so she bought three pairs.

Dandelion Vegetable Butter Color

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



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

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

LIBERAL TERMS.

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

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

Profits

from Public Telephones are divided equally with the subscriber. Let us show you how to make money.

"Use the Bell"

IT
PAYS

CALL
MAIN
330





Some of the Attributes of Good Salesmanship.

There are some mighty good farmers struggling with the intricacies of salesmanship, and there are, on the other hand, salesmen(?) who would be far more successful on a farm. Salesmanship is a gift, born in a man or woman's make-up, which with training and experience becomes proficient. The true salesman can sell anything, but the better trained along the lines represented the more accomplished he will become.

The instinct, in its purest sense, must be in the man or woman or he or she will never reach that point of perfection in salesmanship that will demand a very large return.

At the outset, the successful salesman is well informed and firmly believes in the line he is selling; success would not be attained if it were otherwise. The salesman must possess earnestness, energy, patience, good judgment, keen perception and good humor; the latter to a marked degree.

The true salesman must have some knowledge of psychology, the science of the mind, and be able to judge the varying temperaments and adapt himself accordingly.

Experience teaches more than theory and the man or woman who profits by his or her experience will have a rich source to draw from.

The ability to size up people under varying conditions makes for progress. To deal with people and not vex them, yet win them over to your way of thinking, is a rare art and one that is valuable and necessary to successful salesmanship. A salesman must be well informed on current events, especially in the lines he represents; he must be breezy, but not over so, must say the right thing at the right time, and above all be pleasant.

One of the greatest evils in a salesman is to antagonize the customer; avoid this. It is of little consequence whether the customer agrees with you or not; do not argue, better keep still, but let him have his "fling;" even if it hurts, it is the business you are after and opposing him will never get it.

There is one principle of successful salesmanship, and that is, truth; stick to simon-pure truth in selling and under no circumstances misrepresent.

If you begin a trade lying you will have to keep right on, and before you are through you will have to tell innumerable lies to substantiate the first one and in the end lose the

confidence of your trade and be branded as unreliable.

A successful salesman listens to the joys and sorrows of his customers. Especially is this true in the retail shoe store where the salesman comes in more direct touch with his customers than does the salesman behind the counter.

If you know your customer to be in error, convince him if you can, but on no account antagonize him.

Every customer he waits upon receives the same cheery smile, the same personal interest in his or her wants and whims and the same personal attention and patient solicitude.

The old lady with her large joints and tender feet; the young woman with her fussy, fastidious notions; the maiden lady who knows a thing or two about what she wants; the business woman who guesses you can not tell her anything, and the little school girl who is just graduating from spring heels and wants her boots or shoes like mamma's—each needs special forbearance on the salesman's side.

All with their various wants and don't wants are handled with an ease and smoothness that only natural-born salesmanship, backed by training and experience and knowledge of human nature can accomplish.

Boys, be more than clerks; be salesmen; put personality into your work, use your heads as well as your hands, talk when you must, but know when to keep still. Study your customers, be interested in them and know what is right in the line of suggestions and you'll find a well timed suggestion will be appreciated and at the same time prove productive. There is a large field for good salesmen; always room; clerks are plenty, but salesmen are scarce. One of the demands of the retail shoe merchant to-day is for good salesmen.

Impress yourself on your trade, be invaluable to everyone you wait upon; it won't come with the first customer, perhaps, but let the first time be the time that you do your work so well, so thoroughly, so intelligently and with painstaking care that the customer will say, perhaps not to you, but to some friend: "That man knows his business. I have never had such good attention before and I'll go there again and ask for him."

You don't know what customers are thinking, consequently do your best, and if they do think, it will be in your favor.

Keep at this and you'll soon find you'll have customers asking for you who will be willing to wait all day for the man who knows and has

brains enough to know how to dispense his knowledge in his work.

It will spell success, and success means a good position, and the combination means money.

There are lots of clerks, but good, brainy, trade-pulling and trade-holding salesmen are scarce. Which would you be? A money-getter in the \$30 per class, or a clock watcher in the \$10 per class? Stand on this platform if you would be a success.

Knowledge of your business in all its branches, patience, judgment, earnestness, candor, a pleasing, smiling face and downright (no dodging) truth, you can not get away from the latter, will bring success in any line of work.

Graduate from the clerk and strive for salesmanship. Be a success.

Necessity of Making Everything Count.

A lesson which one should learn when starting in business is to make everything count. In boyhood when he plays he expends much energy to no purpose except exercise. In acquiring his education he learns much that he will never use, its only value being in discipline. One must do much that is valueless before he chooses an occupation; but after he decides what to do he should make all things converge to it. Every man does several times enough work to make a success, but most of it is lost. He should learn to focus, and knowing what he wants, go for that and nothing else.

As all departments of a great factory converge to the accomplishment of one great product, so all departments of life should be operated with equal definiteness. For this his efforts must be preserved in their results, so that when each thing is done all will be done which he has in view. We should save the scraps of time and labor. Most energy is wasted in trifles which are not used, but which might be worked up, like the by-products of a factory, into our life-purpose. One does much who makes all his work count on one thing. Oliver Wendell Holmes is said to have saved all the thoughts for literature which occurred to him in conversation. Knowing about how many years we have to work, and how much we can do in that time, we should calculate what we must do daily, and at each task, to get this done. We should ever be at something in our general scheme, and when that is done, apply ourselves to something else in that scheme, thus not only having a plan but at each period of life carrying it out.

For this we must work mainly at small points. Details must occupy most of life if its great work is done. We accomplish the whole by the parts, and must see principally that the parts fit together and make up the entirety which we want. Man is each moment at a place in his system, and unless he does the work of that place, his system is not carried out, and his life as a whole fails. One succeeds as an entirety, for which his life must be a unit. No

matter how complicated it is, it should be symmetric and complete in itself.

And while each task should be a finished and valuable thing in itself, accomplishing something which not only in the whole but in the parts is valuable, every finished work should be ready for use. One who writes many books should make each one good and serviceable without the others. For while he may spend a whole life on some great work, as a philosophical system, like Spencer, most men write many books, each a complete novel or history requiring nothing else to complete a series; and unless each one is good without reference to the others, it will not serve its purpose. We should learn to complete things, and give them to their use, so that we need never think of them again, but can go to the next. They may, however, all contribute to make up a great whole of one's life work, having one general purpose, and being permeated with one general spirit, as the works of Balzac and Dickens, which have each a problem of their own.

The shoemaker should make each pair of shoes complete and serviceable. Whatever general end he has in view or great improvements in his art, each particular task should serve some purpose. The farmer should make each crop good and gather it, no matter what he proposes ultimately. The railroad man, rising to influence in railroad affairs, does everything well he undertakes. He will never complete a railroad system if he can not complete a single road, or manage a single department of it. We must make our work perfect for each phase. A perfect whole is not made up of imperfect parts. There are many complete things, not one merely. Even when they all combine to make one there is an independent completeness in each.

We should be a success as we go. To look for success in the end only is to fail. We must always be a success and be a success in many things to be such in one. A man in middle life who has done nothing yet will never do anything. He should begin early to reap as well as to sow. If he does nothing now he will not do anything hereafter. The future is made up of what is done in the present. One should take an inventory of his assets as he goes, and know what he has done up to now. In living for the future one should live for the present; in acting for the future, act for the present. The main end of life is reached only by reaching the subordinate ends, and a man has one big success only by having many small ones. Austin Bierbower in the Traveling Man.

It often takes more saintliness to bear a few mosquitoes than to stand a business panic.

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.

OUT OF THE OLD.

P. Steketee & Sons Take Possession of New Building.

The model jobbing house of P. Steketee & Sons, wholesale dry goods, has been completed and the early part of this week witnessed the moving of the firm's stock into the new building.

The completion of this structure adds another modern mercantile building to the already big list of similar stores located in Grand Rapids.

Nothing has been spared by the builders to make the structure complete in every particular, incorporating all the necessary facilities to advantageously handle merchandise such as is carried by a jobbing dry goods house.

This building gives P. Steketee & Sons 38,300 square feet of floor space in addition to their present quarters. It is of concrete construction and fire proof throughout. The exterior is of

business since 1862 and the growth of the firm has been gradual.

Paul Steketee, one of the founders of the business, died on March 12, 1899, and since that time the business has been carried on by the four sons, Peter P., Paul J., Dan C. and Paul F. Steketee, together with C. Dosker, son-in-law of the late Paul Steketee.

The firm is preparing to cover additional territory and generally increasing both its retail and wholesale business.

Movements of Michigan Gideons.

Detroit, May 19—G. R. Smith, Gideon No. 3314, of Johnstown, N. Y., who sells collars and cuffs for a firm in Troy, N. Y., spent Sunday in this city, stopping at the Normandie.

Field Secretary Chas. T. Bowers expects to form a Camp in Syracuse, N. Y., this week. He has just closed a two weeks' series of meetings in Brooklyn and New York City. A new Camp was formed in

It begins to look very much as though the official rally for Christian Traveling Men for the State of Michigan would be at Lake Orion on Aug. 1, 1908, in connection with the Interdenominational Bible Conference, which is held at that time. A beautiful place and a fine time of the year to get by the cooling water.

At the last meeting of Bay City Camp the following officers were elected:

President—L. R. Russell.

Vice-President—John F. Umphrey.

Secretary-Treasurer—W. T. Balamy.

Chaplain—A. O. Blodgett.

Counselor—C. E. Walker.

There will be something doing in Bay City with a Russeller at the head and a Walker after all of them and large enough to keep them in motion. If any of the Camp lag there is one among these officers to put up the Marker. It is now expected that the next Michigan State Gideon convention will be held in Bay City and that the activity represented in the present officers will more than double the Camp, already strong, during the coming year. Field State Secretary Samuel P. Todd, who is a member of this Camp, will start his activities in his home Camp. The Russelling should begin with hotel meetings, which should reach down to Saginaw. Grand Rapids Camp hatched a baby a few weeks ago and numbered him 6,884, and his name is A. E. Gould. He can talk and sing and attended a Griswold House hotel meeting last Sunday evening, where about twenty-five were present. Among these was one Episcopal traveling man who said he enjoyed the life and spirit of the meeting much better than so much form as is used in his own church, and that he was going back to his church and pastor and endeavor to get some of the Gideon enthusiasm into his church.

Detroit Camp will elect officers for the ensuing year at noon hour at Y. M. C. A. and it is expected that the Camp will put in line officers who will keep the wheels moving. "Do not delay, very important. The King's business."

Aaron B. Gates.

Propose To Expose Fire Trap Hotels.

The 46,000 members of the Illinois Commercial Men's Association are going after the owners of fire trap hotels with a big club. In a letter sent out by R. A. Cavanaugh, Secretary of the Association, each member is asked to report to him all hotels which do not protect their guests against fire.

The letter takes as its text the Aveline Hotel fire at Fort Wayne, in which three members of the Association lost their lives and a number were severely injured. The members who perished were Maurice Hirsch and E. J. Ellis, of Chicago, and R. S. Johnson, of Pana, Ill. The letter reads in part:

"How long are we going to quietly submit to the existence of these fire traps? I have been informed that the Aveline Hotel was condemned

more than ten years ago as a fire trap. Shortly after the Iroquois fire I asked the members to report to us any hotel that was not provided with some means of escape in case of fire. Nothing was said about the Aveline, although it seems its condition was common gossip among the boys on the road. That is the trouble, we had too much gossip. Let us do something.

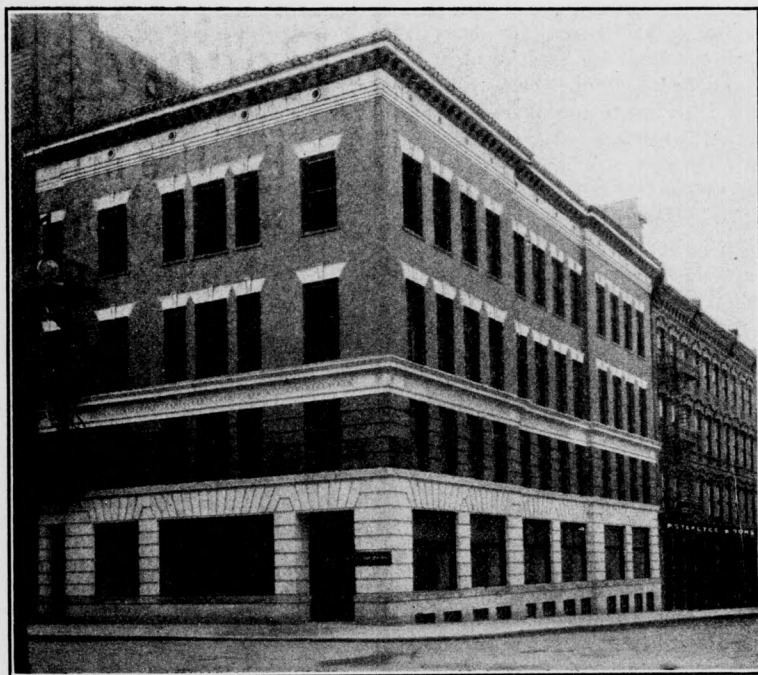
"I am ready to commence. Are you with me? If so, send in the name of every hotel that you consider a fire trap, giving your reasons why, the name of the landlord and the name of the owners, and I will inspect if, in person or by proxy, and endeavor to induce the landlord to make the necessary improvements. If he refuses to do so, I will inform the members of the Association of the fact.

"Every sleeping room ought to be provided with a rope of sufficient length to reach to the ground, even although the building has fire escapes. We also will try to have fire protection laws passed in all states. The world is with us on this subject. All it needs is a leader, and the I. C. M. A. is going to take the job. We have 46,000 of the best hustlers in the world. Let's go at them."

"There are hotels all over the country as bad as the Aveline and worse," said Mr. Cavanaugh. "We intend to have a record of such places, so that our members will not risk their lives by sleeping in them. We also shall ask the legislatures to pass laws requiring hotelkeepers to make adequate provision for the safety of their guests. We are in this fight to stay."

Wm. C. Reid, traveling representative for the Standard Oil Co., died last Wednesday at the family residence at 75 Charles street. Deceased was born on a farm near Kingston, Ont., 67 years ago. In his early life he was a carpenter. He removed to Grand Rapids thirty years ago. He went on the road for Scofield, Shurmer & Teagle in 1890, being assigned Northern territory, which he covered with unusual regularity ever since. Mr. Reid left a widow and two sons, both of whom reside in Detroit. The funeral was held at the late residence of the deceased, the interment being in Detroit.

Things readily believed are not often really believed.



maize colored brick and terra cotta.

The fittings and fixtures have been specially constructed and are in keeping with the massive character of the establishment.

Every one of the five floors will carry complete departments of merchandise. The division will be made about as follows: In the basement will be found the domestics; the first floor, dress goods, wash and print goods; second floor, notions, hosiery and underwear; third floor, men's furnishings, carpets, matting, oil cloth, rugs, etc.; fourth floor, bedding of various descriptions; fifth floor, general stock room. The shipping department will be installed in the basement of the old building.

Two elevators have been installed in the new building—one passenger and one for freight.

Invitations are now being sent to country merchants asking their presence at the firm's formal opening on June 10.

P. Steketee & Sons have been in

Newark, N. J., two weeks ago by his aid.

C. C. Dornbush, President of Pennsylvania, has been busy lately, for two Camps are to his credit—one at Greensburg and the other at Wilkesburg. The Field Secretary will be at Philadelphia the latter part of May, and altogether the old Keystone State has gotten well to the front in Gideon work.

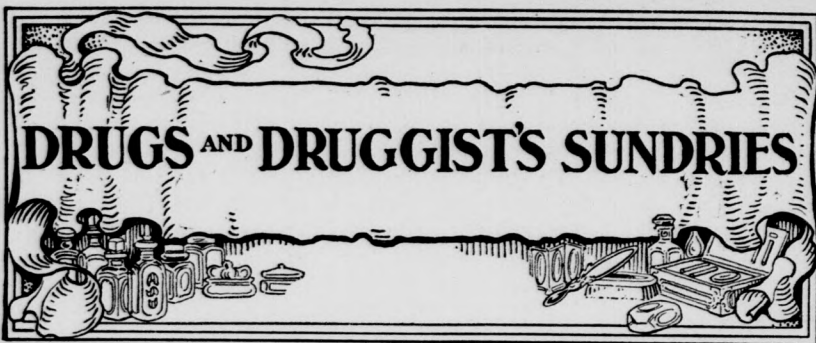
National Secretary F. A. Garlock expects to be relieved of his duties by way of a vacation during the early days of June. Close confinement and hard steady work has made it a matter of necessity that he get relief, and all unite in wishing him a very enjoyable vacation.

The boys of Camp No. 1 were agreeably surprised last Sunday evening during the progress of the meeting held at the Griswold House by Brother Nick making his appearance at the door unannounced. Of course he came in; and he gave us a fine encouraging talk and made the service beautiful.

The Servant Question Solved

There is a solution you may not have thought of in the excellent menu and homelike cooking at

Hotel Livingston
Grand Rapids



Michigan Board of Pharmacy.
 President—Henry H. Heim, Saginaw.
 Secretary—W. E. Collins, Owosso.
 Treasurer—W. A. Dohany, Detroit.
 Other members—John D. Muir, Grand Rapids, and Sid A. Erwin, Battle Creek.

Michigan State Pharmaceutical Association.

President—J. E. Bogart, Detroit.
 First Vice-President—D. B. Perry, Bay City.
 Second Vice-President—J. E. Way Jackson.
 Third Vice-President—W. R. Hall, Manistee.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—J. L. Wallace, Kalamazoo; M. A. Jones, Lansing; Julius Greenthal, Detroit; C. H. Frantz, Bay City, and Owen Raymo, Wayne.

Formula for a Waterproof China and Glass Cement.

If you desire a strictly cold-waterproof cement, there is, in our opinion, no better agent than an alcoholic solution of shellac. Make it about as thick as old-fashioned molasses. Heat the fragments to about the boiling point of water, apply the solution to both edges to be joined, quickly join them and hold them together tightly for a moment, or until they adhere of themselves. If the shape of the object will permit it, spring a rubber band around to hold the fragments as closely together as possible. Remember that the less cement that is used ((providing the surfaces of the fractured part are quite covered with it), and the closer the fragments are approximated to each other, the stronger and better the joint. This joint will stand a temperature up to that of boiling water.

The next best agent is the so-called Armenian cement, which is made as follows: Soak four parts of Russian isinglass (the dried bladder of the sturgeon) in cold water for twelve hours, or until it has absorbed as much of the water as it will take up, then throw the isinglass in a strong piece of linen (a towel will answer) and squeeze out all surplus water. Upon the thoroughness with which this is done depends, to a considerable extent, the quality of the finished product. Put the fish glue in a capsule and melt it in the waterbath. Have ready a solution of 2 parts of gum mastic and 1 part powdered gum ammoniac, dissolved in 16 parts of 95 per cent. alcohol. Remove the capsule from the bath, add the solution of gums to the glue and stir well together. This cement has a milky appearance and when properly made (and properly used) is one of the strongest possible cements for uniting porcelain, glass, ivory, etc. The cement remains fluid, in very hot weather, but at other times is solid, and the container must be placed in warm or hot water to liquefy the cement before using the latter. Have the fragments to be united warmed up to the temperature of the cement, or, even warmer will not hurt. Use as little of the latter as possible, but be careful to cover the broken edges of both pieces with it, adapt them as nearly as possible, press out the surplus cement, and bind the parts together. Do not remove the binding thread or wire for at least thirty-six hours (and the joint will be all the better if the ligature is left on for twice that long). To render this cement so that it will withstand boiling water place the object in a hot oven and leave it there over night. Keep the containers of the cement tightly corked.

A slightly cheaper form of this cement is made as follows: Dissolve 16 parts of powdered mastic in sufficient alcohol of 95 per cent. to make a saturated solution. Soak, as described above, 16 parts of fish glue in cold water until it is thoroughly softened, get rid of the surplus water, then melt in the water-bath and add the solution of mastic. Keep the temperature of the bath at a point just sufficient to maintain its fluidity. Stir the mixture until it becomes homogeneous, then stir in 8 parts of finely powdered gum ammoniac. Maintain the heat for one minute longer, then remove and pour into vials of 2 drams each.

Randolph Reid.

Carbolic Acid the Favorite Poison.

It would appear that carbolic acid is quite as popular a suicidal agent in England as in the United States. A recent annual report, covering both England and Wales, shows that 1085 deaths were caused by poisons during the last year. These cases may be classified as follows: Poisons accidentally administered, 245; poisons taken by suicides, 534; poisons administered as anesthetics, 183; poisons used by murderers, 5; deaths attributed to morphia habit, 9; deaths due to poisonous fumes, 109. The poison most generally employed for suicidal purposes is carbolic acid, which was taken with fatal consequences in 120 cases; next comes oxalic acid, which was taken by 90 suicides; the next "spirits of salts," by 86; next opium, laudanum, and morphine, by 52. Of deaths caused by poisons taken by accident with fatal results 73 were due to opium, laudanum and morphine. Of the deaths due to anesthetics 107 were caused by chloroform. Curiously enough only three deaths were attributed to cocaine.

The Drug Market.

Opium—Is unchanged although it had advanced in the primary markets.

Morphine—Has declined 10c per ounce.

Codeine—Is lower.

Quinine—Is unchanged.

Citric Acid—Is very firm and tending higher.

Strychnine — Manufacturers have reduced their price 10c per ounce.

Norwegian Cod Liver Oil—Is tending lower on account of large catch.

Glycerine—Is weak and tending lower.

Guarana—Has advanced on account of small stocks.

Oil Bergamot—Has advanced on account of higher prices in primary market.

Oil Peppermint—Is weak and tending lower.

American Saffron Flowers—Have declined.

Gum Camphor—Is weak and declining.

Clear Out the Old Drugs, Herbs, Etc.

Once a year it is well to have a general cleaning up and burning of your powdered drugs, herbs, leaves and all other medicines that have become old with age and are of no practical benefit, and if you will call the attention of this fact to your loyal customers, or for that matter, to any of your customers or bystanders, and let them see what you are doing, it will make you dollars where you lose dimes. Don't let any stale goods stay on your shelves. If they are not wanted, move them back, and if they have deteriorated in medicinal strength cremate them, and do this once every twelve months. It is the best advertising you can do and not only the best advertising, but the best policy, as it insures the best results from your medicines and chemicals and will give you a better advertisement than any paid advertisement could give you; keeps your stock clean and makes you a public benefactor.

How to Make a Profit on Stamps.

Selling stamps seems to be regarded as a sort of hardship by many druggists, and yet there are establishments which seem to be doing a thriving business buying and selling

stamps. It is hardly to be supposed that these independent dealers could remain in business openly year after year if their sources of supply were illegitimate, and yet it stands to reason that they could not pay rent and salaries out of the "profit" derived from buying stamps from the post office and selling them at face value. Many concerns receive great quantities of stamps by mail in payment of small purchases, and such of these as they can not use they are glad to dispose of at a discount. Here is a hint which we hope will aid some of our long-suffering readers to establish a profitable side line.

It always makes the adversary happy to see you sad.

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

Liquor Arsen et Hydrarg Iod ..	25	Rubia Tinctorum	12@	14	Vanilla	9 00@
Liq Potass Arsinit	10@	Saccharum La's.	22@	25	Zinci Sulph ..	7@
Magnesia, Sulph.	3@	Salacin	4 50@	75	Oils	
Magnesia, Sulph. bbl	1½@	Sanguis Drac's	40@	50	Whale, winter ..	70@ 70@
Mannia, S. F.	45@	Sapo, W	13½@	16	Lard, extra	85@ 90@
Menthol	2 65@	Sapo, M	10@	12	Lard, No. 1	60@ 65@
Morphia, SP&W 3	15@	Sapo, G		15	Linseed pure raw	42@ 45@
Morphia, SNEY 3	15@	Seidlitz Mixture..	20@	22	Linseed, boiled ..	43@ 46@
Morphia, Mal....	3 15@	Sinapis		18	Neat's-foot, w str	65@ 70@
Moschus Canton.	40	Sinapis, opt		30	Spts. Turpentine ..	Market
Myristica, No. 1 ..	25@	Snuff, Maccaboy.			Paints	
Nux Vomica po 15	0@	DoVoes	51		Red Venetian	1½ 2 @3
Os Sepia	35@	Snuff, S'h DeVos ..	4@		Ochre, yel Mars 1½	2 @4
Pepsin Saac, H & P D Co.	71 00	Soda, Boras	6@	10	Ocre, yel Ber 1½	2 @
Picis Liq N N ½ gal doz	2 00	Soda, Boras, po....	6@	10	Putty, comm'r'l 2½	2½ @3
Picis Liq qtrs	1 00	Soda et Pot's Tart	25@	28	Putty, strictly pr 2½	2½ @3
Picis Liq. pints ..	60	Soda, Carb.	1½@	2	Vermillion, Prime	
Pil Hydrarg po 80	50	Soda, B. Carb	3@	5	American	13@ 15@
Piper Nigra po 22	18	Soda, Ash	3½@	4	Vermillion, Eng. ...	75@ 80@
Piper Alba po 35	30	Soda, Sulphas		2	Green, Paris	29½ @33½
Pix Burgum	8	Spts. Cologne	2 60	55	Green, Peninsular ..	13@ 15@
Plumbi Acet	12@	Spts. Ether Co.	50@	55	Lead, red	7½@ 8@
Pulvis Ip'cet Opil 1	30@	Spts. Myrcia Dom ..	2 00		Lead, white	7½@ 8@
Pyrethrum, bxs H & P D Co. doz.	75	Spts. Vini Rect bbl			Whiting, white S'n ..	9@ 9c
Pyrethrum, pv....	20@	Spts. Vii Rect ½ b ..			Whiting, Gilders' ..	9@ 9c
Quassiae	8@	Spts. Vii R't 10 gal			White, Paris Am'r ..	21 25@
Quina, S P & W ..	18@	Spts. Vii R't 5 gal ..			Whit'g Paris Eng. ..	
Quina, S Ger.	18@	Strychnia, Cryst'l 1	10@	1 30	cliff	21 40@
Quina, N. Y.	18@	Sulphur Subl.	2½@	4	Shaker Prep'd	1 25@ 1 35@
		Sulphur, Roll	2½@	3½	Varnishes	
		Tamarinds	8@	10	No. 1 Turp Coach 1	10 1 20@
		Terebinth Venice ..	28@	30	Extra Turp	1 60@ 1 70@
		Thebromae	50@	55		

Drugs

All orders shipped and invoiced the same day received. Send a trial order.

**Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.**

Grand Rapids, Mich.
Originators of
OVALACTOL
and Rec

The Ideal Tissue Builder

Carried in Stock by Drug Jobbers Generally

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	A	B	C	D	F	G	H	I	J	L	M	N	O	P	R	S	T	V	W	Y
1	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake
2	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake
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5	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake
6	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake
7	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake
8	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake
9	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake
10	Ammonia	Baked Beans	Candies	Dried Fruits	Farinaceous Goods	Gelatin	Herbs	Jelly	Licorice	Meat Extracts	Mustard	Nuts	Olives	Pickles	Rice	Salad Dressing	Tea	Vinegar	Wick	Yeast Cake

1

ARCTIC AMMONIA

AXLE GREASE

Baked Beans

BATH BRICK

BLUING

BROOMS

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3

Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Long Tom	55
Yucatan	55
Hop to it	65
Spearmint	55

CHICORY	
Red	
Blue	
Frank's	
Schener's	

CHOCOLATE	
Waiter Baker & Co's	
German Sweet	28
Premium	38
Caracas	31
Waiter M. Lowney	36
Premium, 1/2s	36
Premium, 1/4s	36

COCOA	
Baker's	35
Cleveland	41
Colonial, 1/2s	35
Colonial, 1/4s	33
Eppe's	42
Huyler	45
Lowney, 1/2s	40
Lowney, 1/4s	39
Lowney, 1s	38
Lowney, 1s	40
Van Houten, 1/2s	12
Van Houten, 1/4s	20
Van Houten, 1s	40
Webb	35
Wilbur, 1/2s	39
Wilbur, 1/4s	40

COCOA	
Dunham's 1/2s & 1/4s	26 1/2
Dunham's 1/2s	27
Dunham's 1/4s	28
Bulk	12
COFFEE	
Rio	
Common	10@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Santos	
Common	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	

Maracaibo	
Fair	16
Choice	19
Fancy	19
Guatemala	
Choice	15
Java	
African	12
Fancy African	17
O. G.	25
P. G.	31

Mocha	
Arabian	21
Package	
New York Basis	
Arbuckle	16 00
Dillworth	14 75
Jersey	15 00
Lion	14 50

McLaughlin's XXXX	
McLaughlin's XXXX sold	
to retailers only. Mail all	
orders direct to W. F.	
McLaughlin & Co., Chic-	
ago.	

Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gro	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CRACKERS	
National Biscuit Company	
Brand	
Butter	
Seymour, Round	6
N. B. C. Square	6
Soda	
N. B. C. Soda	6
Select Soda	8
Saratoga Flakes	13
Zephyrette	13

Oyster	
N. B. C. Round	6
Gem	6
Faust, Shell	7 1/2

Sweet Goods	
Boxes and cans	
Animals	
Atlantic, Assorted	10
Brittle	11
Cartwheels	8
Cassia Cookie	9
Current Fruit Biscuit	10
Cracknels	16
Coffee Cake, pl. or iced	10
Cocoanut Taffy Bar	12
Cocoanut Bar	10
Cocoanut Drops	12
Cocoanut Honey Cake	12
Cocoanut Hon. Fingers	12
Cocoanut Macaroons	18
Dandelion	12
Dixie Sugar Cookie	9
Frosted Cream	8
Frosted Honey Cake	12
Fluted Cocoanut Bar	10
Fruit Tarts	12
Ginger Gems	8
Graham Crackers	8
Ginger Nuts	8
Ginger Snaps N. B. C.	7
Hippodrome Bar	10
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12

4

Honey Jumbles	12
Household Cookies	8
Household Cookies Iced	8
Iced Honey Crumpets	10
Imperial	8
Iced Honey Flake	12 1/2
Iced Honey Jumbles	12
Island Picnic	11
Jersey Lunch	8
Kream Klips	20
Lem Yem	11
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Wafer	16
Lemon Cookie	8
Mary Ann	8
Marshmallow Walnuts	15
Mariner	11
Molasses Cakes	8
Mohican	11
Mixed Picnic	11 1/2
Nabob Jumble	14
Newton	12
Nic Nacs	8
Oatmeal Crackers	8
Orange Gems	8
Oval Sugar Cakes	8
Penny Cakes, Assorted	8
Pretzels, Hand Md.	8
Pretzelettes, Hand Md.	8
Pretzelettes, Hand Md.	7 1/2
Raisin Cookies	8
Revere, Assorted	14
Rube	8
Scalloped Gems	10
Scotch Cookies	10
Snow Creams	16
Spiced Honey Nuts	12
Sugar Fingers	12
Sugar Gems	8
Sultana Fruit Biscuit	16
Spiced Gingers	9
Spiced Gingers Iced	10
Sugar Cakes	8
Sugar Squares, large or	8
small	8
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	8
Sylvan Cookie	12
Vanilla Wafers	16
Waverly	8
Zanzibar	9

In-er Seal Goods	
Per doz.	
Albert Biscuit	1 00
Animals	1 00
Butter Thin Biscuit	1 00
Butter Wafers	1 00
Cheese Sandwich	1 00
Cocoanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers	1 00
Lemon Snap	50
Oatmeal Crackers	1 00
Oysterettes	50
Old Time Sugar Cook	1 00
Pretzelettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda, N. B. C.	1 00
Soda, Select	1 00
Sultana Fruit Biscuit	1 50
Uneda Biscuit	50
Uneda Jinjer Wayfer	1 00
Uneda Milk Biscuit	50
Vanilla Wafers	1 00
Water Thin	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00

Holland Rusk	
36 packages	2 90
40 packages	3 20
60 packages	4 75

CREAM TARTAR	
Barrels or drums	29
Boxes	30
Square cans	32
Fancy caddies	35

DRIED FRUITS	
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6	7	8	9	10	11
Meal 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 Dairy Feeds 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 00 Hammond Dairy Feed 24 00 Oats Michigan carlots 57 Less than carlots 58 Corn Carlots 77 Less than carlots 79 Hay No. 1 timothy carlots 13 00 No. 1 timothy ton lots 14 00 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5 lb. pails, per doz. 2 35 15 lb. pails, per pail 55 30 lb. pails, per pail 98 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's Chicago, 2 oz. 2 25 Liebig's Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 20 Good 22 Half barrels 2c extra MINCE MEAT Per case 2 90 MUSTARD 1/4 lb., 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 20 @ 1 40 Bulk, 2 gal. kegs 1 10 @ 1 30 Bulk, 5 gal. kegs 1 00 @ 1 20 Manzanilla, 3 oz. 75 Queen, pints 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 1 45 Stuffed, 3 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 per box 1 25 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 8 50 Half bbls., 600 count 4 75 Small Half bbls., 1,200 count 5 70 PLAYING CARDS No. 90 Steamboat 85 No. 15, Rival, assorted 1 25 No. 20 Rover, enameled 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808 Bicycle 2 00 No. 632 Tourn't whist 2 25 POTASH 48 cans in case 4 00 Babbitt's PROVISIONS 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 Dry Salt Meats S. P. Bellies 11 Bellies Extra 9 1/4 Shorts 9 1/4 Smoked Meats 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 Picnic Boiled Hams 13 1/2 Boiled Hams 17 Berlin Ham, pressed 9 Minced Ham 9 Bacon 12 1/4 Lard Compound 8 1/4 Pure in tierces 9 1/4 80 lb. tubs, advance 1/4 60 lb. tubs, advance 1/4 50 lb. tins, advance 1/4 20 lb. pails, advance 1/4	10 lb. pails, advance 7/8 5 lb. pails, advance 1 8 lb. pails, advance 1 Sausages Bologna 7 Liver 7 Frankfort 9 Pork 9 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 9 75 Boneless 13 50 Rump, new 17 00 Pig's Feet 1/4 bbls. 1 00 1/4 bbls., 40 lbs. 1 80 1/2 bbls. 3 80 1 bbl. 8 00 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 30 Beef, rounds, set 16 Beef middles, set 40 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 2 50 Corned beef, 1 lb. 1 45 Roast beef, 2 lb. 2 50 Roast beef, 1 lb. 1 45 Potted ham, 1/4 s 45 Potted ham, 1/2 s 45 Potted ham, 3/4 s 45 Deviled ham, 1/4 s 45 Deviled ham, 1/2 s 45 Potted tongue, 1/4 s 45 Potted tongue, 1/2 s 45 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 4 @ 4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 10 Deland's 3 00 Dwight's Cow 3 15 L. P. 3 00 Wyandotte, 100 3/4 s 3 00 SAL SODA Granulated, bbls. 85 Granulated, 100 lbs. cs. 1 00 Lump, bbls. 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Halibut Strips 13 Chunks 13 Holland Herring Pollock @ 4 White Hp. bbls. 7 50 @ 9 00 White Hp. 1/2 bbls. 4 00 @ 5 00 White Hoop mchs. @ 75 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Scaled 13 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 00 Mess, 40 lbs. 6 20 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 35 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 5 80 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 35 Whitefish No. 1, No. 2 Fam 100 lbs. 9 75 @ 3 50 50 lbs. 5 25 @ 1 90 10 lbs. 1 12 @ 55 8 lbs. 92 @ 48 SEEDS Anise 10 Canary, Smyrna 4 1/2 Caraway 10 Cardamom, Malabar 1 00 Celery 15 Hemp, Russian 4 1/2 Mixed Bird 4 Mustard, white 10 Poppy 9 Rape 6	SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8 oz. 2 80 Dusky D'nd, 100 6 oz. 3 80 Jap Rose, 50 bars 3 75 Savon Imperial 3 50 White Russian 3 50 Dome, oval bars 3 50 Satinet, oval 2 15 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 25 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25 LAUTZ BROS. & CO. Acme, 70 bars 3 60 Acme, 30 bars 4 00 Acme, 25 bars 4 00 Acme, 100 cakes 3 50 Big Master, 70 bars 2 90 Marselles, 100 cakes 5 80 Marselles, 100 cakes 5c 4 00 Marselles, 100 ck toilet 4 00 Marselles, 1/2 bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Lautz Bros. & Co. Snow Boy 4 00 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 46 Cassia, Saigon, in rolls. 55 Cloves, Amboyina 22 Cloves, Zanzibar 16 Mace 65 Nutmegs, 75-80 35 Nutmegs, 105-10 25 Nutmegs, 115-20 20 Pepper, Singapore, blk. 17 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 55 Cloves, Zanzibar 24 Ginger, African 15 Ginger, Cochin 18 Ginger, Jamaica 25 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 25 Pepper, Cayenne 28 Sage 20 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lbs. 5 Muzzy, 40 lbs. 4 1/4 Gloss Kingsford 7 1/4 Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 3lbs. 6 1/4 Silver Gloss, 12 6lbs. 8 1/4 Muzzy 48 1lb packages 4 1/4 16 5lb. packages 4 1/4 12 6lb. packages 5 1/4 50 lb. boxes 3 1/4 SYRUPS 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 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31	Basket-fired, choice 38 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson 36 Choice 30 Fancy 36 Colong Formosa, fancy 42 Amoy, medium 25 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 34 Sweet Loma 34 Hiawatha, 5th pails. 54 Telegram 30 Pay Car 33 Prairie Rose 49 Protection 40 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kylo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Today 34 J. T. 38 Piper Heidsieck 69 Boot Jack 86 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 32 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. pails 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 31 Duke's Mixture 40 Duke's Cameo 40 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 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 35 Air Brake 36 Cant Hook 36 Country Club 30 Forex-XXXX 32-34 Good Indian 30 Self Binder, 16oz. 8oz. 20-22 Silver Foam 32 Sweet Marie 32 Royal Smoke 42 WINE Cotton, 3 ply 20 Cotton, 4 ply 20 Jute, 2 ply 20 Hemp, 6 ply 14 Flax, medium N. 24 Wool, 1 lb. balls 8 VINEGAR Malt White, Wine, 40 gr 9 Malt White, Wine 80 gr 12 1/2 Pure Cider, R & B 15 Pure Cider, Robinson 15 Pure Cider, Silver 15 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 00 Market 1 25 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, med 7 25 Willow, Clothes, small 6 25 Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 63 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 35 No. 2 Oval, 250 in crate 40 No. 3 Oval, 250 in crate 45 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 4 00 Barrel, 15 gal., each 5 00	Clothes Pins Round head, 5 gross bx 55 Round head, cartons 70 Egg Crates and Fillers. Humpty Dumpty, 12 doz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 15 sets 1 35 Case, mediums, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 80 No. 1 common 80 No. 2 pat. brush holder 80 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 15 3-hoop Standard 2 35 2-wire, Cable 2 25 3-wire, Cable 2 45 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 80 Rat spring 75 Tubs 20-in. Standard, No. 1 8 75 18-in. Standard, No. 2 7 75 16-in. Standard, No. 3 6 75 20-in. Cable, No. 1 25 18-in. Cable, No. 2 25 16-in. Cable, No. 3 25 No. 1 Fibre 11 75 No. 2 Fibre 10 25 No. 3 Fibre 9 50 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 4 25 Single Peerless 3 60 Northern Queen 3 50 Double Duplex 3 00 Good Luck 2 75 Universal 3 65 Window Cleaners 12 in. 1 50 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 25 15 in. Butter 2 25 17 in. Butter 3 75 19 in. Butter 5 00 Assorted, 13-15-17 2 30 Assorted, 15-17-19 3 25 WRAPPING PAPER Common straw 1 1/4 Fibre Manila, white 2 1/4 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/4 Wax Butter, short cut 12 Wax Butter, full cut 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Foam, 1 1/2 doz. 50 FRESH FISH Per lb. Whitefish, Jumbo 20 Whitefish, No. 1 13 Trout 10 Halibut 10 Ciscos or Herring 7 Bluefish 16 Live Lobster 30 Boiled Lobster 30 Cod 11 Haddock 8 Pickered 11 1/2 Pike 8 Perch, dressed 8 Smoked, White 12 1/2 Chinook Salmon 14 Mackerel 22 Finnan Haddie 15 Roe Shad, each 45 Shad Roe, each 8 1/2 Speckled Bass 8 1/2 HIDES AND PELTS 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 Pelts Old Wood @ 20 Lamb's 20 @ 40 Shearlings 10 @ 30 Tallow No. 1 @ 5 No. 2 @ 4 Unwashed, med. @ 16 Unwashed, fine @ 12	CONFECTIONS Stick Candy Pails Standard 8 Standard H H 8 Standard Twist 8 1/2 Jumbo, 32 lb. 8 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case. 8 1/2 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 8 Royal 8 1/2 Ribbon 10 Broken 8 1/4 Cut Loaf 8 Leader 8 1/2 Kindergarten 10 1/2 Bon Ton Cream 9 French Cream 9 1/2 Star 17 Hand Made Cream 11 Premio Cream mixed 14 Paris Green Bon Bons 10 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 13 Eudge Squares 13 Peanut Squares 10 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed 11 Champion Chocolate 13 Eclipse Chocolates 15 Eureka Chocolates 16 Quintette Chocolates 16 Champion Gum Drops 10 Lemon Drops 10 Imperial Sours 10 Lemon Sours 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Wafles 13 Red Rose Gum Drops 10 Auto Bubbles 13 Fancy—in 5lb. Boxes Old Fashioned Molasses Kisses, 10lb. box 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Hore-mound drops 60 Peppermint Drops 60 Champion Choc. Drops 70 A. M. Choc. Drops 1 10 A. 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 Molasses 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Cr'ms 80 @ 90 Cream Wafers 4 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 assortment 6 75 Scientific Ass't. 18 00 Pop Corn Cracker Jack 3 25 Checkers, 5c pkg case 3 50 Pop Corn Balls, 200s 1 25 Azulkit 100s 3 00 On My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS—Whole Almonds, Tarragona 17 Almonds, Avica 17 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 13 Cal. No. 1 13 Walnuts, soft shelled @ 18 Walnuts, Marbot @ 14 Table nuts, fancy @ 13 Pecans, Med. @ 10 Pecans, ex. large @ 12 Pecans, Jumbos @ 13 Hickory Nuts per bu. Ohio new @ 47 Shelled Spanish Peanuts 7 @ 7 1/2 Pecan Halves @ 45 Walnut Halves @ 35 Filbert Meats @ 27 Alicante Almonds @ 42 Jordan Almonds @ 47 Peanuts Fancy H. P. Suns 6 1/2 @ 7 Roasted 7 1/2 @ 8 Choice, H. P. Jumbos 8 @ 8 1/2 Choice, H. P. Jumbo Roasted 9 @ 9 1/2

Special Price Current

AXLE GREASE



Mica, tin boxes... 75 00
Paragon... 55 00

BAKING POWDER

Royal



10c size 90
1/4 lb. cans 1 25
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

BLUING



G. P. Bluing

Doz
Small size, 1 doz. box... 40
Large size, 1 doz. box... 75

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 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 1/2 lb. pkg. per case 2 60
25 1/2 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
90ft. 3 thread, extra... 1 70
60ft. 6 thread, extra... 1 29
72ft. 6 thread, extra...

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
50ft. 1 25
60ft. 1 55

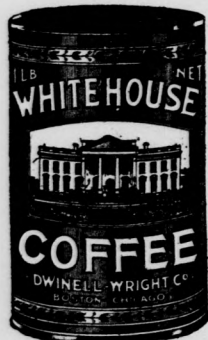
Galvanized Wire

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 60

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. 90

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 30

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—The best small grocery in this city. Fine location, good stock, very low rent. Sales, \$30 to \$50 per day. Will show books and prove trade. Requires about \$900. F. E. Bradfield, 205 Murray Bldg. 738

For Sale—Hardware, grocery, flour and feed, vaudeville, restaurant, harness, sawmill, job printing, lumber yard, undertaking, drug store and other live business properties. Write to-day for list. F. E. Bradfield, 205 Murray Bldg. 739

Attention, Mr. Merchant—Is your business dull? Do you want to reduce your stock or sell out? Do you want to raise a large amount of money quickly? My new original method will accomplish big results for you at a trifling expense. Endorsed by manufacturers, leading Chicago wholesale houses and large numbers of reputable merchants. High-grade proposition. No bad after effects. One-third to one-half of your stock turned into cash in seven to ten days' time, at good profits. Your case receives my personal attention. I am the "man of the hour" in the sales business. Stocks adjusted and appraised. Write to me and I will tell you what I can do for you. J. C. Adams, 123 North Hickory St., Joliet, Ill. 737

For Rent—The Miner Hotel and livery barn. Wm. Miner, Jerome, Mich. 736

Wanted—General merchandise, jewelry store or groceries for farm. "Phillips, Manchester, Tenn. 733

Wanted—Stock clothing, shoes or groceries in exchange for 40 acres of land in Indiana. Not above \$200. Address L. L. Shepard, Edgewood, Iowa. 732

Wanted—Stocks of merchandise for two elegant farms. Garrett Bros., Rochester, Ind. 731

Bakery, candy kitchen and ice cream manufacturing business in good county seat town of 2,000. A good shipping point on three railroads. Amount of sales about \$6,000 a year. Will sell for \$1,500 cash down. This is a bargain if taken soon. Reason for sale, poor health. Address J. Renner, Box 238, Rockwell City, Iowa. 730

Tobacco habit cured or no cost. Address Ni-Ko Assn., Wichita, Kan. 729

Country store and farm for sale; doing good business; has postoffice in store, good frame store building, new; also a good 80 acre farm, well improved; has about 60 acres in cultivation; good frame house and other buildings; this is a number one business location, 6 miles from St. James and railroad. Price of farm with store building, \$3,200; stock at invoice; will invoice about \$1,500. For further particulars regarding this and other farms in Southwest Missouri, write Victor Wm. Reitz Realty Co., St. James, Mo. Book free. 728

Excellent Business Chance. For Sale—My complete stock of general merchandise, consisting of dry goods, boots and shoes, notions, gents' furnishings, groceries, drugs, medicine, hardware and farm machinery, etc. Wish to sell the complete stock at once. A fine opportunity for a young man to do business and make money from the day of beginning. The only store; postoffice in connection. Have been at this stand 17 years. On account of my health must make a change. Write at once or come. F. W. Schoen, Bridgewater, Mich. 727

For Sale—A grocery store in a live town of 5,000 inhabitants. Last year's business \$25,000. Stock and fixtures about \$3,500. Address Lock Box 173, Woodstock, Ill. 725

For Sale—For part cash and good securities, all new clean stock of groceries; invoice about \$1,200; fine location. Well established trade. Address Box 118, Lake Station, Ind. 724

For Sale—A nice clean shoe stock, good location. No old style stuff. Every pair good. Doing a nice business. Located in one of the best towns in Central Illinois. Stock \$3,000. A snap for the right parties. For more particulars address No. 740, care Michigan Tradesman. 740

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

For Sale—Duplicating sales books. We will save you 25% on this store necessity. Battle Creek (Mich.) Sales Book Co. 722

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. 7, 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 invoice 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

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 invoice about \$2,500. Reason for selling, owner has other business. Address No. 709, care Michigan Tradesman. 709

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—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

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

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

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

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

FARM LANDS

623 acre farm, heavy black soil, three miles from Elk River, thirty miles from Minneapolis, 250 acres cultivated, 160 acres meadow, 138 acres clover, balance pasture and oak timber suitable for cord wood. New modern ten-room house with cellar, barn 32x112, two additions 32x30, room for 125 cows, horse barn 30x40, cement floors and flowing water in these barns, complete set of out buildings all new. This farm raised 225 bushels of potatoes per acre last year which sold for 55 cents a bushel. This section is where early potatoes and dollars go hand in hand, and the Korn, Klover and Kows produce a Kombination that pays for a farm in a short time. Write us for particulars. E. N. Daly & Co., Elk River, Minn. 735

HELP WANTED.

Wanted—Men for office and warehouse work. Young men with high school education and two years' or more experience in retail hardware. Address Wholesale, Lock Drawer 773, Duluth, Minn. 734

Wanted—Book-keeper for general mercantile business. Must be rapid, accurate and neat. State fully experience and age, also salary expected, and names of references. Position open June 1st and permanent to right party. The McDougall Merc. Co., Munising, Mich. 726

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

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.

MAKE YOUR SPACE COUNT.

The professional advertisement writer understands the necessity of combining condensation with exactness and artistic finish, but in the local papers we often see a wasteful example of what seems to be mere space filling. Advertising costs money and should yield money in return. If it does not, there is something radically wrong. Either the wrong medium has been chosen, something is wrong with the quality or price of the goods, or they have not been properly advertised.

If you are a stranger in the place or have recently moved your place of business, by all means let the new location be made public. But it seems a mere waste of space to take a year or more to tell that you are at 1111 New street and have the cheapest and best line of dry goods in the city. The plain statement, not backed by specific details, counts for naught.

Again, there still remains a custom, quite prevalent a few years ago, to leave a large space blank save for the words, "Look for Mr. C's advertisement next week." "Next week he will have the space filled, may be with good advertising; but the chances are that some have laid in their stock of those very goods while the space was still a blank, when if it had been used to describe them at first a good sale might have been consummated.

Try in every issue to tell the people something which they did not know, yet which they want to know. Let the copy be a bulletin board of your best bargains, and keep it strictly up-to-date. It should not only tell what you have but state prices; and the more space you can give to describing the various points of superiority, providing you are able to back them by facts, the better.

If you have made a special purchase of flour, let the people know about it. Tell them in what respects the higher priced brands are superior, but be sure that you carry a good brand of cheaper quality for the benefit of those who can not afford the higher prices.

If you have made a new investment in dry goods, give the facts, and in as much detail as possible. Some of your customers have only limited means of keeping abreast of the styles and will depend largely upon what you have in stock in making their purchases. It does not pay to try to palm off a left-over from last year as new goods, simply because you happen to get hold of some one not strictly up-to-date. The chances are that they will find out before long any such scheme, and remember it. If you want to get rid of old goods—and of course you do want to—it is much more satisfactory to both parties in the end to state plainly just what they are and make a suitable discount.

Most people like to make a rough estimate before leaving home of the expense connected with a certain purchase. It saves time to the customer, as his mind is more definitely

made up as to what he wants. For the same reason it saves time to the dealer. Your shelf goods are not all visible when he enters the store, and unless you have in same way announced that you have them, he may not ask for what he does not see, in fact, may not even know of its existence.

BATTLESHIPS AND PEACE.

On the occasion of the laying of the corner-stone of the new building for the Bureau of American Republics, at Washington, President Roosevelt made a strong plea for a larger navy, and it is significant that his remarks were received with great enthusiasm. There would at first sight seem to be something incongruous in connecting an appeal for a greater Navy with the inauguration of a building erected in the cause of peace among the nations of the Western Hemisphere, yet the great majority of people will readily agree with the President that peace disarmed is weak.

Mr. Carnegie, who has provided the money out of his great wealth for the erection of the building for the Bureau of American Republics, is a strong opponent of everything that savors of war, including battleships, but that fact did not restrain the President from speaking plainly his belief that the surest way to perpetuate peace was to be always thoroughly prepared for war. Fortunately, there is little need for more battleships to insure peaceable relations with our Latin-American neighbors, but there are other quarters from which we might be attacked, and would very likely be attacked, were we foolish enough to neglect the strengthening of our Navy.

There can be no doubt that the world is aiming at higher ideals in this twentieth century than it has ever done heretofore, and the causes of war have certainly diminished, but conservative people must nevertheless admit that we are still very far from the realization of dreams of universal peace. Those nations that are foolish enough to permit their armaments to fall into decay because of a belief in the approach of an era of universal peace are apt to receive a rude awakening when they least expect it. The world has a pregnant example of the risk of disarmament in the case of Turkey. It is true that the Sublime Porte still maintains a respectable army, but the Turkish Navy has been permitted to degenerate into a heap of junk. It is this absence of a navy which emboldens every power that has any causes of quarrel with Turkey or hopes to gain an advantage to threaten the Porte with a naval demonstration, and the Turk, being helpless, is compelled to yield. Nobody thinks of submitting a dispute with Turkey to arbitration. China is in much the same position, and the experience of both these formerly powerful empires should be a warning to us that if we want to be respected and let alone we must maintain a powerful fleet and keep our powder dry. The dictum of Tac-

itus that "The peace of nations can not be secured without arms, nor arms without pay, nor pay without taxes," was never more true than at the present time.

Recent Business Changes in Ohio.

Marietta—There has just been closed here a business deal of considerable importance between two manufacturing companies of this city which has opened the eyes of local people to the magnitude of one of the industries concerned. As a result of the transaction the Marietta Paint & Color Co. has sold its present large plant at the corner of Fort and Wood streets, at West Marietta, and will immediately commence work on a much larger and more modern plant in Norwood, an eastern suburb of this city.

Piqua—The heirs of the late C. W. Fisher have purchased an interest in the harness store of Andy Smith and the firm will hereafter be known as Fisher & Smith. The Fisher heirs have withdrawn from the Fisher & Phillippi store on North Main street, the interest owned by the late Mr. Fisher having been purchased by Jerome Phillippi, and the store will now be conducted under the firm name of Frank Phillippi & Son.

Piqua—A new bakery and confectionery establishment has been opened in the store formerly occupied by C. W. Duvall, the tailor, by Miller Brothers. The firm is composed of W. C. Miller, of this city, and F. B. Miller, of Lynchburgh. Both of these gentlemen are experienced bakers. W. C. Miller was formerly in business on Boone street, and later opened a candy kitchen on Main street, which he disposed of a year ago. F. B. Miller was a resident of this place about six years ago.

Kalamazoo Out for More Industries.

Kalamazoo, May 19—The first steps toward an active campaign to boom this city and increase its industries and business were taken by the Board of Directors of the Commercial Club last night when J. D. Clement was elected Secretary of the organization and means considered for advertising the city and for raising a fund of good size upon which the Club might work.

Mr. Clement, who was chosen from a number of applicants for the position, was immediately instructed to make a trip to an Eastern city and close negotiations, which have been pending for some time, for the location of a large factory in this city.

The selection of Mr. Clement was made by the Directors, who believe that an active business man should have charge of the office and be in position to transact such business and make trips to various cities in the interests of the Club and Kalamazoo.

Mr. Clement is a well known real estate dealer and was candidate for City Treasurer upon the Democratic ticket at the spring election. He will take up his new duties June 1, at which time the resignation of Miss Carrie Baker, who has been Secretary of the Club for several years, takes effect.

The factory proposition is the first task which Mr. Clement will take up, but following that he will get busy in an active campaign to advertise Kalamazoo and its advantages as a business and residence city. The Directors last night talked over means for advertising, but they were left mainly with Mr. Clement.

M. H. Lane and J. J. Knight stated that the Club needed a working capital of \$10,000 or more and several ways of securing the money were discussed. Plans of raising the money by subscription or sale of stock, or by the sale of vacant lots, which could be secured by the members, were broached.

After much discussion in which each member of the Club favored some plan for raising the money it was put over until a later meeting.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, May 20—Creamery, fresh, 20@22c; dairy, fresh, 18@20c; poor to common, 14@16c.

Eggs—Strictly fresh, 16½@17c.

Live Poultry—Springs, 12@12½c, fowls, 12@12½c; ducks, 11@12c; geese, 10c; old cox, 9@10c.

Dressed Poultry—Springs, 14@15c; fowls, 13@14c; old cox, 10c; turkeys, 16@20c.

Beans—Marrow, hand-picked, \$2.25 @2.40; medium, hand-picked, \$2.35 @2.40; peas, hand-picked, \$2.60 @2.65; red kidney, hand-picked, \$1.75 @1.80, white kidney, hand-picked, \$2.30 @2.40.

Potatoes—White, 85@90c per bu.; mixed, 80@85c. Rea & Witzig.

His Way.

"That orator says he feels that he can never repay his constituents for the honor they have conferred on him."

"Yes," answered the voter, "that's his polite way of telling us we needn't expect much from him in the way of actual work."

A Canada banker committed suicide one day last week and an investigation shows that his accounts are in good shape with not a penny missing. Perhaps he had read of the Pittsburg banker who has absorbed over half a million of other people's money and was stung with regret for neglected opportunities.

BUSINESS CHANCES.

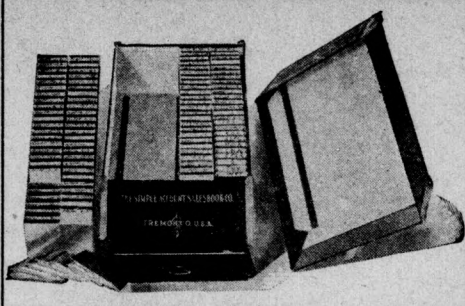
Wanted—Stock of general merchandise, shoes or hardware, \$2,000 to \$3,500, in exchange for desirable real estate renting for \$360 per year. O. W. Rice, Traverse City, Mich. 742

Shoe store for sale. Clean stock, well established shoe business in lively, prosperous community; good high school, etc., grand opportunity; neatest store; best shoe trade in radius many miles; elegant "corner location" in attractive block; modern conveniences; low insurance; will lease above store reasonably. Agency for best rubbers made; inventory about \$3,000. Hurlbut & Preston, Heuvelton, St. Lawrence County, N. Y. 743

For Sale—A stock of general merchandise, invoicing about \$5,000 and \$6,000, all in good condition. Must sell at once and will give good terms to the right party. Enquire 217-223 S. Market, Wichita, Kan. 744

Wanted—A partner who can take active part in outfitting store and invest \$5,000. Business of 25 years standing. Has paid net profit of 25 per cent. every year for the last five years. Splendid chance to get into good paying business. Proprietor has too much business to attend to. Address No. 741, care Tradesman. 741

**We Are Not
from
Missouri
but we can
"Show You"**



How to do your bookkeeping with **One Writing**.

How to keep your collections up and yet not be bothered with sending out **Monthly Statements**.

How to do away with all posting of accounts to ledger and yet have them **always posted up-to-the-minute** and in readiness for settlement.

How to keep your Miscellaneous Accounts so that they will be presented for payment promptly and thus avoid disputes and loss.

How to **protect your accounts against fire** without lugging them home with you or storing them away in your safe at night.

How to **Limit the Amount of Credit** to be given to any customer and demand settlement before he has overtraded.

How to systematize and increase your business.

It's the **Keith System** that accomplishes these results.

Write today for our new catalog.

The Simple Account Salesbook Co.

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use
1062-1088 Court Street Fremont, Ohio, U. S. A.

Do You Know

That we grind a superior grade of

**Fruit Powdered
Sugar**

**Peerless XXXX
Sugar**

**Peerless Standard
or
Fine Frosting
Sugar**

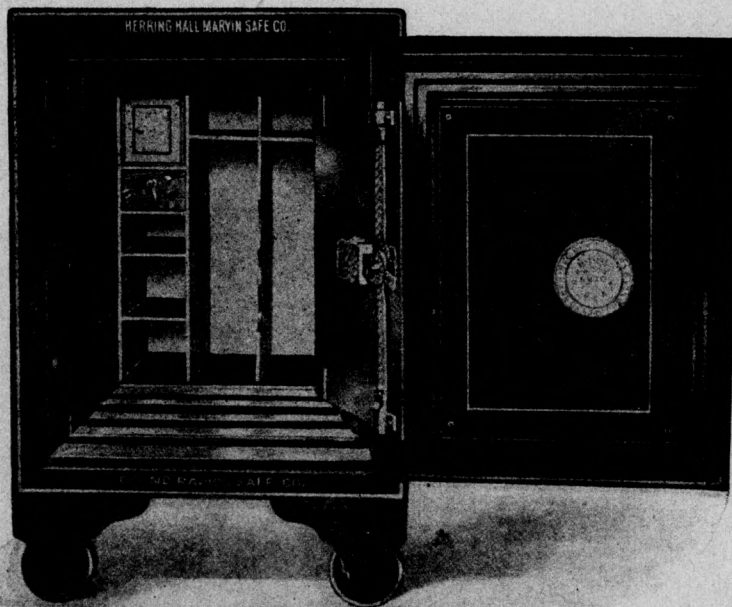
Judson Grocer Co.
Grand Rapids, Mich.

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.



Do You Realize

That you can make an average profit of 25 per cent. by selling

PAW-NEE OATS

Positively the highest grade rolled oats on the market today that is sold at a popular price.

Made from high grade White Oats and sold to you at a price that is **right**, so that you can sell at "popular prices," and we don't dictate your price to the consumer, we leave that to your judgment.

Better order now.



Quality and Price



The Angldile

Merchant's Side

Will largely influence your choice of a Scale. There is no better Scale than the Angldile and the price is of interest to every one who uses a Scale. For the first time you can buy an honest Scale at an honest price.

Any comparison you may make will convince you that the Angldile represents the greatest value ever offered in Computing Scales.

The way we weigh will please you.

Let us convince you.

Angldile Computing Scale Company

Elkhart, Indiana

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.

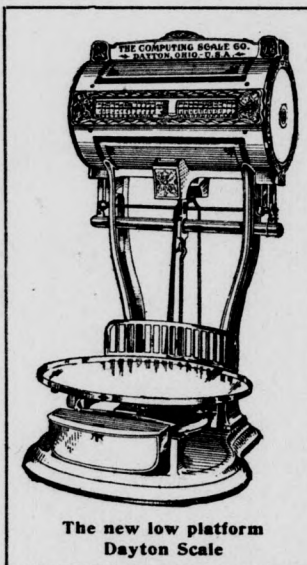
We make no claims or statements regarding

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